



Google Reviews Cheat Sheet



How To Get Reviews

The best time to ask for a Google review is right after a positive customer experience. This could be after a completed service, a successful appointment, a purchase, a project wrap-up, or a helpful customer support interaction. Keep the request simple and make it easy by sending customers your direct Google review link.

You can ask in person, by text, by email, or through a follow-up message.



Best Practices

Ask for reviews soon after a positive experience, while the customer still remembers the details. Always include your direct Google review link to make the process simple, and respond to every review to show customers that your business values feedback.



What Not To Do

DO NOT offer discounts, gifts, cash, or rewards in exchange for reviews. Reviews should be honest and based on the customer's real experience. Do not ignore negative reviews. A calm, professional response can show future customers that you care and are willing to make things right.

DO NOT leave reviews for your own business, or have reviews posted from accounts connected to the company.

