



Proof Digital

# HOW TO GET REVIEWS

We value your  
feedback!  
How would you rate your  
experience with our company?



Leave a review...

SUBMIT

A Guide for Boosting Your Business  
with Customer Feedback



# WHY CUSTOMER REVIEWS MATTER FOR YOUR BUSINESS

Customer reviews build credibility, attract clients, and enhance your company's online visibility. According to studies, nearly 93% of consumers read online reviews before making a purchasing decision. Also notably, companies with 200 or more reviews have twice as much revenue compared to others.

If that's not convincing enough: 58% of consumers would be willing to travel further or pay more for goods and services from businesses with good reviews.

## Positive reviews can help you stand out and secure more projects because they:

- ➔ Act as social proof and build trust.
- ➔ Boost your local SEO, meaning improved rankings on search engines and more business visibility.
- ➔ Build credibility and are a key deciding factor for clients.
- ➔ Validate your reliability and help secure new contracts and partnerships.

*You deliver quality work, and your clients recognize it. With the right system, you can turn that recognition into powerful word-of-mouth marketing. Use this guide to help you systematically get reviews.*





# STEPS TO COLLECT CUSTOMER REVIEWS

Here's how to optimize your Google My Business profile to boost visibility and ensure you're found when local consumers search for services.

## 1. Set Up Your Google Business Profile

Before you can start collecting reviews, make sure your business is listed on Google. If you don't have a Google Business Profile yet, here's how to get started:

- ➔ Go to Google Business Profile and follow the prompts to set up your business.
- ➔ Verify your business to make it live and ready for reviews.

## 2. Generate Review Links

Follow these steps to create a review link to share with clients:

1. Sign in to your [Google Business Profile](#).
2. Select your business profile from the dashboard.
3. Click "Ask for reviews."
4. Copy the generated review link.

## 3. Share the Review Link

Once you have the review link, it's time to share it with your clients. Here are a few effective ways to get it in front of them:

- ➔ **Email:** Send an email to clients after completing a project.
- ➔ **Text message:** Send a text message with the link directly after finishing a service.
- ➔ **Automated emails:** Set up automated emails for recurring clients to remind them to leave a review.
- ➔ **Social Media:** After receiving tags or mentions on social media, follow up with the review link.



# SAMPLE EMAIL TEMPLATES FOR REQUESTING REVIEWS

**Words matter**, and choosing the right ones when asking for reviews is crucial. If you've delivered great work, most clients are happy to share their feedback—but it's all about how you ask. Below are some email templates to help you request reviews from your clients after finishing a project:

## **Subject: How did we do? We'd love your feedback!**

Dear [Client's Name],

Thank you for choosing [Your Business Name] for your [service/product]. We're always striving to improve, and your feedback helps us do just that! If you have a moment, could you please leave a quick review on [platform link]?

Your insights not only help us, but they also assist other clients in making decisions about their projects. We truly value your time!

Best regards,  
[Your Name]  
[Your Contact Information]

## **Subject: Your Feedback Makes a Difference – We'd Love to Hear from You!**

Hi [Client's Name],

We hope everything went smoothly with your recent [service/project] at [location]! At [Your Business Name], we strive to provide the best possible experience, and your feedback helps us ensure we're on the right track.

Would you mind taking a moment to leave a review? It only takes a few minutes and helps other clients know what to expect when working with us. You can leave your review here: [Review Link].

Thanks again for choosing [Your Business Name], and we look forward to working with you in the future!

Best regards,  
[Your Name]  
[Your Contact Information]

# BEST PRACTICES FOR REQUESTING REVIEWS

Getting reviews is easier when you're strategic about your approach. Timing, personalization, and the medium through which you request reviews all play a critical role.

## ✓ Timing

- ➔ **After Project Completion:** The best time to ask for reviews is immediately after completing a project when your client's experience is fresh.
- ➔ **Follow-Up After 1-2 Weeks:** If a client has not left a review within a week or two, send a follow-up reminder.

## ✓ Personalization

- ➔ Address the client by name and mention the specific project or service you completed for them.
- ➔ Explain why their feedback is important and how it will help future clients choose your business.

## ✓ Follow-Up Scripts

Here are some follow-up scripts for different communication methods:

### In-Person or Phone Request:

*"We hope everything went well with your project. Would you be willing to leave us a review? I can send you a link to make it easy."*

### Follow-Up Social Media Comment/ DM Template:

*Hey [Client Name], thanks for letting us be part of your [service/project]! 🙌 We'd love to hear what you thought. Your feedback helps us improve and guides others looking for similar services. If you have a moment, you can leave us a review here: [link].*

# RESPONDING TO CUSTOMER REVIEWS

Responding to customer reviews—whether positive or negative—is an essential part of managing your online reputation. Not only does it show clients you value their feedback, but it also encourages further engagement and helps resolve any potential issues.

## Monitoring Reviews

Regularly check your Google Business Profile for new reviews to stay on top of customer feedback. Simply login and head to the “Reviews” section to keep the conversation going and ensure no comments go unanswered.

## Responding to Positive Reviews ★★★★★

Here’s an example of a response to a positive review:

Hi [Customer Name],

Thank you for your great feedback! We are thrilled that you were satisfied with our [service/product]. It’s input like yours that inspires us to continue delivering excellent work.

Please feel free to share your experience with others who may benefit from our services. Thanks again for choosing [Your Business Name]!

Best regards,  
[Your Name]

## Managing Responses Across Platforms

Utilize tools like [Google Alerts](#) or [ReviewTrackers](#) to manage reviews on platforms like Google, Yelp, or Facebook. Make it a practice to check for new reviews regularly and respond within 24-48 hours.

## Responding to Negative Reviews ★...

Negative reviews should be handled promptly and professionally. [At least 45% of people say that they are more likely to visit a business that responds to bad reviews.](#) Acknowledge the issue, apologize, and offer a solution. Here’s an example:

Hi [Customer Name],

We’re sorry to hear about your experience with [Your Business Name]. Customer satisfaction is our priority, and we would love to make things right. Please contact us at [Contact Information] so we can resolve the issue.

Thank you for bringing this to our attention, and we hope to regain your trust.

Best regards,  
[Your Name]

# STREAMLINING YOUR REVIEW STRATEGY

Building a consistent strategy for requesting and managing reviews is crucial for maintaining a positive online reputation. Here's how you can streamline the process:

## ✓ Automating Review Requests

- Set up automated emails or text messages to be sent after project completion, reminding clients to leave reviews.
- Use CRM software to manage follow-up reminders and track which clients have already been contacted for reviews.

## ✓ Review Management

- Regularly review incoming testimonials and highlight the best ones on your website, social media channels, and marketing materials.
- Thank customers for leaving reviews, and offer small incentives such as discounts or loyalty points for their continued support.

**FEEDBACK RECEIVED!**







## **PARTNER WITH PROOF DIGITAL TO BUILD A WINNING REVIEW STRATEGY**

A strong review strategy can significantly grow your business. By collecting and managing reviews, you build trust, improve online visibility, and close more projects with ease. Positive feedback helps you stand out, boost revenue, and create lasting client relationships.

Ready to elevate your reviews? Partner with Proof Digital for a tailored approach—from optimizing your Google Business Profile to automating review requests and managing responses. Let's turn reviews into a powerful tool for your success. Contact us today to get started!

**Proof Digital** 

[www.proofdigital.com](http://www.proofdigital.com)