

SKYROCKET YOUR REVIEWS WITH THIS SIMPLE TACTIC

goodreviews.

You don't need to wait to start collecting reviews

A simple hack to get a head-start on review collection, pushing you to the coveted Google Seller Rating status and dominating your competition is to email your past customers. You might be saying to yourself that sounds pretty simple but guess what? Most businesses don't ask, most don't have a process or strategy. Luckily, you're not like other businesses and you are taking action! This is a step by step guide on how to ask for reviews (with high converting templates).

Getting your review link

The first step in the process is getting your companies review link from Google to share with your clients, customers and partners.

Search for your company by name on Google.

Top Tip: If you've got a generic business name you may be hard to find. Add either part or all of your address to your search query and you'll stand a better chance of showing the knowledge graph for your business.

Google

the eiffel tower

Search All Images Maps Videos News More Settings Tools

About 122,000,000 results (0.91 seconds)

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Feedback

Images for the eiffel tower

Eiffel Tower

Website Directions Save

4.6 ★★★★★ 190,834 Google reviews
Tower in Paris, France

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The Eiffel Tower is a wrought-iron lattice tower on the Champ de Mars in Paris, France. It is named after the engineer Gustave Eiffel, whose company designed and built the tower. [Wikipedia](#)

Located in: [Champ de Mars](#)

Address: Champ de Mars, 5 Avenue Anatole France, 75007 Paris, France

Height: 300 m, 324 m to tip

Construction started: January 28, 1887

Hours: Open · Closes 12:45AM ▾

STEP TWO

Click on the button “Write a review”

Navigate through your knowledge graph and click write a review.

The screenshot shows a Google search for "the eiffel tower". The knowledge panel on the right includes a "Write a review" button, which is circled in red. Below the button, it says "190,834 Google reviews". The panel also features a "Popular times" bar chart, a "Send to your phone" button, and a "Reviews" section with a snippet of a review. The "Videos" section on the left shows three video thumbnails. The "From Eiffel Tower" section at the bottom right provides a brief description of the tower.

STEP THREE

You'll see a Google review box has popped up, copy the URL out of the address bar.

The screenshot shows the Google review box for the Eiffel Tower. The review form is open, showing the reviewer's name "Saul Edwards", a 5-star rating, and a text input field for the review. The "Visited" date is set to "October" and the year is "2019". The "Post" button is visible. The address bar at the top shows the URL: "google.com/search?rlz=1C1CHZL_enAU761AU761&src=ACBYGNSF-xM1npQ80p6YnSHADpPE4CGA%3A1570184484283&ei=JB20XcPqEIT6wALgK7QAQ&q=the+eiffel+tower&oeq=the+eiffel&gs_l=psy-ab.3.0.0/10110.585954.58".

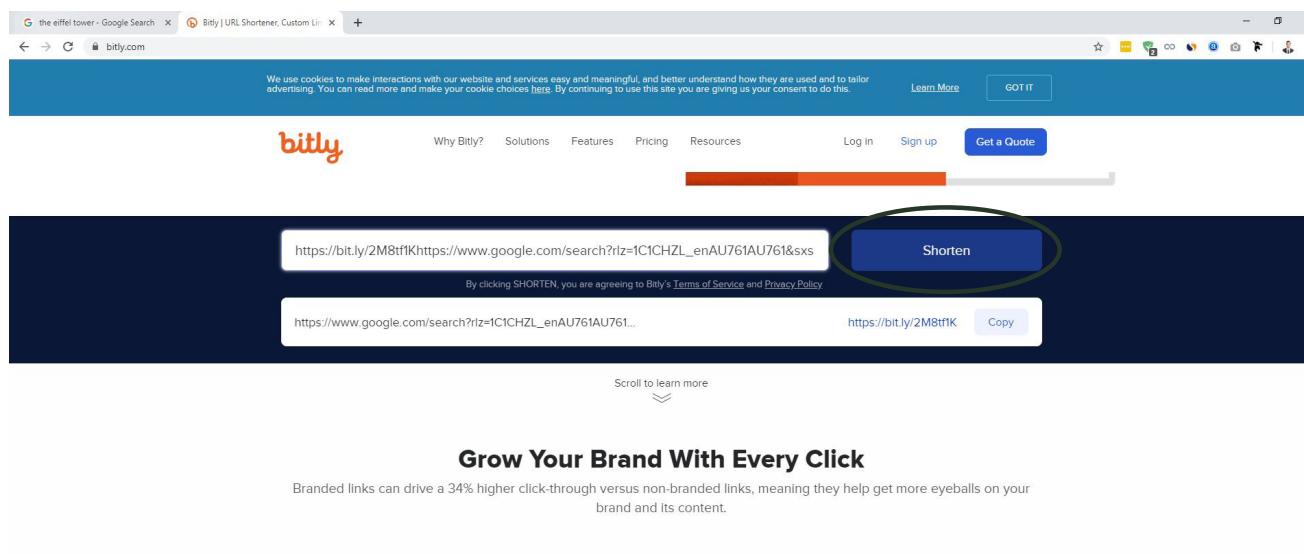
STEP FOUR

Shorten the url

This will give you a URL similar to:

