HOW TO GUIDE

GOOGLE REVIEWS

Google reviews are important for your business because they build credibility and trust with customers. They increase your local search visibility by improving your Google / SEO rankings and provide valuable feedback for your business to improve your products and services. For customers, reviews help them make informed decisions.

HOW TO GET GOOGLE REVIEWS

If you have a Google Business Profile, you're set up to receive Google Reviews. Users must have a Google account to post a Google Review about your business.

Asking for a review

Best practice recommends you ask selected clients to give you a google review when you know you've done a good job and they might be willing to give you a review.

- If you are a hospitality business, you might have a 'give us a google review' sign on your counter
- If you are an accommodation business, you could send an email to guests at the end of their stay asking for a review or ask them at check-out time.
- You can also ask family, friends and connections to complete Google reviews to help get the word out about your business


Included only as a sample of a
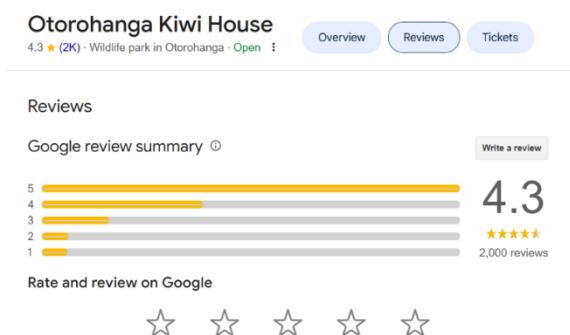
How to find your Google review link

1. Log in to your Google Business Profile
2. Navigate to the "Home" menu
3. Find the "Get more reviews" section
4. Click "Share review form" or "Get more reviews" to get a shareable link, which you can then copy or share directly via other platforms (such as email)

If your customers don't have a Google Account, how do they set one up?

To set up a Google account, go to the Google Account sign-in page, click "Create account," choose "For my personal use," enter your information, and follow the on-screen instructions to create a username, password, and verify your account.
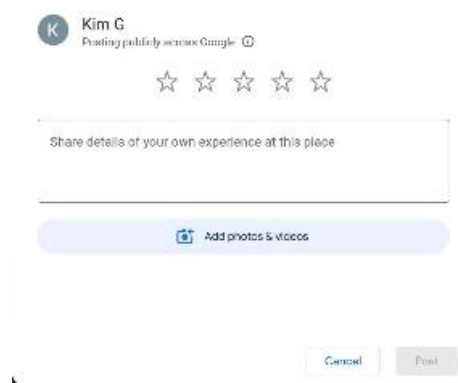
RESPONDING TO GOOGLE REVIEWS

It is best practice to respond to Google reviews, both good and bad. While it's not a 'deal breaker' it helps to build trust and demonstrates that you care and take on feedback to continually improve.

Negative reviews — general best practice (summarised by AI)

For negative reviews, how you respond depends a bit on what they say (i.e. if their feedback is legitimate or spam). But best practice is to:

1. **Respond Promptly**: Address the review as soon as possible to show you care about customer experiences and value feedback.

2. **Personalise the Response**: Address the customer by name, if possible, and thank them for taking the time to share their experience.

3. **Apologise Sincerely**: Express empathy and apologise for their negative experience, even if you don't fully agree with the review.

4. **Take Responsibility (Where Appropriate)**: If the mistake was within your control, acknowledge it and explain any steps you are taking to improve.

5. **Offer a Resolution**: Provide a clear next step, such as offering a refund, discount, or a chance to discuss the issue privately.

6. **Move the Conversation Offline**: Invite the customer to contact you directly (e.g., via email or phone) to discuss the situation in detail and find a resolution.

7. **Maintain Professionalism**: Keep your response calm and professional, avoiding arguments or defensive language.

8. **Sign Your Name**: Sign the response with your name or company name to show a real person is engaged.

Different scenarios for negative reviews

If their feedback is valid / a known situation to you, something like:

Thank you for taking the time to review us [name]. We are sorry to hear that you had a negative experience and apologise for any distress caused. We are aware of this situation and want to ensure you that we are taking steps to rectify this to ensure it doesn't happen again. Please contact [xyz] to discuss this further.

If you think it's not legitimate, something like:

Thank you for your review. We are sorry to see that you have given us [1 star]. Unfortunately, we don't have a record of this happening. To address your review further, we would like to get more information from you. Please contact [xyz] so that we can find out more.

Positive Reviews (summarised by AI)

Key Best Practices

1. **Be Prompt:** Respond within 24-48 hours to show you value customer feedback and stay engaged.

2. **Personalise Your Response:** Use the customer's name and mention specific aspects of their review to make your response feel genuine and human.

3. **Express Sincere Gratitude:** A simple "thank you" for their time and support goes a long way.

4. **Acknowledge Specifics:** Repeat or highlight a positive aspect mentioned in their review to show you've read it carefully.

5. **Maintain a Friendly, Professional Tone:** Keep the language warm and encouraging, but avoid excessive superlatives.

6. **Invite Them Back:** Encourage repeat business by mentioning you look forward to serving them again.

7. **Subtly Reinforce Your Brand:** You can gently mention a company value, such as your commitment to quality service or specific products, to reinforce your strengths.

8. **Use Keywords Strategically:** Incorporate relevant keywords in your response to help optimize your business's Google presence.

Suggested copy for positive reviews

Thank you so much for your great review [name]. We are [thrilled / delighted / pleased] to hear that you had such a positive experience with us [details of anything they mention / keywords from services etc]. We look forward to welcoming you again soon.

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This document was first created in **November 2025.**