

REVIEW GROWTH PLAYBOOK

The Google Review Playbook

The exact request timing, wording and follow-up we use to take practices from a handful of reviews to a steady stream - without breaking Google's rules.

01	Message templates for email and SMS that get replies
02	The timing window with the highest response rate
03	How to answer a negative review and keep the customer

Use this guide to assess where you are, identify the evidence you need, and turn the biggest gaps into a practical action plan.

Prepared by Brotherly Technology

Owner-led IT, security, and compliance support.

15-MINUTE ASSESSMENT

Start with the current state

Mark each item Yes, Partial, or No. A written policy only counts as Yes when the process is operating and you can show evidence.

☐ The Google Business Profile is verified, accurate, and monitored.	☐ Yes ☐ Partial ☐ No
☐ The review link opens directly to the correct location's review flow.	☐ Yes ☐ Partial ☐ No
☐ Every customer receives the same neutral opportunity to review.	☐ Yes ☐ Partial ☐ No
☐ Staff do not offer incentives, suppress criticism, or ask only happy customers.	☐ Yes ☐ Partial ☐ No
☐ Requests are triggered from a completed service or positive natural milestone.	☐ Yes ☐ Partial ☐ No
☐ SMS consent and opt-out requirements are handled by the messaging platform and process.	☐ Yes ☐ Partial ☐ No
☐ Email and SMS copy is short, personal, and free of pressure.	☐ Yes ☐ Partial ☐ No
☐ A reminder is limited, respectful, and stops after a response or opt-out.	☐ Yes ☐ Partial ☐ No
☐ New reviews create an alert with a clear response owner.	☐ Yes ☐ Partial ☐ No
☐ Replies protect privacy and never reveal confidential service details.	☐ Yes ☐ Partial ☐ No
☐ Negative feedback has a private recovery path and escalation owner.	☐ Yes ☐ Partial ☐ No
☐ Reporting tracks request volume, delivery, clicks, reviews, rating, response time, and location.	☐ Yes ☐ Partial ☐ No

Quick score: Yes = 2, Partial = 1, No = 0. Start with any No that could stop work, expose sensitive data, or create an avoidable contract cost.

Ask clearly, neutrally, and at the right moment

Replace bracketed fields. Keep the request honest and give the customer room to share their real experience.

Channel	Template	Use
SMS	Hi [First name] - thanks for choosing [Business]. Would you share your experience? [Review link] Reply STOP to opt out.	Send after the completed service milestone
Email subject	How did we do, [First name]?	Plain subject; no gift or rating language
Email body	Thanks for trusting [Business]. Your feedback helps people know what to expect. If you have a minute, please share your experience: [Review link]	Send from a recognizable person or address
Reminder	A quick follow-up in case the link got buried: [Review link]. Thanks again for choosing us.	One reminder to non-responders
Staff handoff	You may receive a short message with our review link. Honest feedback is always welcome.	Set expectation without asking for five stars

Do not review-gate: avoid sending unhappy customers to a private form while directing only happy customers to Google.

Use the moment of completed value

The strongest timing is usually soon after a clear, positive completion point while the experience is fresh and before routine communication noise returns.

1	Define the completion event for each service: checkout, delivery, resolved ticket, follow-up, or confirmed outcome.
2	Send the first request promptly after that event during a reasonable local hour.
3	Send at most one short reminder after enough time for the first message to be seen; stop after response or opt-out.
4	For a negative review, acknowledge the experience, avoid private details, take ownership of follow-up, and invite direct contact.
5	Investigate privately, resolve what you can, document the lesson, and never pressure the reviewer to edit or remove the post.

What to watch for

WATCH: Staff ask only customers they believe will leave five stars.

WATCH: A discount, drawing, or gift is tied to posting a review.

WATCH: The reply argues facts or exposes private customer information.

WATCH: Every location uses the same review link.

WATCH: Automation continues messaging after a review or opt-out.

Turn the worksheet into a 30-day plan

Do not try to solve everything at once. Assign one owner, one next action, and one date for each priority.

NOW	Name the owner and confirm the current state.	_____
NEXT 7 DAYS	Fix the highest-risk gap or gather the missing evidence.	_____
NEXT 30 DAYS	Complete the remaining quick wins and set review dates.	_____
NEXT QUARTER	Test the process, document results, and assign improvements.	_____

Notes / decisions / questions for your provider

Want a second set of eyes? Book a free consultation at brotherlytechnology.com/contact/ or call 404-907-1005.

Reference points: Google Maps user-contributed content policy: support.google.com/contributionpolicy/ | FTC endorsements and reviews: ftc.gov/business-guidance/advertising-marketing/endorsements-influencers-reviews

This playbook is educational and is not legal advice. Review-platform policies, messaging consent rules, and advertising requirements change. Confirm the current rules for your platform, industry, and jurisdiction before launch.