<https://www.google.co.uk/search?q=superb+digital#lrd=0x48718c32cd8ff36d:0x9a6103cc070a8c6e,3,,>

To make this more user-friendly, and increase the probability of getting reviews, we recommend you shorten it. Navigate to <https://bitly.com/>. Copy and paste your long URL into the text box and click “shorten”. This will give you a URL such as <https://bit.ly/2naVq7H>.



The screenshot shows the Bitly website interface. At the top, there's a navigation bar with the Bitly logo and links for 'Why Bitly?', 'Solutions', 'Features', 'Pricing', 'Resources', 'Log in', 'Sign up', and a 'Get a Quote' button. Below this is a cookie consent banner. The main content area has a dark blue background. A text input field contains the long URL: https://bit.ly/2M8tf1Khttps://www.google.com/search?rlz=1C1CHZL_enAU761AU761&sxs. To the right of the input field is a blue button labeled 'Shorten', which is circled in green. Below the input field, there's a small text line: 'By clicking SHORTEN, you are agreeing to Bitly's [Terms of Service](#) and [Privacy Policy](#)'. Below that, another text input field shows the shortened URL: https://www.google.com/search?rlz=1C1CHZL_enAU761AU761.... To the right of this field is a 'Copy' button. Below the input fields, there's a 'Scroll to learn more' link with a downward arrow. At the bottom, there's a section titled 'Grow Your Brand With Every Click' with a subtext: 'Branded links can drive a 34% higher click-through versus non-branded links, meaning they help get more eyeballs on your brand and its content.'

The email template

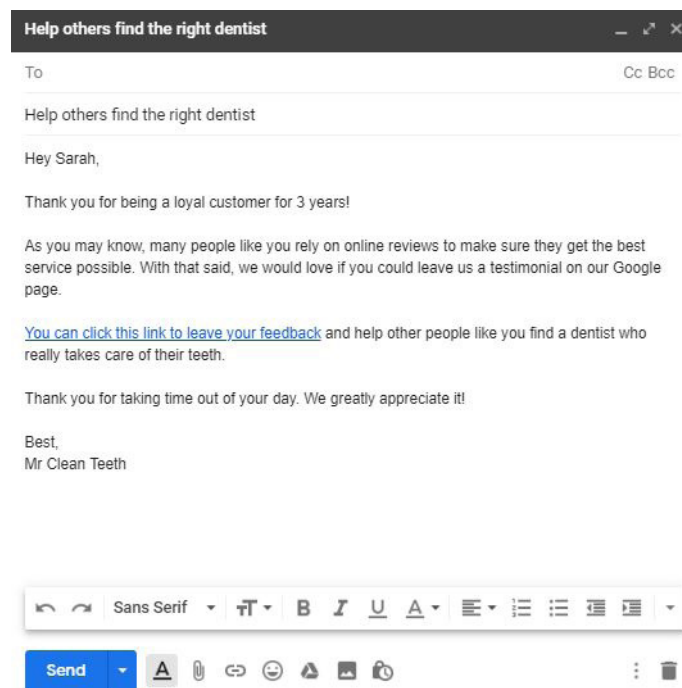
Put the focus on the customer. You may notice there are other email templates out there that make the ask all about the business. This is about how THEIR experience was with your business. So, if you make the ask around them, you're sure to get a better follow-through.

Use the templates that follow as a guide. If you use these or other email templates, make sure your email includes your brand voice and feels as natural as possible. Add your own style and flair to make it more personal.

The helper

In this first template, the goal is to appeal to your customer's desire to help others. The likelihood is your customers understand how difficult it can be to find businesses they can trust; they know because they've been through it, themselves.

So, by framing it as an opportunity to help others do so, you're appealing to the philanthropic side of their ego; by leaving a review, they're helping people like them find a business they can trust. Win-win!



Suggested Subject: Help others [solve primary pain point]

Body:

Hello [First Name],

It was a pleasure doing business with you. Thank you for [being a loyal customer, giving us a try, etc.].

