

THE ULTIMATE
GOOGLE
REVIEW



KICKSTART
GUIDE

The fast, simple way to increase Google reviews — even if you hate asking.

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If you're here, you already know the truth:

- 👉 Customers trust reviews more than advertising.
- 👉 Google prioritizes businesses with strong, recent reviews.
- 👉 More 5-star reviews = more traffic, more bookings, and more revenue.

But most businesses don't have a repeatable system to get reviews.

This **Starter Guide** gives you:

- The **3 most effective review request scripts**
- A **review flow that works in any business**
- A **simple customer experience checklist**
- A preview of the full 7-module system inside the Google Reviews 101 course

Let's get started.

Google Reviews vs. Adverts: Which One Actually Grows Your Business Faster?

Why 5-Star Reviews Beat Paid Ads — Every Single Time

When most business owners want more customers, their first instinct is to “run more ads.”

Google Ads, Facebook Ads, Instagram Ads — you name it.

But here’s the truth:

Ads may get people to notice you...

Google Reviews get people to trust you.

And in today’s marketplace, **trust beats attention** every single time.

This guide breaks down the real-world difference between ads and reviews, why your customers believe Google reviews more than your marketing messages, and how a simple 5-star system can outperform thousands in paid advertising.

1. Ads Capture Attention — Reviews Capture Belief

Paid ads are designed to interrupt people:

“Hey! Look at us! Buy from us!”

But when someone reads your Google reviews, they’re doing the opposite.

They’re actively researching your business, trying to decide whether you’re the right choice.

Ads are push marketing.

Reviews are pull marketing.

One demands attention.

The other earns trust.

And trust is the new currency.

2. People Trust Other Customers More Than Your Marketing

Consumers today are more skeptical than ever.

They know ads can exaggerate.

They know marketing can be polished.

They know businesses highlight the best and hide the rest.

But reviews?

Reviews are real people sharing real experiences.

That's why:

- 84% trust online reviews as much as personal recommendations
- 9 out of 10 customers read reviews before deciding
- A business with 50+ reviews at 4.7★ gets chosen over a business with ads but a 3.8★ rating

You can't "out-advertise" bad credibility.

3. A Strong Review Profile Boosts Ad Performance

Here's the hidden truth:

Even if you DO run ads, their success depends on your reviews.

Customers click your ad → **immediately check your Google listing** → look at your stars.

If they see:

- low reviews
- old reviews
- inconsistent reviews
- no social proof

...they click BACK within seconds.

In other words:

Reviews are the foundation.

Ads are the amplifier.

Without trust, your ads waste money.

With trust, your ads convert at 3–5x higher.

4. Reviews Keep Paying You — Ads Stop the Moment You Stop Spending

Ads are “rented attention.”

Stop paying → disappear instantly.

Reviews are “owned credibility.”

Once you earn them → they work 24/7 for years.

A strong Google profile:

- attracts new customers every day
- boosts local SEO
- increases map ranking
- improves conversions
- reduces price resistance

Reviews compound over time.

Ads don't.

5. The Real Cost Difference: Ads vs. Reviews

Paid Ads:

- Expensive
- Competitive
- Increasing in cost every year
- Requires constant spend
- No long-term equity

Google Reviews:

- Free
- Evergreen
- Build trust
- Increase conversions
- Improve visibility
- Protect your reputation
- Work while you sleep

Your best performing marketing asset is often **not an ad** — but a **happy customer sharing their experience**.

And that works forever.

6. Google Reviews Get You Customers “Ready to Buy”

Ads bring in cold leads.

Reviews bring in warm buyers.

Someone reading your reviews is already:

- searching today
- comparing options
- close to a decision
- ready to take action

This is high-intent traffic.

By the time they call you, message you, or walk in —
your reviews have already done the selling.

That’s why businesses with strong Google profiles often say:

“We barely advertise. Customers just come.”

7. Reviews Influence Google Ranking More Than Ads Do

Paid ads do NOT improve organic ranking.

But reviews do.

Google considers:

- review quantity
- review recency
- review consistency
- average star rating
- your response rate

A business with strong review activity gets:

- priority in Google Maps
- higher organic search ranking
- “best match” placement
- more local exposure

Reviews make Google trust you —
which makes customers trust you.

Ads can't buy that.

8. Automation Makes Reviews Easier Than Ads Ever Will

Running ads requires:

- audience targeting
- bid strategy
- creative testing
- cost control
- ad maintenance

But getting reviews?
Especially with automation?

It's simple.

Platforms like **Shologoo** make it effortless:

✓ **Automatically send review requests**

✓ **Automatically follow up**

✓ **Filter unhappy customers privately**

✓ **Generate QR codes**

✓ **Track all reviews in one dashboard**

It's literally a **3-minute setup**.

