A PRACTICAL GUIDE FOR LOCAL BUSINESSES

Build trust with honest Google reviews

Make it easier for customers to share their experience.
Help future customers get to know your business.

Why reviews matter

Reviews give people useful information when choosing a business. Google says review volume and positive ratings can help local ranking. They are part of the picture, alongside the rest of your Business Profile. [1, 2]

What influences local visibility?

Relevance: how closely your business matches the search.
Distance: how far your business is from the person searching.
Prominence: how well known your business is, including signals such as reviews and links from other websites. [1]

Give your profile a strong foundation

Verify your Business Profile. Keep your category, contact details and opening hours accurate, including holiday hours. Add helpful photos and videos. For customer-facing premises, check the address. Reply thoughtfully to feedback. [1]

Where your Eliyah Reviews card fits

An Eliyah Reviews card uses a QR code and NFC to make opening your review destination easier. Once your card is set up, test it and make a friendly invitation part of your customer handover. The customer chooses whether to leave a review and what to say. [3, 6]

Keep expectations realistic: no card, service or review campaign can guarantee a top position. Google does not sell better local rankings. [1]

MAKE FEEDBACK EASY

Ask with confidence. Leave the choice to them.

Use this simple routine with your Eliyah Reviews card.

1 Check the destination before you start

Scan the QR code and try the NFC tap on a compatible phone. Confirm that the intended business and review destination open. If the wrong business appears, resolve the setup before offering the card.

2 Choose a natural moment

Our suggestion: invite feedback after a completed service, visit or purchase. Use a consistent approach for customers with different experiences. Keep the invitation brief and optional.

3 Offer a tap or scan

Customers can tap with an NFC-compatible phone or scan the QR code. If tapping does not work, offer the QR option. Let the customer use their own device and write in their own words.

A simple invitation to use

“Thank you for choosing us. If you would like to share your experience on Google, you can tap or scan this card. We welcome your honest feedback.”

Keep every invitation fair

Ask for genuine feedback without rewards, discounts or gifts. Do not request a particular star rating, keywords or staff names. Do not pressure someone to review while on the premises or set staff quotas for collecting reviews. Avoid reviews involving conflicts of interest, including staff or family. [3]

Give everyone the same opportunity

Do not use a satisfaction question to send only happy customers to Google while diverting unhappy customers to a private form. A private feedback option may be offered, but it should not block or discourage an honest public review. [3]

Good to know: customers must sign in to a Google Account to post a review. A Gmail address is not required. [2]

TURN FEEDBACK INTO BETTER SERVICE

Listen. Reply. Improve.

A review is the beginning of a conversation.

Reply with care

Keep replies relevant, friendly and concise. Thank customers and acknowledge what they shared. For a concern, respond calmly, apologise where appropriate and offer a private way to follow up. Protect personal information. [2]

Example response to a concern

“Thank you for letting us know. I am sorry your visit fell short of expectations. Please contact our team directly so we can understand what happened and discuss the next step.”

Adapt to the facts. Check any AI draft before posting.

When a review appears unfair

A negative review is not automatically a policy violation. Report a review when you believe it breaches Google’s rules, rather than simply because you disagree. Google decides whether it qualifies for removal. [4]

Your weekly 10-minute check

- ☐ Read new reviews and reply to those that need a response.
- ☐ Look for repeated praise or concerns. Choose one service improvement.
- ☐ Test your review card and check your Business Profile details.
- ☐ Note review trends without setting staff review quotas.

Need help with your Eliyah Reviews card?

Visit **eliyahreviews.com**. Tell us what happens when you tap or scan and which phone you use.

SOURCES & FURTHER READING

[1] Google: Local ranking

[2] Google: Tips to get more reviews

[3] Google Maps: Prohibited & restricted content

[4] Google: Report inappropriate reviews

[5] Google: Create a review link or QR code

[6] Eliyah Reviews: Review card information

Independent guide by Eliyah Reviews, not a Google publication or endorsement. Summarises public guidance checked 27 October 2026. Scripts and routines are Eliyah Reviews suggestions. Google may update its guidance.