



20 Ways To Get More Google My Business Reviews

1. Deliver the best customer experience possible. Delight your customers.
2. Incorporate getting reviews into your business processes – ask for a review before you can close the file/case.
3. Ask at the right time – it doesn't have to be at the end of a case. If you receive positive feedback verbally at any point, then ask for a review in person or on the phone and give a reason. 'Really great that you're valuing the service. I wonder if you might be able to help me. Would you be able to provide a review? Your help would really be appreciated as it will help others find you too.'
4. Use the short version of your Google My Business URL to ask for reviews – go to <https://support.google.com/business/answer/7035772?hl=en-GB> for details on how to find the short url.
5. Make use of signage in your offices to encourage reviews. Consider banners, dedicated cards, your email signature, your email newsletters, brochures, invoices, window clings and flyers as ways of encouraging in-person feedback and online feedback. Google has a free kit available at <https://marketingkit.withgoogle.com/>
6. Collect email addresses and follow up as soon as you've completed the work and ask if they would help you by providing a review. A simple thank you for your business – it would be great if you could leave us a review – button to Google My Business... and / or Facebook. If you send automatically try to reduce the negative reviews – Unsatisfied? – please reach out to me directly. If you're happy with our service, then please leave a review following the link below. It will really help us and help others than need our service find us. You could embed a video of you asking for the review.
7. Give your customer a couple of options on where they can leave feedback is likely to increase the number of reviews you get over time. We would recommend Google My Business and then Facebook.
8. Don't rely on email, you can text for a review too. And if you want a Facebook Review you could use Facebook Messenger. So use the most appropriate channel to ask.



9. You can send a reminder about a review. Maybe use a different channel to send it... and make them aware that they can just leave a star rating which won't take as long.
10. Ensure customer facing personnel are trained to ask for reviews, highlighting that reviews would be very much appreciated, especially if the customer is happy with the service.
11. Give your customer a review first – this works well for business customers. Leave them feedback on their LinkedIn profile about how much you've enjoyed working with them. You can then ask if they might leave a review for you.
12. Make it easy for customers to complete a review. Perhaps provide a simple guide.
13. Showcase your reviews on the testimonials page of your website.
14. Respond to reviews as soon as you can. Say "thank you" when you get a review.
15. Add a link from your website that encourages reviews on Google My Business and Facebook. Maybe add it to the footer and also to your testimonials page. Do this if you're happy that you are providing exceptional customer service.
16. Download the Google My Business app and treat Google My Business like a social channel¹
17. Keep content fresh so it's obvious you're paying attention to your review site.
18. Giving website visitors something for free – a guide or similar – ask them for a review by email after a set time.
19. Reward all personnel for getting reviews.
20. Ask your social followers to leave reviews – they wouldn't be following you if they didn't like you 😊



DO NOT INCENTIVISE REVIEWS IS STRICTLY NOT ALLOWED.

BE CAREFUL NOT TO GET TOO MANY REVIEWS AT ONCE. Google may think the reviews are not real.

1 <https://blog.hootsuite.com/google-my-business/>

Further reading

Please see <https://moz.com/learn/seo/getting-local-reviews> and <https://blog.hubspot.com/service/get-customer-reviews>

Handling negative reviews

You need to take the conversation offline. Thank the customer for the feedback and make them aware that you would like to address their issue. Ask them to contact a particular person directly.