



Digital Manifest

The Small Business Guide to **Google Reviews**

How to collect, manage and respond to Google reviews to build trust and attract more customers

The Power of Google Reviews

A practical guide to building trust, ranking higher in Google, and attracting more customers.

For many businesses, Google Reviews are the **first impression potential customers see.**

Before someone calls, emails, or visits your website, they usually do one quick thing:

They Google you.

And what they see in those search results can heavily influence whether they choose you — or your competitor.

Google reviews act as **modern word-of-mouth.** They help customers feel confident about choosing your business.

In this guide, you'll learn:

- Why Google reviews matter
- How reviews impact your visibility in search
- Simple strategies to generate more reviews
- How to respond to reviews professionally
- How to build a consistent review system

First things first — do you have a Google Business Profile?

Google Reviews live inside your **Google Business Profile**.

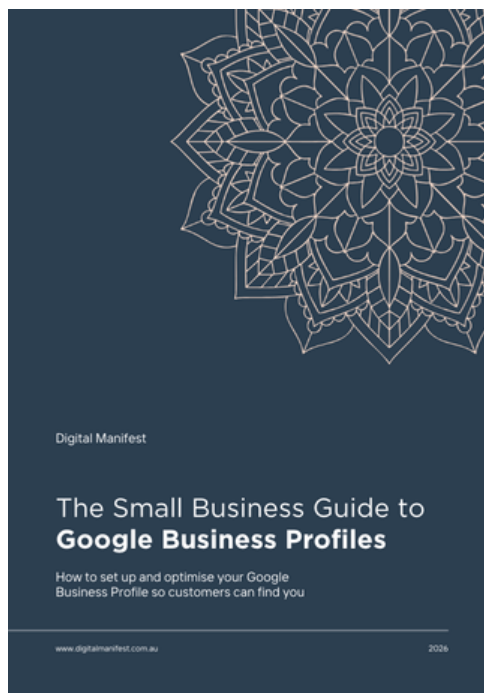
Your Google Business Profile is the listing that appears when someone searches for your business in Google or Google Maps.

It includes things like:

- Your business name
- Contact details
- Opening hours
- Photos
- Customer reviews

Together, your **Google Business Profile and your reviews** form the foundation of your local visibility in Google.

If you **don't already have a Google Business Profile** set up (or you're not sure how to optimise it), check out our companion guide:



Why Google Reviews Matter

Google Reviews play a much bigger role than most businesses realise.

They influence **trust, visibility and customer decisions**.

Reviews build trust

People trust other customers more than they trust advertising.

When potential customers see strong reviews, it reassures them that:

- Others have used your business
- They had a positive experience
- Your business is reliable

The reviews remove uncertainty and make customers more comfortable reaching out.

Reviews improve your visibility in Google

Google uses three main factors when deciding which businesses appear in local search results:

1. Relevance

How well your business matches the search intent.

2. Distance

How physically close you are to the person searching.

3. Prominence

How well-known and trusted your business appears.

Reviews play a major role in **prominence**.

Google looks at things like:

- The number of reviews
- How recent they are
- The words used in reviews
- Your overall rating
- Whether you respond to reviews

Businesses with strong review profiles often appear **higher in Google Maps and local search results**.

Reviews influence customer decisions

When someone searches for a business, they typically scan three things:

★ Star rating

👤 Number of reviews

📅 Recent feedback

A business with **80 reviews and a 4.7 rating** usually looks more trustworthy than a business with **four perfect reviews**.

Why?

Because **volume signals credibility**.

Reviews help reduce hesitation and increase confidence.

They also:

- Improve click-through rates
- Increase enquiries
- Reduce price sensitivity
- Strengthen brand credibility

Put simply, reviews help customers feel confident choosing you.

How to Get More Google Reviews

Most businesses don't struggle because customers don't want to leave reviews.

They struggle because **they forget to ask**.

The trick is building a simple habit into your workflow.

Pro Tip: Encourage customers to mention the service and location in their review where possible.

→ Strategy 1: Ask at the end of the job

The best moment to ask for a review is right after completing the work, when the client is happy.

If a customer says something like "That looks great" — that's your cue.

This approach works well because:

- The customer is already happy
- The experience is fresh
- The request feels natural

Example - what to say

If you're happy with everything, a quick Google review really helps our business. I can send you the link now — it only takes a minute.

→ Strategy 2: Send the review link

Always send customers the **direct Google review link**.

Never ask them to search for your business and find the review section themselves.

Reducing friction dramatically increases the chances they will leave a review.

To get your direct Google review link:

1. Log in to your Gmail account
2. Open **Business Profile Manager**
3. Click **Ask for reviews**

Example - SMS

Hi [client name], if you have a moment, we'd really appreciate a quick Google review—it helps other customers find us, too.

[Insert review link]

Thanks again!

→ Strategy 3: Send a gentle follow up

People often intend to leave a review but simply forget.

A friendly follow-up the next day can help.

Example - what to send

Hi [client name], just a quick follow-up from yesterday.

If you get a moment, we'd really appreciate a quick Google review.

Here's the link again:

[Insert link]

Thanks again for choosing us.

→ Strategy 4: Use QR codes

QR codes make leaving a review incredibly easy.

Customers simply scan the code with their phone and it opens the review page instantly.

Many businesses include QR codes on:

- Invoices
- Business cards
- Thank-you cards
- Completion paperwork
- Reception desks
- Shop counters
- Vehicle signage

QR codes work best when paired with a verbal request.

Don't know where to get your QR code?

1. Log in to your Gmail account
2. Open **Business Profile Manager**
3. Click **Ask for reviews**

→ Strategy 5: NFC Tap-To-Review products

Some businesses now use **tap-to-review cards** that open their Google review page when a phone is tapped against them.

These products come in various formats, including **cards, stands, and small plaques**, and can be purchased online, with prices typically starting at around \$29.

They're especially useful for:

- Trades
- Hospitality
- Retail
- Service-based businesses

Tap-to-review products reduce friction by making it incredibly easy for customers to leave feedback.

They can also serve as a visual reminder to request a review, particularly when placed near the point where transactions or job handovers occur.

Common Google Review Mistakes

Avoid these common mistakes.

Not asking for reviews

Most happy customers are willing to leave a review — they just need to be asked.

Only asking occasionally

Consistency matters more than occasional bursts.

Sending long messages

Short messages tend to perform much better.

Not responding to reviews

Responding shows professionalism and engagement.

Trying to game the system

Fake or paid reviews may be removed and can damage your credibility.

Authentic reviews always win in the long run.

A Simple Review System

The easiest way to build reviews is to make it part of your normal process.

After each completed job:

- ✓ Confirm the client is happy
- ✓ Ask verbally for a review
- ✓ Send the review link via SMS
- ✓ Send one reminder if needed
- ✓ Respond once the review is posted

If you follow this process consistently, your reviews will grow naturally over time.

Need help improving your Google visibility?

Digital Manifest helps small businesses improve their visibility on Google and attract more local customers.



Website

www.digitalmanifest.com.au



Email

hello@digitalmanifest.com.au



Phone

0423 629 558



Location

Tahmoor, NSW



Socials

[@digitalmanifest23](#)

Disclaimer

This guide reflects best practices for Google Business Profiles at the time of writing.

Google regularly updates its platform and algorithms, so some features or recommendations may change over time.




Digital Manifest

Designing digital spaces with intention

 www.digitalmanifest.com.au

 0423 629 558

 hello@digitalmanifest.com.au