

30-day Google review routine and tracker

Set it up in week one, then count asks, clicks and reviews every week.

Week 1: set up

- ☐ One direct review link, tested in a private window
- ☐ Link added to the thank-you email or message I send after a job
- ☐ Link added to my invoice or receipt
- ☐ Link added to my email signature
- ☐ Review cards printed and placed where work is handed over
- ☐ Everyone who talks to customers knows the routine: ask everyone, no rewards, no quotas

Weeks 1 to 4: count

Week	Customers served	Asked	Reminded	Reviews posted	Replied to
1					
2					
3					
4					

The number to watch first is "asked" against "customers served". If it is well under, the routine is slipping before any review count can tell you.

Lines not to cross

- No discount, gift, draw, payment or free service in return for a review.
- No asking only the customers you think were happy, and no sending unhappy ones somewhere else instead.
- No request for a star rating or for particular words or names.
- No targets for staff to collect a number of reviews.
- No pressure on a customer to review while they are with you.
- No threats to get a negative review taken down.

The full guide: fynl.io/blog/how-to-get-more-google-reviews-free/

Free review link generator: fynl.io/google-review-link-generator