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FREE GUIDE

How to get more reviews

Ask at the right moment, make it easy, and reply to every one.

5 minute read · 1 November 2026



Brand New Design is a trading name of GFY Marketing Limited.

Why they matter

Reviews tell a stranger what you're like before they've met you. In one large survey, 71% of people said they always or regularly read reviews when choosing a local business.[1]

Most happy customers would gladly leave one. They just don't think of it, or don't know where. Your job is to ask, and make it easy.

When to ask

Ask when the job is done and they're pleased: the boiler's running, the patio's finished, the dog looks smart. Ask in person, then send the link the same day, while it's fresh.

Make it one tap

- **Get your review link.** Your Google Business Profile gives you a short link that opens the review box for your business directly.
- **Send it by text or WhatsApp.** One tap from their phone, no searching.
- **Leave a card behind.** Print the link as a QR code on a small card, so they can scan it later.

What to say

Short, personal and no pressure. For example:

> Thanks for having us today, Jane. If you're happy with the work, a quick Google review would really help a small business like ours. Here's the link: (your link). Thanks, Mike.

Reply to every one

- **Good reviews:** thank them by name and mention the job. Future customers read your replies too.
- **A bad review:** reply once, calmly. Say you're sorry they're unhappy, what you'll do, and how to reach you. Never argue in public.

What not to do

- **Don’t pay or reward people for reviews,** with money, discounts or prize draws.
- **Don’t write your own,** or ask friends and family to pose as customers.
- **Don’t buy reviews** from anyone who sells them.
- **Don’t only ask the happy ones.** Google’s rules don’t allow choosing who to ask based on what they’re likely to say.

Since 6 April 2025, UK consumer law bans fake reviews, and bans hiding that a review was paid for or rewarded.[2] Google also removes reviews that break its rules.

Our Found plan, £69 a month, includes a review card with your QR code, designed to match your business cards and ready to print.

Sources

1. BrightLocal, Local Consumer Review Survey 2025, 1,026 adults in the United States.
2. Digital Markets, Competition and Consumers Act 2024, Schedule 20 (banned practices: fake reviews and concealed incentivised reviews), in force from 6 April 2025.

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