

How to ask for Google Reviews

A 'How To'guide

BOLD!
Marketing Communication



How to ask for Google Reviews

This 'How To' guide has been prepared for business owners and professionals who do not have reviews on their Google Business Listing.



While many businesses, especially those that offer an experience such as restaurants, retail stores and adventure companies are often heavily reviewed without having to ask, it's not unusual for business owners and professionals who have close, long term client relationships to have no reviews or very few.

For these businesses, satisfaction levels are often implied or discussed privately, even though their clients would happily provide a review if asked, or if they knew how.

With this in mind, here's how to ask for Google Reviews for your business. But first, let's cover why Google Reviews are important and the ground rules.

Google Reviews are important because they...

- i) **Boost your Google local search page position**
- ii) **Enable prospective clients to learn about you via independent third parties**
- iii) **Provide valuable feedback for making you a better business**

The Ground Rules

1. Seek *genuine* business reviews

Google accepts all reviews – good and bad – so let's be frank. You'd be crazy to proactively ask unhappy clients to comment publicly on

your products or performance. However, if you genuinely deliver quality products and excellent service, and you have positive relationships with your clients, you should feel confident asking for a review.

2. Say thank you

When you receive your Google review, respond by saying thank you, but also consider returning the favour by saying something positive about your reviewer. If you get a less than positive review, still say thank you and publicly pledge to take action to fix any genuine concerns.

3. Report malicious reviews

If the review is malicious, you should call it out, then immediately report it to Google.

If it's unfounded Google will remove it. However, if it's a legitimate complaint, your best approach is to contact the reviewer, make amends in an offline conversation and ask them to modify or remove the review.

Take heart, most people simply want to be heard, and your taking action to fix a problem can result in a 5-star review and a raving fan!

Here's how to ask for a Google review by email...

Dear <name>

Could I ask a favour? We have been working closely with you for some time now, and we hope you enjoy working with us as much as we enjoy working with you. Because you know us so well, we're hoping you might be so kind as to give us a Google Review.

If you feel you could do this for us, here's a quick how-to:

You need to log into your Gmail account, then Google search our business name – <your business name goes here> - don't use the www's because you need to use the Google Business Listing to post your review.

If our Google business listing doesn't appear, you may need to add our location after the business name – <suburb & city goes here>

Then click on our Google Business Listing's 'write a review' button, select the stars (5 stars would be great!!!), write your review, then when you are done, click 'post'.

Many thanks (or your usual sign off)

<your name here>

The image shows a Google search for "bold marketing". The search results list several entries for Bold! Marketing, including their website, Facebook page, LinkedIn profile, and a Google Business Listing. The Google Business Listing for "Bold! Marketing Communication" is highlighted, showing a 5.0 star rating from 5 Google reviews. A red arrow points to the "Write a review" button at the bottom of the listing. Another red arrow points to the "Post" button on the review form overlay. A yellow circle highlights the "Write a review" button. The review form overlay shows a 5-star rating and a text input field for the review. The review text "They are professionals who really know their marketing stuff." is visible. The "Post" button is highlighted in blue.

Here's how to respond to a Google Review...

Log into your Google Account.
Go to 'My Business' – Manage my locations
and click on your business name
Click on 'Reviews' - see the left-hand panel.
Find the review, click 'respond', write your
response and post.

Then...

Once you have a 5-star Google Review, make
the most of it. Here are THREE ideas you
could consider:

1. Take a copy and add it to the client testimonials page on your website.
2. Post a thank you for the review on Facebook.
3. Include your Google Reviews in new client proposals.



Bold! Marketing Communication specialises in helping professionals and business owners to grow their business through marketing.

We offer a Do-It-For-Me marketing framework that overcomes the common problems experienced by business owners – time, affordability and accountability.

To find out how we could help you, call us on 07 5477 0197 or visit www.boldcorp.com.au