The Review Request Pack for Canine Rehab Clinics

Copy-ready, compliant review requests

01 Why reviews matter and the five rules

Reviews shape whether a dog owner calls your clinic. Most local consumers read them, and many check for recent ones before they book [1].

Read reviews	Want recent	Expect response	Wrote a review
97 %	74 %	89 %	69 %

1.1 The five rules

- Ask every client, not only the ones you expect to be happy. Selective asking is review gating [4].
- Never offer discounts, gifts, or anything of value for a review, a changed review, or a removed negative review [3].
- Do not discourage, hide, or suppress negative feedback [4][5].
- No fake, bought, sold, insider, or staff reviews; conflicts of interest are not allowed [4][5].
- Respond to reviews. Most consumers expect owner responses [1].

> **Keep the ask neutral**
>
> Ask for honest feedback from all clients, and make it easy to leave. A neutral ask protects trust and follows the rules [3][4].

02 Get your Google review link and QR code

Google Business Profile lets you create and share a review link or QR code, for example in thank-you emails or on receipts [2]. Set this up once, then reuse it in every template.

01 · Open your profile

Sign in to the Google Business Profile for [Clinic Name].

02 · Find the review link

Open the reviews area and choose the option to ask for reviews or get more reviews [2].

03 · Copy the link

Copy the review link. This becomes [Review Link] in the templates that follow.

04 · Download the QR code

Download the QR code image and place it on a front-desk sign or checkout card [2].

05 · Test both

Scan the QR code and open the link on a phone. Confirm both reach the correct review form.

03 Copy-and-paste templates

Replace [Clinic Name], [Owner Name], and [Review Link] before you send. Every template asks for honest feedback, offers no incentive, and applies to all clients.

3.1 Text message after a visit

```
Hi [Owner Name], thanks for bringing your dog in today. If you have a moment, would you
share
honest feedback about your visit to [Clinic Name]? It helps us improve and helps other
owners decide.
Here is our review link: [Review Link]. Thank you.
```

3.2 Email after a visit

```
Subject: How was your visit to [Clinic Name]?

Hi [Owner Name],
```

```
Thank you for choosing [Clinic Name] for your dog's rehabilitation.
We would value your honest feedback. If you are willing, please leave a review here:
[Review Link]. It helps us improve and helps other owners find care.
If something did not meet expectations, please reply to this email so we can address it.
Thank you.
```

3.3 In-person checkout script

```
Thanks for coming in today, [Owner Name]. If you have twenty seconds, would you leave
honest feedback about [Clinic Name]? We read every review to improve.
Here is a card with our review link and QR code: [Review Link].
No pressure either way. Thank you.
```

3.4 QR sign at the front desk

```
Tell us how we did.

Your honest feedback helps [Clinic Name] improve and helps other dog owners choose care.
Scan to leave a review.
[Review Link]

No incentive is offered for leaving a review. All feedback welcome.
```

3.5 One gentle follow-up text

```
Hi [Owner Name], just a gentle follow-up. If you have a moment, we would still value
your honest feedback about [Clinic Name]. Here is the link: [Review Link].
If you prefer not to, no problem. Thank you.
```

04 What to avoid, and your free check

- Offering discounts, gifts, free services, or anything of value for a review, a changed review, or a removed negative review [3].
- Asking only clients you expect to be positive. This is review gating [4].
- Discouraging, hiding, or suppressing negative feedback [4][5].
- Writing reviews for clients, or asking staff, family, or anyone with a conflict of interest to review [4][5].
- Buying, selling, or trading reviews, or using fake reviews [5].
- Pressuring a client during a stressful visit. A neutral ask is enough.

Want to know how your clinic appears in local search? Webdogg offers a free Canine Rehab Clinic Online Visibility Check, emailed within 24 hours. Request it at webdogg.com/#visibility-check.

Canine Rehab Clinic Online Visibility Check
Request it free from Webdogg at webdogg.com/#visibility-check. It is emailed within 24 hours. This pack is general marketing guidance, not legal advice.

05 Sources

1. BrightLocal. **Local Consumer Review Survey 2026.** 2026.
2. Google Business Profile Help. **Create and share a review link or QR code.**
3. Google Business Profile Help. **Prohibited and restricted content.**
4. Google. **Contribution policy.**
5. Federal Trade Commission. **Consumer Reviews and Testimonials Rule: Questions and Answers.** 2024.