

HOW TO ASK FOR GOOGLE REVIEWS

A SIMPLE GUIDE

WHY GOOGLE REVIEWS MATTER

Google reviews aren't just about star ratings.

They:

- Build trust before someone ever contacts you
- Influence whether people click your listing or scroll past
- Play a role in local visibility on Google Maps
- Reduce friction when someone is deciding who to contact

I've worked with businesses across multiple industries, and one thing is always consistent: businesses with strong, recent reviews convert better — even when everything else is similar.

This guide shows you how to ask for reviews properly, without feeling pushy or uncomfortable.

THE BIGGEST MISTAKES

They wait too long.

If you ask weeks after the job is done, the emotional high point has passed — and so has the motivation to leave feedback.

The best time to ask is when the value is fresh and obvious.



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WHEN TO ASK FOR A GOOGLE REVIEW

The right moment depends on your business, but good examples include:

- After a job is completed successfully
- When a client thanks you or gives positive feedback
- After a repeat purchase or ongoing work milestone
- When someone says “I’ll definitely recommend you”

If you’re wondering “Is now a good time?” — it usually is.

HOW TO ASK WITHOUT FEELING AWKWARD

You don’t need a script. You need clarity and confidence.

A good review request:

- Is polite and direct
- Explains why the review matters
- Makes it easy to leave one
- Doesn’t pressure or guilt the customer

You’re not begging for validation — you’re inviting feedback.



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SIMPLE REVIEW TEMPLATES

In Person

"I'm really glad you're happy with everything. If you have a moment later, a Google review would really help my business — I can send you the link."

Email

Subject: Quick favour?

Hi [Name],

I'm really pleased we were able to help with [specific service]. If you have a moment, I'd really appreciate a short Google review — it helps other people find and trust my business.

Here's the link: [Insert review link]

Thanks again,

[Your name]

WhatsApp/SMS

Hi [Name], thanks again for choosing me.

If you're happy with the service, I'd really appreciate a quick Google review — it makes a big difference for small businesses like mine.

Here's the link if that helps: [Insert review link]



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MAKE IT EASY

If someone has to:

- Search for your business
- Click around Google
- Work out where to leave a review

They probably won't do it.

Always send:

- A direct review link
- One clear instruction
- No distractions

Reducing friction increases reviews — it's that simple.

HOW OFTEN SHOULD YOU ASK

There's no magic number, but consistency matters more than volume.

A steady flow of recent reviews:

- Builds trust
- Looks more natural
- Performs better than bursts followed by silence

As a rule of thumb, aim to ask every happy customer, not just the exceptional ones



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ALWAYS RESPOND

Replying to reviews shows:

- You value feedback
- You're engaged and professional
- Your business is actively managed

A simple "Thank you for taking the time to leave a review — I really appreciate it" is enough.

IF YOU GET A NEGATIVE REVIEW

Don't panic. Handled well, negative reviews can actually build trust. Respond calmly, professionally, and publicly:

- Acknowledge the issue
- Take responsibility where appropriate
- Offer to continue the conversation offline

BUILD REVIEW INTO YOUR PROCESS

The easiest way to get reviews is to stop treating them as an afterthought. Build review requests into:

- Job completion emails
- Follow-up messages
- CRM reminders
- End-of-project check-ins

When it's part of the process, it stops feeling awkward.

