

REVIEW REQUEST AND REPLY SWIPE FILE

Copy, paste and personalise. Send requests soon after the job or purchase, while the experience is fresh, and use your direct review link from your Business Profile.

■ STAY WITHIN THE RULES

- **Ask everyone.** Google bans selectively asking for positive reviews or discouraging negative ones
- **No incentives.** Google bans offering payment, discounts or free goods or services for reviews
- **No pressure on the premises.** Google says businesses shouldn't require or pressure people to review while on site, and bans staff review quotas
- **UK law:** since 6 April 2025, the Digital Markets, Competition and Consumers Act 2024 bans fake reviews and incentivised reviews that hide the incentive

■ REQUESTS

EMAIL

Subject: How did we do, [First name]?
Hi [First name], thanks for choosing [Business] for [job]. If you have a minute, we'd really value a Google review. It helps other people in [area] find us, and we read every one: [review link].
Thanks again, [Your name]

TEXT MESSAGE

Hi [First name], it's [Your name] from [Business]. Thanks for having us. Would you leave us a quick Google review? [review link]

COUNTER CARD OR RECEIPT

How was your visit? Scan to leave us a Google review. [QR code]

ONE FOLLOW-UP, A WEEK LATER

Hi [First name], just in case it slipped through, here's the link if you'd like to review us: [review link]. No worries if not.

■ REPLIES

POSITIVE

Thanks so much, [Name]. We're glad [specific detail from their review]. [Team member] will be pleased to hear it.

MIXED

Thanks for the feedback, [Name]. We're pleased [good point] went well, and sorry [issue] fell short. We've since [change made]. Call us on [number] if you'd like to talk it through.

NEGATIVE

[Name], we're sorry to read this. It isn't the standard we aim for, and we'd like to put it right. Please contact [name] on [phone or email] and we'll look into it straight away.

NOT A CUSTOMER YOU RECOGNISE

We can't find a record of this visit. If we've got that wrong, please contact [email] so we can help.

Reply within a couple of days, stay calm, never share customer details, and report reviews that break Google's policies.