And once switched on, it becomes the most profitable system in your business.

9. The Bottom Line: Reviews Beat Ads — Every Time

If you want:

- more customers
- more bookings
- more revenue
- more trust
- higher ranking
- better conversions
- lower marketing costs

Start with Google Reviews.

Ads may help you grow...
But reviews help you **win**.

Ads bring attention.
Reviews bring authority.

And authority wins in the long run.

WHY REVIEWS MATTER (QUICK OVERVIEW)

You're one improvement away from transforming your reputation.

★ Google Uses Reviews to Rank You

Businesses with:

- higher review counts
- more recent reviews
- better ratings

get pushed to the top of Google Maps and "near me" searches.

★ Customers Decide Based on Social Proof

Before buying, customers scan for:

- ✓ star rating
- ✓ how many reviews you have
- ✓ how recent they are
- ✓ how you respond to reviews

★ Reviews = Revenue

Higher ratings and higher review counts lead to:

- more enquiries
- more bookings
- higher prices
- stronger customer trust

A 4.8★ business with 150 reviews will always outperform a 4.3★ business with 12 reviews.

THE 5-STAR EXPERIENCE CHECKLIST

Want more reviews? Start with a better customer experience.

Use this checklist:

- ✓ Fast, friendly communication
- ✓ Clear instructions & pricing
- ✓ Professional appearance (online & in-person)
- ✓ Small moments of delight (personal touches)
- ✓ Smooth checkout or service completion
- ✓ A warm thank-you at the end
- ✓ A natural, friendly review request

When the experience is “review-worthy,” asking becomes effortless.

THE PERFECT REVIEW REQUEST (SIMPLE SCRIPT)

Here's the **copy & paste** message that converts the best:



SMS Review Request Template

"Thank you for choosing us today! If you enjoyed your experience, would you mind leaving a quick Google review? It only takes 20 seconds and means a lot to us. Here's the link: [YOUR LINK]"



In-Person Script

"I'm really glad you had a great experience today. If you get a moment later, would you mind leaving a quick Google review? It genuinely helps our small business. Want me to text you the link?"



Email Script

Subject: Quick Favour?

Hi [Name], Thank you again for choosing us! If you had a good experience, we'd really appreciate a quick Google review — it helps others feel confident choosing us too. Here's the link: [YOUR LINK] Thanks again!

FREE TOOL: QR REVIEW CARD

Use this text with any QR generator:

★ **Scan Me To Leave a Quick Review**

We'd love to hear your feedback! It takes 20 seconds and helps others find us.

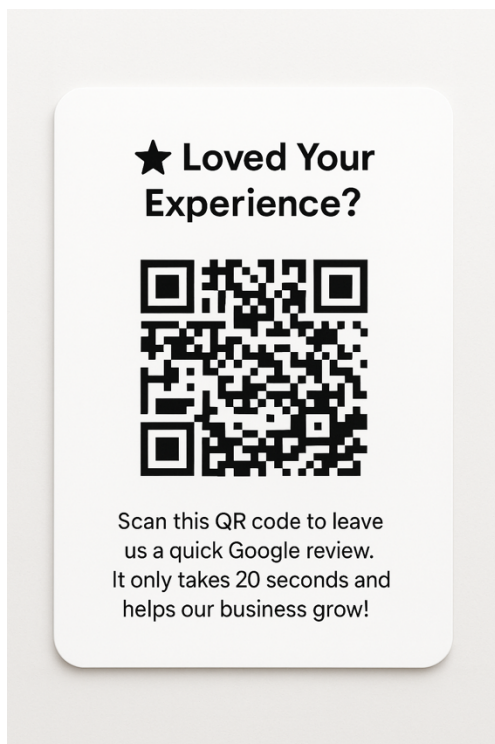
(Place your QR code here)

Place it at:

- checkout
- reception
- counters
- menus
- invoices
- packaging

This alone increases review volume instantly.

Sample QR Code Card



YOUR MINI REVIEW SYSTEM (QUICK START)

Here is a simple, repeatable flow you can use *today*:

Step 1: Identify your “moment of delight”

When the customer is happiest — that’s when you ask.

Step 2: Ask confidently, not awkwardly

Use one of the scripts above.

Step 3: Send the review link immediately

SMS works best.

Step 4: Follow up once 24–48 hours later

“Hey [Name], just a quick reminder in case you missed it earlier. Here’s the link again. Thank you!”

Step 5: Make it visible

Use QR codes, signs, and simple prompts.

This is the foundation you need — and the course expands it into a **complete, automated review engine**.

