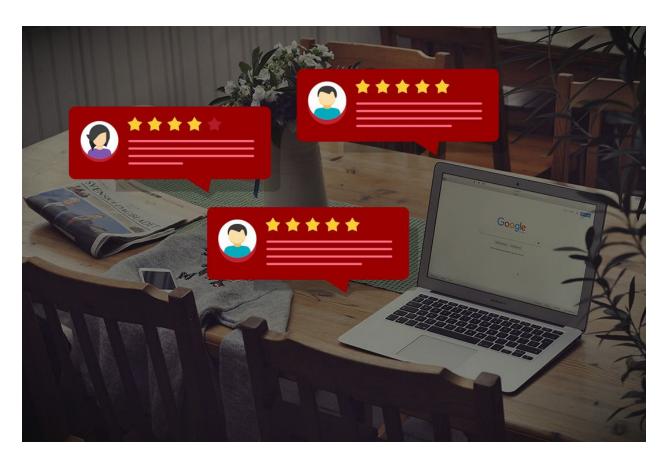**Chili Pepper Design** Blog Post

8 Proven Tips on
How to Get Google Reviews
For Your Business

https://www.cpdesignco.com/how-to-get-google-reviews/

by Pam Haskell on October 18, 2018

Is your business lacking online reviews? You may not think this is a big deal - no reviews have to be better than bad reviews, right?

But, [59% of people](#) trust online reviews as much as personal recommendations. Without any reviews to go on, your potential customers may be going to your competitors who boast tons of 4 and 5-star reviews.

So, how can you convince those customers to choose your business? By filling your Google and Yelp pages with positive reviews from happy customers!

If you're wondering how to get Google reviews, keep reading. We have all the tips and tricks you'll need to boost your online rating.

1. Send Follow-Up Emails

Alright, so you've just finished a job and you want to know how they are liking your product and service so far. Sending out a follow-up email can do a few great things for you.

Start your email by thanking them for doing business with you. This frames you as the caring and thoughtful company that appreciates their customers. Then, end it by asking for an online review.

You can make this short and sweet by saying, "Have feedback? Leave us a review on Google" or integrate it into your email by saying, "We'd love to hear your feedback. Leave us a review on Google and tell us what you think."

2. Respond to Reviews

Although you may not have as many reviews as you'd like, chances are you do have a couple of Google reviews. Go back and comment on any recent ones, whether good or bad.

This is a great way to [manage your online reputation](#) by showing past and future customers you care about their opinions and experiences. Responding to them quickly will give the impression that you are easy to reach and communicate with.

When potential customers see this, they may be more likely to do business with you and then leave a review.

3. Send a Survey

Not only do online reviews help potential customers choose you, but they can also help you make business decisions.

If you see a lot of positive reviews about one aspect or product, you know to keep things the same. If you see negative comments about one area of your business, you know it's time to try something new.

[Sending a survey](#) is a great way to get more specific and in-depth information about what your customers like and don't like about your business. Sending it out shortly after you've finished your job, gets customers thinking about you and may motivate them to leave an online review in addition to completing the survey.

4. Give Them a Gentle Reminder

If your customers don't leave a review within a few days of your company finishing the job, chances are, they won't be leaving one. Unless something goes wrong, of course.

If you have a strong social media and email marketing strategy, you can use this to your advantage. Create an email signature that asks for feedback or weave links to your Google review site in your social media posts. You want to keep these subtle, so people will be reminded without making yourself appear pushy.

5. Offer Criteria

What stops you from leaving a review? You may have thought everything was fine, but nothing really stood out to you as being extra special that made you think, "I need to tell the world about this!"

When you ask for reviews, ask for something specific. You could say, "Let us know how you like our products" or "Tell us how our customer service was." This gives people something concrete to include in their online reviews instead of feeling like they don't know what to say.

6. Link to Your Review Sites

If you're anything like most Americans, you probably live a hectic life. Of course, your customers are no different!

When asking for reviews, you'll want to make it as convenient as possible. Link to your Google review site every time you mention it.

If you go the traditional route and want to ask for online reviews in-person or in handwritten thank you cards, be sure to include a link that customers can use to easily find the right place. Include links in your business cards, so you have something physical to give people when asking them to leave a review in-person.

7. Offer Incentives

Think about a time when you left an online review. What made you decide to take that extra step? Sometimes it was because the service was excellent and other times it may have been a negative experience that motivated you to share your opinions.

Many people won't be motivated to leave a comment unless they had an unusually good or bad experience. If you want to motivate more people to leave a review, you could consider offering an incentive.

Give out coupon codes or enter them in a contest in exchange for reviews on Google. Of course, you'll want to make it clear that both positive and negative reviews will get the incentive. Only offering the incentive for those leaving positive reviews paints you in a bad light, and it violates many online review site's policies.

8. Ask Vendors to Review You

Who says customers are the only ones who can leave reviews?

Ask vendors or other companies you work with to leave a review, too. Not only will you get more Google reviews, but it'll also show your vendors that you care about their opinions as well.

How to Get Google Reviews

If you were wondering how to get Google reviews, we hope this post helped you. With a few small changes, you can start convincing customers and vendors to leave a review and reap all the benefits of being a highly-rated company.

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