

Google Reviews Growth Checklist

Print off this checklist and tick off each step as you go through the '[Five-Star Feedback: Foolproof Steps to Spark Stellar Google Reviews](#)' guide on our Talk About Digital Podcast website.

Optimise Your Google Business Profile for Reviews

- Claim and verify your Google Business Profile
- Ensure your business name, address, and phone number are accurate
- Update your business hours and any special hours
- Add a detailed business description
- Upload high-quality photos of your business, products, or services
- Post regular updates or special offers on your profile

Make It Easy for Customers to Leave Reviews

- Create a direct link for customers to leave a review
- Share the review link in follow-up emails or text messages
- Display the review link prominently on your website
- Include the review link in your email signature
- Post the review link on your social media channels
- Generate and display QR codes in-store for easy review access

Ask for Reviews at the Right Moment

- Identify key moments to request a review (e.g., after a purchase, service completion)
- Develop a polite and sincere request for reviews
- Use provided templates to ask for reviews via email, SMS, or in-person
- Personalise your requests based on the customer's experience

Encourage Honest and Detailed Feedback

- Suggest key points customers can mention in their reviews
- Use prompts to help customers focus on specific aspects of their experience
- Explain the importance of detailed reviews to customers
- Encourage customers to include photos or videos in their reviews

Respond to Reviews – The Good, the Bad, and the Ugly

- Respond promptly to all positive reviews with gratitude
- Personalise your responses to mention specific details from the review
- Apologise sincerely in response to negative reviews
- Offer a resolution or further discussion for any negative feedback

- Analyse negative feedback for common issues and implement changes
- Follow up with customers after making improvements based on feedback

Promote Your Positive Reviews

- Add a testimonials section to your website showcasing positive reviews
- Use review widgets to display recent Google reviews on your website
- Share positive reviews on your social media channels
- Include customer testimonials in your flyers, brochures, and other marketing materials
- Feature positive reviews in email campaigns
- Use customer reviews in online ads to enhance credibility

Monitor and Maintain Your Online Reputation

- Set up email notifications for new Google reviews
- Create Google Alerts for mentions of your business online
- Use free tools to monitor reviews across multiple platforms
- Schedule regular checks and updates of your Google Business Profile
- Refresh photos and posts on your profile regularly
- Respond consistently to all reviews, positive and negative

- Personalise responses to reviews to build stronger customer connections

Tools and Tips for Continued Success

- Use the Google Business Profile Manager to manage and update your profile
- Set up Google Alerts to stay informed about mentions of your business
- Use Hootsuite to schedule social media posts featuring reviews
- Design graphics with Canva to showcase reviews on social media
- Monitor reviews across platforms using Reputology
- Read recommended guides and articles to further enhance your knowledge of managing online reviews

By using this checklist and following the related guide on the TAD website you will understand how to grow and maintain great Google Reviews for your business ensuring they build trust and new customers within your local geographical target area.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.