

Google review card: print and placement checklist

Wording that stays inside Google's rules, the print checks, and where the cards earn their keep.

1. Wording you can copy

Each one invites every customer and asks for an honest review. None offers anything in return or asks for a rating.

Headline	Line under it
How did we do?	Scan to leave a Google review. It takes a minute.
Tell others what it was like	Your honest review helps people choose. Scan to write one.
Thanks for coming in	If you have a minute, scan to review us on Google.
Your opinion helps	Scan the code to leave a Google review of [business].

Never write

- Anything offered in return: a discount, a draw, a free coffee, a gift.
- "Leave us 5 stars" or any request for a rating.
- A request for specific words, such as a staff member's name.
- "Happy with us? Review us. Not happy? Talk to us": that asks only the happy ones.

2. Print and scan test

- ☐ One sheet printed first, on the paper I will actually use
- ☐ A clear white margin around the code on every side
- ☐ Dark code on a light background, no colour behind the code
- ☐ Scanned with an iPhone camera
- ☐ Scanned with an Android camera
- ☐ Scanned from where a customer would stand or sit
- ☐ Scanned in the dimmest light the card will be in
- ☐ The link opens my business and the review box

3. Placement plan

Where	How many	Who is in charge	Check again on
Handed over with the finished job or order			
Counter or reception desk			
Tables or waiting area			
Inside the bag, box or folder			
The full guide: fynl.io/blog/google-review-qr-code-card/		Free review link generator: fynl.io/google-review-link-generator	