



# CHECKLIST: Best Practices for Managing Google Reviews



Set up your Google Business Profile if you haven't already. Visit this [blog](#) for a guide.\*

## How to Edit Your Google Business Profile

- 1 Log into Google with the email you used to register your business on Google
- 2 Then do a Google search for your business
- 3 You will see your Google Business Profile with a button for Directions, Website, etc.
- 4 Click on *View Profile*
- 5 Click on *Edit Profile*

---

## Check that Your Google Profile Has the Most Essential Information

- ☐ Your primary category is as specific as possible. Visit this [blog](#) for details.
- ☐ Crucial information is current: address, phone, website, regular open and holiday hours.

---

## Actively Seek Positive Reviews

- ☐ Create a [unique link](#) to your Google Reviews page.
- ☐ Ask happy customers to write a review and give your business a star rating.
- ☐ On social media posts, add your link to your Google Reviews page.
- ☐ People love free things! Offer customers a free product/service, or a hefty coupon.
- ☐ Add a line to your email signature that you would “greatly appreciate a review” with your Reviews page link.
- ☐ Send a postcard with your Reviews page link –and a special offer if they give a review.
- ☐ Ask for a review by sending a personal email.
- ☐ You may choose to use an automated system to collect reviews like that provided by [Promenade](#).

## To put your business at top of the results list for a Google search

Google looks at three elements, so ask for review that have:

- 1 A high numerical star rating, like 4 ★★★★★
- 2 The keywords a written review contains (such as *“best pizza in Seattle”*)
- 3 The number of reviews



## Best Practices for Managing All Reviews

- ☐ You can reply to reviews by going to [business.google.com](https://business.google.com) (if you're signed in you'll see your business page automatically).
- ☐ Decide which positive reviews you'll respond to, such as all the lengthy ones.
- ☐ Address the reviewer by name if possible.
- ☐ Mention specific parts of their review.
- ☐ End your response warmly and with your name.
- ☐ [Set up a notification](#) that alerts you when someone leaves a review.

---

## Always Respond to Negative Reviews (and Tips to Do it Right)

- ☐ Respond promptly: Negative comments are very time-sensitive. Address them early so that they have less impact.
- ☐ Craft a thoughtful response: Be polite and start with a simple thank you, for their feedback.
- ☐ Always respond publicly: This shows that you're very responsive and willing to correct mistakes or poor performance.
- ☐ Offer them compensation for their unfavorable experience, like a gift card or free service. If they have a better experience when they return they might remove that bad review!
- ☐ Follow up, if possible, to ensure their concerns were addressed.
- ☐ Be accountable and make improvements, especially to recurring complaints.

### Final Thought

- ★ invest in managing your reviews and online reputation
- ★ Good Reviews = Pure Gold