WANT THE FULL SYSTEM?

★ [Get Access to Google Reviews 101: How to Get Consistent 5-Star Feedback](#)

Inside the course, you'll learn the complete blueprint:

Module 1: Why reviews matter & how Google ranks you

Module 2: Setting up your profile for maximum impact

Module 3: Crafting the 5-star customer experience

Module 4: How to ask without awkwardness

Module 5: Automations & tools (featuring Shologoo Reviews)

Module 6: Responding to reviews professionally

Module 7: Scaling your reputation into revenue

Plus Bonuses:

✓ 20 Review Response Templates ✓ Review Growth Dashboard ✓ Staff Training Scripts ✓ Printable QR Review Cards ✓ And much more

You'll walk away with a **repeatable, automated, revenue-driving review system** that works for ANY business.

Transform your customer experience, strengthen your reputation, and become the highest-rated business in your area.

Bonus - 20 Review Responses

★ 20 REVIEW RESPONSE TEMPLATES

(Positive, Neutral, Negative — all done for you)

★ SECTION 1 — Positive Review Responses (5 templates)

1. Short & Sweet

“Thank you so much for the 5 stars! We’re thrilled you had a great experience with us. See you next time!”

2. Personalised Appreciation

“Thanks for your review, [Name]! We’re so glad to hear you enjoyed your experience. If there’s ever anything more we can do for you, just let us know.”

3. Service Highlight Response

“Thank you for your kind words! We’re happy to hear you loved our [specific service]. Our team works hard to always deliver that level of care!”

4. Team Shout-Out

“Thanks so much! We shared your feedback with our team — it made their day. We appreciate you choosing us!”

5. Return Invitation

“We’re grateful for your review! It was our pleasure to serve you, and we look forward to seeing you again soon.”

★ SECTION 2 — Detailed Positive Reviews (5 templates)

6. Detailed Review Acknowledgment

“Wow, thank you for such a thoughtful review! We really appreciate you taking the time to share your experience. We’re so happy we could make your visit memorable!”

7. Loyalty Appreciation

“Thank you for being a loyal customer, [Name]! Your support means everything to us. We’re grateful you continue to choose our business.”

8. First-Time Customer

“Thank you for trusting us for the first time! We’re so glad your experience was a great one. Welcome to the family!”

9. Specific Employee Recognition

“Thank you for the 5 stars! We’re glad to hear that [Employee Name] took great care of you — we think they’re fantastic too!”

10. Helpful Review Acknowledgment

“Thank you for sharing such helpful feedback! Future customers will appreciate your insight, and we appreciate YOU.”

★ SECTION 3 — Neutral or 3-Star Reviews (5 templates)

11. Neutral to Positive Turnaround

“Thanks for your feedback, [Name]. We’re glad you had a good experience, and we’d love to make it a great one next time. Please reach out if there’s anything we can improve.”

12. Invite for More Feedback

“Thanks for leaving a review! We’d love to understand how we can make your next visit a 5-star experience. Feel free to reach out anytime.”

13. Acknowledge + Improve

“Thank you for your honest feedback. We’re always looking to improve, and your comments help us do just that!”

14. Experience Upgrade Offer

“Thanks for your review! If there was anything we could have done better, we’d love to hear from you. We’re committed to giving you the best possible experience.”

15. Clear Next Step

“Thank you for sharing your thoughts. We appreciate it and would love the chance to learn more — feel free to contact us directly so we can support you better.”

★ SECTION 4 — Negative Review Responses (5 templates)

(Professional, calm, reputation-safe)

16. Empathetic + Take Offline

“Hi [Name], we’re sorry to hear about your experience. This isn’t the standard of service we aim for. Please contact us at [email/phone] so we can make things right.”

17. Acknowledge + Clarify

“Hi [Name], thank you for sharing this. We take your feedback seriously and want to better understand what happened. Please reach out to us directly so we can look into this together.”

18. Mistake Ownership

“Hi [Name], we apologize for the inconvenience you experienced. Thank you for bringing this to our attention — we’re reviewing the situation to ensure it doesn’t happen again. Please contact us so we can resolve this.”

19. Policy Clarification + Kindness

“Hi [Name], we’re sorry for the frustration this caused. Our policies are in place to ensure fair and consistent service, but we understand this wasn’t your ideal experience. Please contact us so we can discuss it further.”

20. Not Our Customer / Misunderstanding

“Hi [Name], we’re sorry for the confusion — we can’t find any record of your visit. We’d love to help clear this up. Could you reach out to us with more details so we can assist?”

