A PRACTICAL GUIDE FOR SOUTH AFRICAN 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 help people choose a business. Google says review volume and positive ratings can support local ranking, alongside the rest of your Business Profile. They do not guarantee a position. [1, 2]

What influences local visibility

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

Give your profile a strong foundation

Verify your profile. Check your category, contact details and public holiday hours. Add useful photos. Keep your address or service area accurate. A plumber in Gqeberha should describe the area actually served, rather than suggesting nationwide coverage. [1]

Where your Eliyah Reviews card fits

An Eliyah Reviews card uses a QR code and NFC to make opening your review destination easier. Test the setup and use a friendly invitation at the end of service. The customer chooses whether to review and what to say. [3, 5]

We see business as an opportunity to serve. Honour people, keep your word and steward their trust. No card or campaign can promise 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 the intended business opens. Resolve an incorrect destination before offering the card.

2 Choose a natural moment

Invite feedback after a completed service, visit or purchase. Use a consistent approach for customers with different experiences. Keep it brief and optional.

3 Offer a tap or scan

Let the customer use their own device and their own words. If tapping does not work, offer the QR option. An internet connection is needed to open the destination; they can return to the link later.

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."

Use the customer's preferred language where your team can help. Keep the invitation neutral and let them decide.

Keep every invitation fair

Do not offer rewards, discounts or gifts. Do not request a particular star rating, keywords or staff names. Do not pressure people to post while on the premises or set staff review quotas. Avoid conflicts of interest, including staff or family reviews. [3]

Give everyone the same opportunity

Do not send only happy customers to Google while diverting unhappy customers to a private form. A private support option must not block or discourage an honest public review. [3]

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 and reply with care

Let what you learn shape the way you serve.

Reply with care

Keep replies friendly, relevant and concise. Thank customers and acknowledge their experience. 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 this to the facts. Check any AI draft before posting.

When a review appears unfair

A negative review is not automatically a policy violation. Report it 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 where useful.
- ☐ Look for recurring praise or concerns and choose one improvement.
- ☐ Test your card and check profile details, including changed hours.
- ☐ Notice 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. Ask for current local pricing, availability and delivery terms.

SOURCES AND FURTHER READING

[1] Google local ranking
[2] Google review tips
[3] Google Maps content policies
[4] Report inappropriate reviews
[5] Create a review link or QR code

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