As you may know, many people like you rely on online reviews to make sure they get the best service possible. With that said, we would love it if you could leave us a testimonial on our Google page.

You can click this link to leave your feedback and help other people like you get the help they need in [primary customer pain point].

Thank you for taking the time out of your day. We greatly appreciate it!

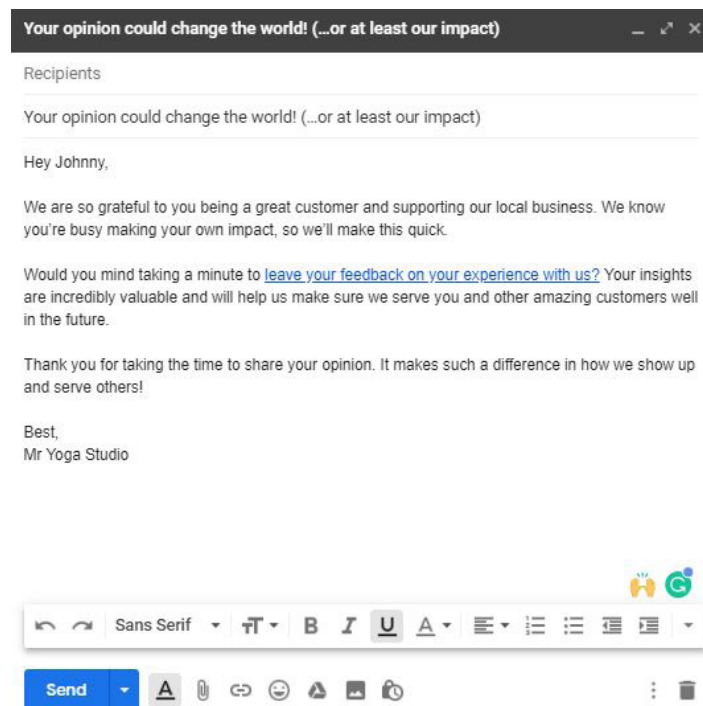
Best,
[Your Name]

The voicer

In this second email template, the goal is to appeal to your customer's desire to have a voice and a say.

In many cases, your customers will love parts of your business – your stellar customer service and ability to remember their names every time or the atmosphere of your shop – but there will also be things you can improve.

By asking them directly, you're giving your customers a voice and saying: your opinion matters. Not only that, but you'll make them feel like they have a say in how your business operates. A voice and power to go with it?? Who can say no to that?



Suggested Subject: Your opinion could change the world! (...or at least our impact)

Body:

Hey [First Name],

We are so grateful to you for being a great customer and supporting our business. We know you're busy making your own impact, so we'll make this quick.

Would you mind taking a minute to leave your feedback on your experience with us? Your insights are incredibly valuable and will help us make sure we serve you and other amazing customers well in the future.

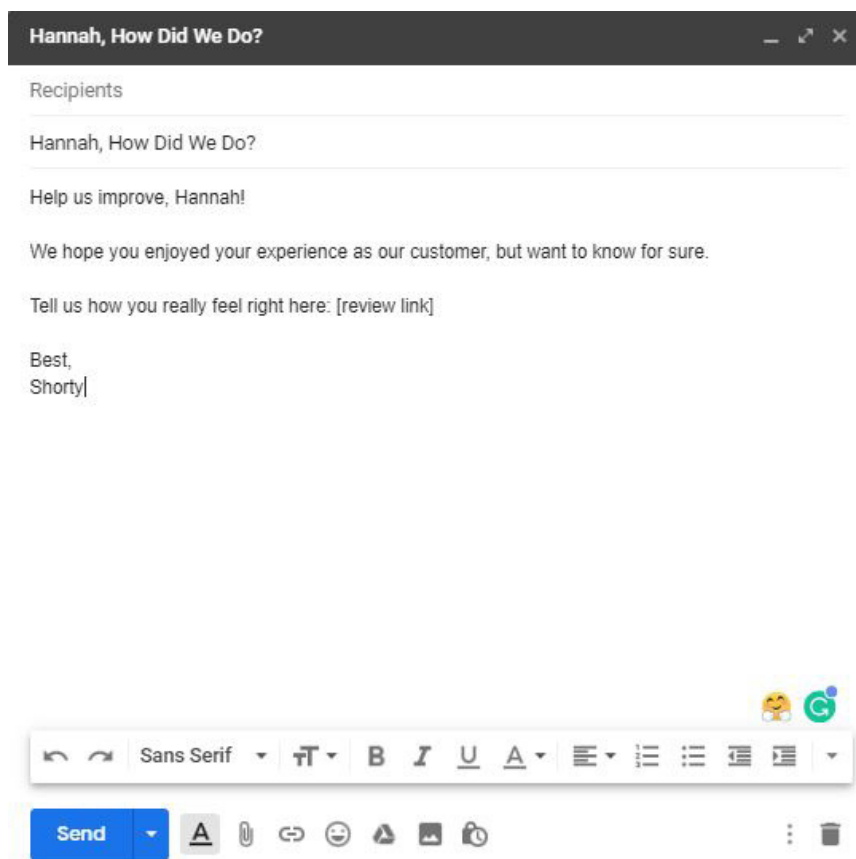
Thank you for taking the time to share your opinion. It makes such a difference in how we show up and serve others!

