CHECKLIST · MARKETING

How to get more Google reviews without breaking the rules

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- [ ] **Remove every review incentive.** Drop payments, discounts and freebies tied to Google reviews, because Google bans incentives outright, disclosed or not.
- [ ] **Stop any review gating.** Send the Google link to every customer, not just those who rated you well in a survey, because selective soliciting breaks Google's policy.
- [ ] **Brief staff on conflicts.** Tell employees and family not to review the business, and don't give staff review quotas or ask customers to name staff.
- [ ] **Set up one fixed asking routine.** Get your link (and the QR code, which needs a computer) via Read reviews > Get more reviews, then send every customer the same neutral request at the same fixed point in every job.
- [ ] **Reply to negative reviews promptly.** Acknowledge the issue, apologise where warranted and take complex matters offline without sharing private details.
- [ ] **Report only policy-breaking reviews.** Flag suspected fake reviews through Read reviews > Report, and use the Reviews Management Tool to track and appeal.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.