

# 5 SIGNS YOUR BUSINESS HAS FAKE REVIEWS

## A Guide to Protecting Your Reputation

Fake reviews can devastate your business. Whether they're malicious attacks from competitors or coordinated campaigns by bad actors, fake reviews erode trust, hurt your search rankings, and drive customers away. Here are the 5 warning signs every business owner should know.

### **SIGN #1: Sudden Spikes in Negative Reviews**

If you suddenly receive multiple 1-star reviews within a short time period (hours or days), this is a major red flag. Legitimate negative experiences happen, but they're usually spread out over time. A coordinated attack often shows a pattern of multiple reviews appearing within 24-48 hours.

**What to look for:** Check the dates of negative reviews. If 3+ reviews appeared on the same day or within a few days, investigate further.

### **SIGN #2: Reviewers With No History**

Fake reviewers often use newly created accounts with little to no review history. If a reviewer's profile shows only 1-2 reviews (including the one they left for you), they may be a fake account created specifically to leave negative reviews.

**What to look for:** Click on the reviewer's profile. Legitimate reviewers typically have 5+ reviews across different businesses over several months or years.

### **SIGN #3: Vague or Generic Complaints**

Real customers describe specific experiences. Fake reviews often use vague language like 'terrible service' or 'worst experience ever' without any details. They may also use language that doesn't match your business type or services you don't even offer.

**What to look for:** Reviews that lack specific details about the visit, service, or product. Generic complaints that could apply to any business are suspicious.

## **SIGN #4: Reviewer Location Mismatch**

If your business is a local service in Chicago, but you're receiving reviews from accounts that primarily review businesses in other cities or countries, this is a red flag. Fake review services often operate internationally, leaving geographic footprints in their review patterns.

**What to look for:** Check the other reviews from suspicious accounts. Are they reviewing businesses in completely different geographic areas?

## **SIGN #5: Unusual Review Timing**

Reviews posted at unusual hours (3 AM, 4 AM local time) or all exactly at the same time are suspicious. Legitimate customers typically leave reviews during normal waking hours, and natural review patterns show variation in timing.

**What to look for:** If reviews are posted at times when your business isn't even open, or if multiple reviews show identical timestamps, something may be wrong.

## **WHAT TO DO IF YOU SPOT FAKE REVIEWS**

If you've identified potential fake reviews, here's your action plan:

- Document everything - screenshot the reviews and note the patterns
- Flag the reviews on Google/Yelp using their official reporting tools
- Respond professionally - don't accuse, just state that you have no record of the reviewer
- Consult with a reputation management service for persistent attacks
- Consider legal action for defamation in extreme cases

# PROTECT YOUR REPUTATION WITH SKRUB

Skrub uses AI-powered analysis to automatically detect fake reviews, generate legal defense scripts, and help you take action fast. Stop spending hours manually monitoring reviews - let Skrub do the heavy lifting.

**Start your free trial at [skrub.io](https://skrub.io)**

© 2026 Turtle Digital Holdings, LLC d/b/a Skrub. All rights reserved.