

## Google My Business Review Request Step-by-Step

Google My Business reviews have a significant impact on your local rankings. The more quality reviews you get, the higher you will rank in Google search results. Not sure how to ask for reviews? The first step is deciding who to ask. Focus your requests for reviews on happy customers, those that are satisfied and loyal to your business. Then use this simple step-by-step approach to ask for a review.

### 1. GENERATE A "REVIEW" LINK

Make it as easy as possible to leave a review by giving the person a link. This eliminates the time it takes to search for your Google My Business page in order to leave one. This link can be emailed or texted.

<b>Desktop</b>	<ol style="list-style-type: none"> <li>On your computer, sign in to your Google My Business page           <ul style="list-style-type: none"> <li>If you have multiple locations, open the location you want to manage</li> </ul> </li> <li>In the left menu, click Home.</li> <li>In the "Get more reviews" card, you can copy your <b>short URL</b> to share</li> </ol>
<b>Mobile</b>	<ol style="list-style-type: none"> <li>On your mobile device, open the Google My Business app           <ul style="list-style-type: none"> <li>If you have multiple locations, open the location you want to manage</li> </ul> </li> <li>Tap Customers &gt; Reviews.</li> <li>In the top right, tap Share  <ul style="list-style-type: none"> <li>If you haven't created a short name, you'll be prompted to make one</li> </ul> </li> <li>Copy your short URL to share</li> </ol>

### 2. SEND A PERSONALIZED MESSAGE

Personalize your email by including the person's first name, organization's name if applicable, and mentioning the specific product or service.

### 3. KEEP YOUR REQUEST SHORT AND SIMPLE

The most important thing about asking for a review is to keep it short and simple. Your email should thank the person for their business, mention why you're asking for a review, and explain how to leave a review.

*E.g. "Please take a moment and [click here](#) to leave a review to let others know about the services that I provided for you. It only takes a minute and it really goes a long way to help people find me on Google. Thanks again for your business."*

### 4. REPLY TO THE REVIEW ONCE IT'S POSTED

Don't forget to reply to reviews to thank the person for the comment. This will reinforce that your organization values the input, and possibly will leave more reviews in the future.