BONUS: STAFF TRAINING SCRIPTS

Using QR Codes to Get Consistent 5-Star Reviews

INTRODUCTION FOR STAFF

Your role in the review process is simple:

- Create a positive customer experience
- Ask at the right moment (the “moment of delight”)
- Guide them to the review QR code
- Make it natural, quick, and pressure-free

These scripts help you do exactly that.

SECTION 1: WHERE QR CODES SHOULD BE PLACED

For maximum results, place QR codes where customers naturally pause or wait:

Recommended QR Code Locations

- Checkout counters
- Reception desk
- Treatment rooms
- Waiting room
- Bathroom doors
- Service vehicles
- Clipboards
- Packaging or bags
- Business cards
- Staff lanyards

Key rule: Customers should see a QR code *before staff even ask*.

★ SECTION 2: IN-PERSON ASKING SCRIPTS (USING QR CODES)

These scripts are short, confident, and non-awkward.

Script #1 — “The Friendly Finish” (Cashier / Front Desk)

WHEN: As customer finishes paying or checking out.

STAFF: “Hey, before you head out — if everything was great today, would you mind scanning this QR code and leaving us a quick review? It takes about 20 seconds and it helps us a ton.”

(Point to the QR code at the counter.)

Script #2 — “The Moment of Delight” (After Good Service)

WHEN: Customer compliments or expresses satisfaction.

STAFF: “I’m so glad to hear that! If you’d like to support us, you can scan this QR code here and leave a quick review. It means a lot to our team.”

(Show QR code on desk, clipboard, or lanyard.)

Script #3 — “The Soft Ask” (Shy staff or hesitant customers)

WHEN: Staff struggle with asking directly.

STAFF: “No pressure at all, but if you enjoyed your visit, our review QR code is right here. You’re welcome to scan it anytime.”

(Point gently. No pushiness.)

Script #4 — “The Busy Customer Script”

WHEN: Customer seems rushed.

STAFF: “I know you’re in a hurry, so feel free to scan this later — the QR code will take you straight to our Google page. Super quick.”

(Hand them a business card with QR code.)

Script #5 — “Service Provider Script” (Technicians, stylists, therapists)

WHEN: At the end of the appointment.

STAFF: “Thank you so much for coming in today! If you enjoyed the service, would you mind scanning the QR code on the mirror/table to leave us a quick review? It really helps.”

(Point to QR code placed where they can easily see it.)

★ **SECTION 3: GROUP & FAMILY SCRIPTS**

Perfect for restaurants, clinics, family appointments.

Script #6 — “Family Scan Script”

STAFF:“If you all enjoyed your visit today, you can actually scan our review QR code right here. Everyone in your group is welcome to leave feedback — it helps others know what to expect.”

Script #7 — “Restaurant Script”

STAFF:“Thanks for dining with us! If everything was great, we’d love a quick review — you can just scan the QR code on the receipt or table.”

★ SECTION 4: FOLLOW-UP SCRIPTS (IF CUSTOMER ASKS QUESTIONS)

These responses help staff feel confident if the conversation continues.

Q: “Do you really need reviews?”

STAFF:“They help us reach more amazing customers like you. It makes a huge difference.”

Q: “Where does the QR code go?”

STAFF:“It takes you straight to our review page — no apps, no account needed.”

Q: “What should I write?”

STAFF:“Anything honest about your experience today. Even a sentence or two is perfect.”

Q: “I’m not techy.”

STAFF:“No worries — I can show you. Just open your camera, point it at the QR code, and tap the link that pops up.”

★ SECTION 5: STAFF CONFIDENCE TRAINING PROMPTS

Use these to train staff in under 10 minutes.

Practice Session Prompt:“Say your script three times out loud while pointing to the QR code.”

Confidence Reassurance:“You’re not bothering customers — they WANT to support good service.”

Key Mindset:We don’t pressure people.We simply give them an opportunity to support us.

★ SECTION 6: WEEKLY STAFF REVIEW GOALS

Use this as part of the accountability system.

Staff Member	Review Mentions This Week	Goal	Achieved?
_____	_____	_____	YES / NO
_____	_____	_____	YES / NO
_____	_____	_____	YES / NO

Weekly reminder:“Reviews are a team sport. Every staff member plays a part.”

★ SECTION 7: END-OF-SHIFT SCRIPT (Optional)

STAFF (internal announcement):“Did everyone use the review QR code today?Great job! Remember — one ask per shift keeps our star rating growing weekly.”

★ SECTION 8: MINI POSTER (For Staff Areas)

Print and hang in employee spaces.

📌 STAFF QUICK SCRIPT

“Glad you enjoyed your experience! Can I show you our QR code so you can leave a quick review?”

➡ Keep it natural ➡ Point to the QR code ➡ Smile ➡ No pressure