

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.

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

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. Here is an example:

We really appreciate your business! Online reviews from people like you will help others feel confident in choosing us. Would you take a minute to leave a review on Google? Here are some questions to give you ideas about what to write.

- What service/product did we provide to you?
- Which one of our locations/branches did you visit? (if applicable)
- How did we do for you?
- What do you like about working with us?
- Did you work with any specific people you'd like to mention?
- How do we compare to others?

If you are pressed for time, a short and powerful review is also appreciated. Here is the [link!](#) Thanks in advance for helping us out.

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.

About CMO-OnLoan

With CMO-OnLoan you gain marketing experts who:

- Are trusted and valued members of your team
- Provide expertise to help grow your business
- Have an entrepreneurial and problem-solving spirit
- Provide leadership from planning through execution
- Can connect you to a network of trusted, expert resources

We're Here to Help!

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