Best,

[Your Name]

The shorty

The goal here is to entice whilst also alluding to the quickness of response. One of the main reasons people don't leave reviews is the time, they think, it will take. If your email is longwinded they will think the process will be too!



Suggested Subject: [Name], How Did We Do?

Body:

Help us improve, [name]!

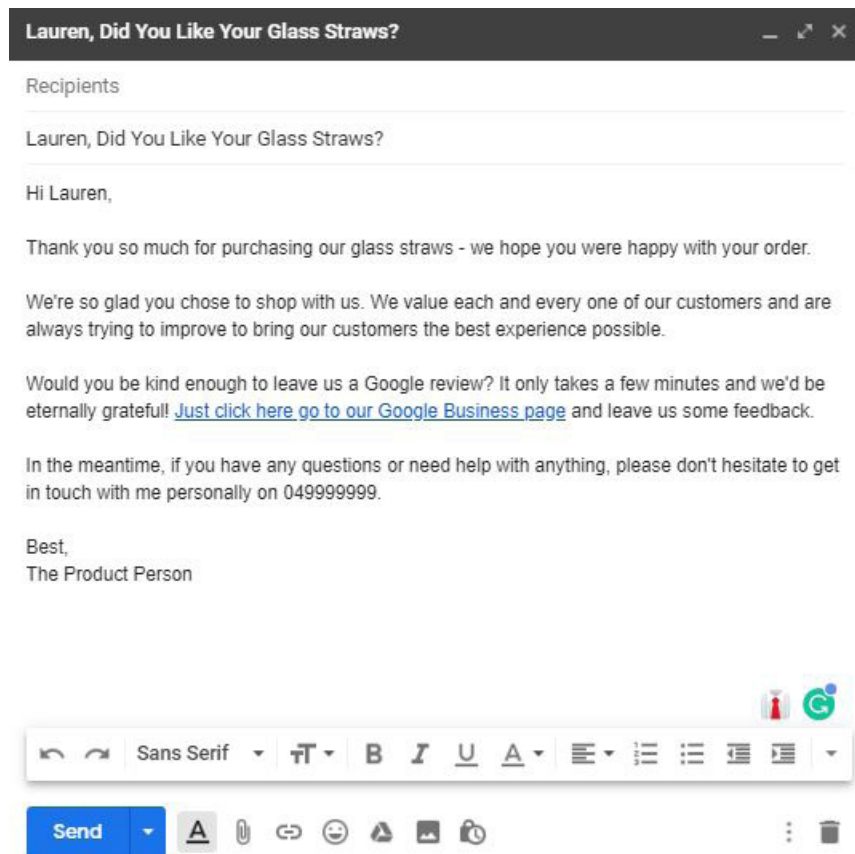
We hope you enjoyed your experience as our customer, but we want to know for sure.

Tell us how you really feel right here: [review link]

Best,
Shorty

The product

A sincere and more attentive approach that is tailored to them can go along way. Be committed to knowing what product they bought from you and make them feel valued.



Suggested Subject: [name], Did You Like Your [Product]?

Body:

Hi [customer name],

Thank you so much for purchasing our [product] - we hope you were happy with your order.

We're so glad you chose to shop with us. We value each and every one of our customers and are always trying to improve to bring our customers the best experience possible.

Would you be kind enough to leave us a Google review? It only takes a few minutes and we'd be eternally grateful! Just click here go to our Google Business page and leave us some feedback.

In the meantime, if you have any questions or need help with anything, please don't hesitate to get in touch with me personally on 0499999999.

Best,

The Product Person

Automate your reviews

We hope you enjoyed our guide! Emailing past users is only one part of the process and can be very time consuming. With Goodreviews, you can collect, engage and grow your business with the power of reviews. Click below to get started.



goodreviews.