

Review Request Pack

Purpose: everything a small business needs to ask real customers for Google reviews, politely and consistently, without breaking Google's or the CMA's rules.

1. The ground rules (keep these on the wall)

- Ask every customer in the same way. Do not pick only the ones you expect to praise you.
- Never offer a discount, gift or prize in return for a review.
- Never write, buy or post reviews yourself, and never ask staff or family to post as customers.
- Reply to every review within three working days.
- Ask once, remind once, then stop.

2. Get your review link and QR code

1. Sign in to your Google Business Profile.
2. Find the option to share your review form and copy the link.
3. Paste the link into any free QR code generator and download the image.
4. Test it on your own phone before printing.
5. Save the link in your phone notes so staff can copy it in seconds.

3. Message templates

Text message (send same day or next morning)

Hi [Name], thanks for choosing [Business] today. If you were happy with [the job / your visit], would you mind leaving a short Google review? It really helps a small local business like ours. Here is the link: [link]. Thank you, [Your name]

Email (send within 48 hours)

Subject: How did we do, [Name]?

Hi [Name],

Thank you for letting us [fix your boiler / design your site / look after your hair]. We hope you are pleased with the result.

If you have a minute, a short Google review would mean a lot to us. You can leave one here: [link]

It only takes a minute, and you are welcome to mention what mattered most to you, such as how quickly we turned up or how clear the pricing was.

Thanks again,

[Your name], [Business]

In person (at the end of a good visit)

"Really glad you're happy with that. If you ever have a spare minute, a Google review helps us loads. I can show you the QR code, or I can text you the link if that's easier."

One polite reminder (about seven days later)

Hi [Name], just a gentle nudge in case this got buried. If you would like to share your experience, here is the link: [link]. No worries at all if not, and thank you again.

Invoice or receipt footer

Happy with our work? Tell others on Google: [short link]

4. Reply templates

Five-star review

Thank you, [Name]! We are delighted [specific detail from their review] went so well. Thanks for choosing us, and see you next time. [Your name]

Four-star review with a small niggle

Thanks for your kind words, [Name]. We are sorry about [the niggle]. We have [what you will do about it]. We hope to welcome you back soon. [Your name]

Critical review

Hi [Name], thank you for telling us. We are sorry we did not meet expectations on [issue]. We would like to put this right. Please contact [name] on [phone or email] so we can look into it properly. [Your name]

Suspected fake or unrelated review

Hi, we cannot find a record of a customer or booking under this name. Please contact us on [phone or email] with details so we can look into this. (Then report the review to Google using the review menu and save a dated screenshot.)

5. QR code card wording (A6 card)

Front: "Enjoyed working with us? Scan to leave a quick Google review."

Back: "Thank you for supporting a local business. [Business name] | [phone] | [website]"

6. Weekly tracking sheet

Copy this into a spreadsheet. One row per customer.

Customer name | Date served | Request sent (Y/N) | Method (text, email, in person) | Reminder sent (Y/N) | Review received (Y/N) | Star rating | Reply sent (Y/N) | Notes

Weekly totals to record:

- Customers served
- Requests sent (aim for 100% of customers)
- Reviews received
- Response rate (reviews divided by requests)
- Average rating of new reviews

- Replies sent (aim for 100%)

7. Monthly review checklist

- ☐ Read every new review and note any common themes (praise and complaints)
- ☐ Share one great review with the team
- ☐ Fix one thing customers mention
- ☐ Check for suspicious reviews and report them
- ☐ Update the QR card or message wording if response is low
- ☐ Set a target: for example, 5 new reviews this month

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.