Review Request Templates

Ready-to-use email and text message templates for asking customers for Google reviews.

Reviews influence local rankings and whether customers choose you. These templates make asking easy. Replace the [brackets] with your details.

Before You Start

Get your direct Google review link from your Business Profile (Ask for reviews / Share review form).

Ask every customer, not only those you think are happy. Google does not allow review gating or incentives.

Ask within 24-48 hours of finishing the job, while the experience is fresh.

Keep it short, personal and easy.

Text Message (Short)

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Hi [First Name], thanks for choosing [Business Name]! If you have a minute, would you share a quick Google revi
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Text Message (After a Big Project)

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Hi [First Name], it was great working on your [project] in [Town]. We hope you love it! Would you mind leaving
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Email Template

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Subject: How did we do, [First Name]?

Hi [First Name],

Thank you for choosing [Business Name] for your [service]. We hope everything
met your expectations.

Would you take 60 seconds to share your experience on Google? Reviews help
your neighbors find a business they can trust, and they help us improve.

Leave a review: [Review Link]

If anything wasn't right, please reply to this email or call [Phone] so we
can make it right.

Thank you,
[Your Name]
[Business Name] | [Phone]
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Follow-Up (One Week Later)

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Hi [First Name], just a friendly reminder - if you have a moment, we'd be grateful for a quick Google review: [
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Replying to Reviews

Positive: "Thank you, [Name]! We loved working on your [project] in [Town]. We appreciate you trusting [Business Name] and we're here whenever you need us."

Negative: "Hi [Name], thank you for the feedback. We're sorry your experience didn't meet expectations. Please call [Owner Name] directly at [Phone] so we can make this right."

Do and Don't

Do	Don't
Ask every customer	Offer discounts or gifts for reviews
Send a direct review link	Ask only happy customers (review gating)
Reply to every review	Write reviews for your own business
Thank customers by name	Argue with reviewers publicly

About the author: Jon Crain founded Pittsburgh SEO Services in 2001 and has helped businesses across Western Pennsylvania, Ohio and West Virginia with SEO, local search and websites for more than two decades. Want help putting this into practice? Call 412-250-7965 or visit pittsburghseoservices.com.

Last updated: November 2026. Platform features change often; check each official help center for current details.