

# Review Request Templates

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Copy-and-paste email and text templates for asking customers to leave a Google review. Replace anything in [brackets] with your details. Send the request within 24 hours of finishing the work — the goodwill fades fast.

## Email templates

### 1 • Post-service (local / home services)

**Subject:** Quick favor, [Customer name]?

Hi [Customer name],

Thanks for trusting [Business name] with your [service] today — it was a pleasure working with you.

If you have 60 seconds, a quick Google review would mean a lot. It's the main way other [city] homeowners find us.

You can leave one here: [review link]

Thanks again,

[Your name] · [Business name]

### 2 • Post-project completion (larger jobs)

**Subject:** Thank you from [Business name]

Hi [Customer name],

Now that your [project] is complete, I wanted to say thank you for choosing [Business name]. We don't take a project like this for granted.

If you were happy with how it turned out, would you mind sharing a few words on Google? Reviews that mention the [project type] genuinely help other people in [city] decide.

Here's the direct link: [review link]

It takes about a minute. Thank you,

[Your name]

### 3 • Follow-up nudge (3–4 days later, no response)

**Subject:** Following up — [Business name]

Hi [Customer name],

Just floating this back to the top of your inbox. If you have a moment, a quick review of your recent [service] would really help us out: [review link]

And if anything wasn't 100%, reply to this email first — I'd rather hear it from you directly so I can make it right.

Thanks either way,  
[Your name]

#### 4 • Medical / dental (HIPAA-aware)

**Subject:** How was your visit?

Hi [Patient first name],

Thank you for visiting [Practice name]. We'd be grateful if you'd share your experience with our team and office in a quick Google review: [review link]

Please keep your review general — there's no need to mention any specific treatment or health details.

We appreciate you,

The team at [Practice name]

#### 5 • Professional services

**Subject:** A quick favor

Hi [Client name],

It's been a pleasure working with you on [engagement / matter]. If you found the experience valuable, a short Google review would help others know what to expect when they work with [Firm name]: [review link]

Thank you for your trust,  
[Your name]

## Text / SMS templates

### 1 • Post-service text

Hi [Customer name], thanks for choosing [Business name] today! If you have a sec, we'd really appreciate a quick Google review: [review link] — [Your name]

### 2 • Follow-up text

Hi [Customer name], just following up — a quick review would mean a lot to our small team: [review link]. If anything was off, text me back instead so I can fix it. Thanks!

## Best practices

- **Timing:** send within 24 hours of finishing — same day for quick jobs, right after the final walkthrough for projects. The satisfaction peak fades fast.
- **Use the direct review link.** In your Google Business Profile, the "Ask for reviews" option gives a short link that opens the review box in one tap. Don't make people search for you.
- **One ask, one link.** No login walls, no "rate us first" gates — those violate Google's policy and kill response rates.
- **Never incentivize.** Don't offer payment, discounts, or gifts for reviews. Google removes incentivized reviews and can penalize the profile.
- **Give unhappy customers a private path first** — "reply to me directly" — before the public ask. Fix the problem, don't bury it.
- **Text beats email** for speed of response. If you have the mobile number and consent, lead with SMS.
- **Aim for a steady trickle, not a burst.** A sudden spike of reviews looks unnatural; a consistent few per week builds durable ranking signal.

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*A free template from Chris Brannan — practitioner local SEO, Gilbert AZ. For the full review system, see the Review Acquisition Checklist at [cwbrannan.com/tools](http://cwbrannan.com/tools). Want your review velocity benchmarked against competitors? That's part of the \$197 audit at [cwbrannan.com](http://cwbrannan.com).*