

Uniquity

Google Reviews

Why, when, who and how: a guide to asking for Google Reviews for your business

Why?

If you're running a business, Google Reviews is your best friend. For potential clients, the fact that other people love what you do is both compelling and reassuring – so when they do their research and you pop up on Google, it's that star rating, those reviews, that will all help to inform their decision. It shows them that you're active, that you're legitimate, and that you do such a good job your clients are happy to tell the world about it. It's unfiltered, uncensored social proof and one of the most valuable assets you can have.

So far so good. But there's also another benefit to collecting Google Reviews. Google algorithms love activity – and a review counts among that. This is especially true of local searches, for example 'financial planner near me', where reviews will help you climb your way up the Google rankings. Remember us when you reach the top!

When?

If you currently have no Google Reviews and are starting from scratch, you'll need to do an initial push with your clients to get the ball rolling.

Once the groundwork is done, we then recommend you ask for reviews regularly. The best way is to build it into your existing processes to ensure it gets asked and gets done – when your client is feeling good at the end of the onboarding process, or at the end of a review meeting are two excellent points to ask.

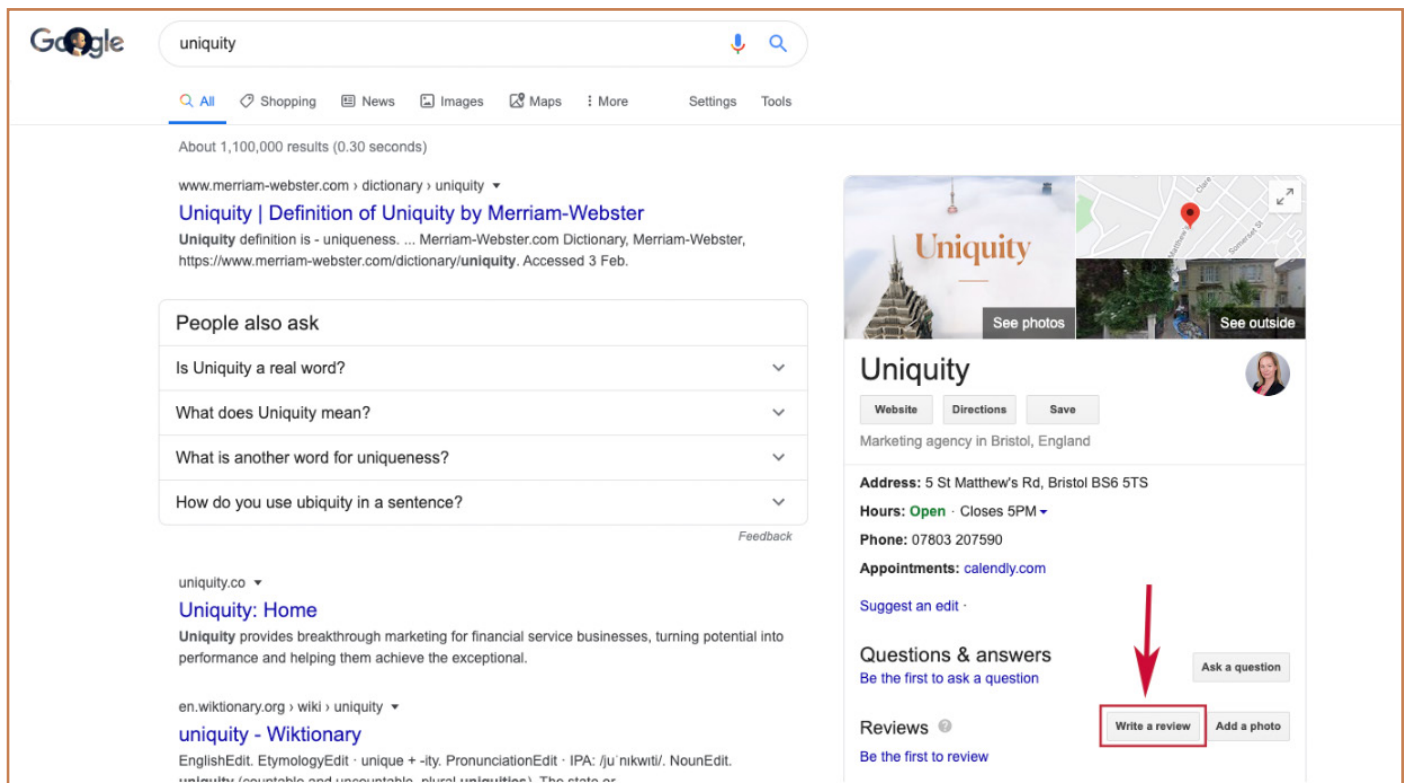
Who?

Nobody knows your clients better than you. If you've got a good relationship with them – and they're trusting you with their money and their life plans – chances are they'll be more than happy to spend five minutes leaving you a review on Google. You don't need a Google mail account to leave business reviews on Google. However, you do need some kind of Google account. So, that could mean YouTube, Google Play, Google Drive, Gmail, or a Google mail account of another kind.

In the first instance, while you're building your review base, choose clients that you know best and who you know will definitely say yes. Beyond that, ask everybody.

How?

1. On desktop, search for your business on Google.
2. Find your business listing (the box on the right-hand side of the search results page, giving details about your business) and click 'Write a review'.



3. Copy the link from the URL box – this is your direct review link.
4. Send it to your clients using one of the templates below.



Template 1

If you've already asked a client and promised to follow up with the link in an email, something like the below would be perfect to send. Just remember to insert your direct review link over the 'click here' text.

Dear [name],

Thank you for agreeing to leave a Google review for us, we really appreciate it. Your feedback means a lot – and by leaving it in this way, you're helping us grow our online presence. It's also a useful way for other people to get a true feel for how we work.

It's quick and easy to leave your review on our page. It doesn't need to be long, just a few lines is perfect. When you're ready to get started, just **click here**.

If you've never left a Google Review before, here are a few tips to help you out:

1. You'll need a Google account to leave your review. If you're already logged in, when you click on the link you'll be directed straight to the review screen, otherwise, you'll need to log in before you can get started.

If you don't already have a Google account don't worry. It only takes a minute to create one.

2. Once you're on the review page, Google will prompt you to leave a star rating out of 5, accompanied by a few lines of feedback.
3. When you're done, click 'Post'.
4. That's it!

Thank you once again, we really do appreciate it.

[sign off]

Template 2

If you haven't already asked your clients to leave a review and are asking for the first time via email, something like this might be better. Again, remember to insert your direct review link over the 'click here' text.

Dear [name],

I hope you're keeping well.

I wonder if I could ask a small favour, please? When you have a few minutes, I'd be really grateful if you could leave us a review on Google. As one of our most valued clients, and someone who has known us a while, your feedback means a lot to us – it will also be a useful insight for anyone not working with us yet.

It's quick and easy to leave your review on our page. It doesn't need to be long, just a few lines is perfect. When you're ready to get started, just click here.

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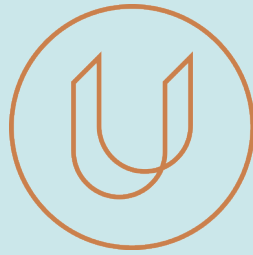
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[sign off]



Good luck collecting your reviews

If there's anything you're still not sure about,
we're always here to help you out.



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