

STEP-BY-STEP GUIDE · LOCAL SEO

HOW TO GET MORE GOOGLE REVIEWS (WITHOUT **BEING AWKWARD**)

Reviews are one of the first things people read before they pick up the phone, and they're part of how Google judges how well known your business is. Most happy customers are glad to leave one. They just need asking at the right moment, with a link that makes it easy.

By **Jack Easterbrook** 8 steps 7 min read Updated September 2026



BEFORE YOU START

- ☐ A verified Google Business Profile (our setup guide covers this)
- ☐ Owner or manager access to that profile
- ☐ A list of customers you've recently finished work for
- ☐ Five minutes to write a message you can reuse

Good to know: Never pay, discount or give freebies for reviews. Google treats incentivised reviews as fake content, and since April 2025 UK law (the Digital Markets, Competition and Consumers Act) bans fake reviews and hidden incentivised ones.

THE STEPS TICK EACH ONE OFF AS YOU GO

1

Grab your review link

Open your Business Profile (search your business name while signed in) and choose Ask for reviews. Copy the short link or download the QR code. Google moves buttons around now and then, but it's always near your reviews. Then pop it into our free [review-request kit](#) for ready-made messages and a QR card.



2

Put it everywhere you'll need it

Add the link to your email signature, invoice template, follow-up texts and phone notes. Print the QR code for your van, counter, receipts or leave-behind cards.



3

Ask at the happy moment

The best time is right after the job's done and the customer's pleased: the handover, the thank-you call, the delivery. Ask in person, then send the link the same day while it's fresh.



4

Make it personal and easy

Use their name, mention the job and keep it short. Something like: "Thanks again for having us, Sarah. If you've got a minute, a quick Google review really helps a small business like ours: [link]"



5**Ask everyone, not just the fans**

Send the same request to every customer. Filtering out people you think might be unhappy (known as review gating) goes against Google's rule that reviews reflect genuine experiences, and a few mixed reviews make the good ones more believable.

**6****Follow up once, then leave it**

If they haven't got round to it, one friendly reminder a few days later is fine. Any more starts to feel like nagging.

**7****Reply to every review**

Thank people by name and mention the job where you can. It shows future customers you're listening, and Google recommends it as a way to encourage more reviews.

**8****Handle bad reviews calmly**

Wait until you're calm, then reply politely, stick to the facts, apologise where it's fair and offer to sort it out offline. If a review breaks Google's rules (spam, fake or off-topic), report it rather than arguing in public.

**WHAT THE RULES ACTUALLY SAY**

Google's policy bans content that doesn't reflect a genuine experience, including offering incentives for people to post, change or remove reviews. In the UK, the Digital Markets, Competition and Consumers Act (in force since April 2025) makes fake reviews and concealed incentivised reviews illegal, along with presenting reviews in a misleading way. Asking every customer for honest feedback keeps you on the right side of both.

BEST-PRACTICE TIPS

A

Make it part of the job

Add "ask for a review" to your job-completion checklist so it happens every time, not just when you remember.

K

QR codes on real things

Vans, business cards, receipts and counters. If people can scan it while they're smiling, they will. Our [review-request kit](#) makes a print-ready QR card.

Q

Let your team ask

Customers often respond better to the person who did the work, and reviews that mention them read as more genuine.

J

Never write your own

No reviews from staff, family or friends posing as customers, and never buy them. That's exactly what the rules target.

10

Little and often

A steady trickle from recent customers looks and feels far more natural than a sudden spike from an old list.

9

Use what they say

Reviews tell you what customers value. Use their words on your website and in your ads.

A

Show them fairly

If you display reviews on your own website, don't cherry-pick or hide the bad ones. UK rules cover misleading presentation too.

QUESTIONS, ANSWERED

Can I offer a discount for a review?

No. Google treats incentivised reviews as fake content and can remove them, even if the reward is small and you'd happily say so.

Can I get a bad review removed?

Only if it breaks Google's content policies, for example spam, fake engagement or off-topic content. You can report it from your profile. If it's genuine, a calm, helpful reply is your best move.

How many reviews do I need?

There's no magic number. Aim for a steady flow of recent, genuine reviews rather than a big batch once a year.

Can I ask by text or WhatsApp?

Yes. Any channel your customers already use is fine, as long as you're asking for honest feedback and not offering anything in return.



Written by Jack Easterbrook

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Sources

- Tips to get more reviews (Google Business Profile Help): <https://support.google.com/business/answer/3474122>
- Prohibited & restricted content (Google Maps policy): <https://support.google.com/contributionpolicy/answer/7400114>
- Fake reviews guidance, CMA208 (GOV.UK): [https://assets.publishing.service.gov.uk/media/67eeb64fe9c76fa33048c790/CMA208 - Fake reviews guidance.pdf](https://assets.publishing.service.gov.uk/media/67eeb64fe9c76fa33048c790/CMA208_-_Fake_reviews_guidance.pdf)

The online version of this guide, with any updates, is at jaedigital.co.uk/advice/get-more-google-reviews/.

got stuck? no shame in it

SHORT ON TIME? **WORK WITH US.**

This is our day job. Tell us where you got to and we'll pick it up from there, finish it with you, or take the whole thing off your hands. Discovery calls are free and take 30 minutes.

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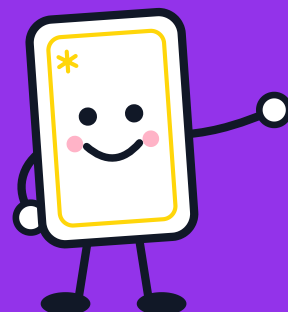
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