

THE REVIEW REQUEST TOOLKIT

More 5-Star Reviews, Made Simple.

Ready-to-send email and text templates to request more 5-star Google reviews — plus a clear, no-nonsense guide to ranking higher on Google.

5

Email templates

6

Text templates

3

Ranking signals

30s

To send each

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EMAIL TEMPLATES

Copy-paste emails

Five proven emails to request a review. Swap the brackets, and send them in order over about two weeks.

⚡ How to use: Replace every **[bracket]** with your details, and set **[Review Link]** to your Google review link. Send in order, and stop the sequence the moment a review comes in.

1 The First Ask

SAME DAY

Subject: Quick 30-second favor, [First Name]?

Hi [First Name], thank you for choosing [Business Name] — it was a pleasure helping you today. If you were happy with how everything turned out, would you take 30 seconds to share your experience on Google? It helps neighbors find us and lets our team know they're doing great work. → [\[Review Link\]](#)

2 Friendly Follow-Up

DAY 3-4

Subject: Did we earn 5 stars, [First Name]?

Hi [First Name], just following up from our recent visit. If you have a spare moment, a quick Google review makes a real difference for our team — and it only takes about 30 seconds. → [\[Review Link\]](#)

3 The Final Nudge

DAY 7-10

Subject: One quick thing, [First Name]

Hi [First Name], last time I'll ask, promise. If your experience with [Business Name] was a good one, a short Google review would mean the world to our small team. → [\[Review Link\]](#)

EMAIL TEMPLATES

Win back & level up

Reconnect with past customers, and turn your best written reviews into video.

4

Past-Customer Revival

ANYTIME

Subject: A small favor from a happy customer?

Hi [First Name], hope everything we did for you is still working great. If you had a 5-star experience, would you drop us a quick review? Under a minute, and it means everything to a local business like ours. → [\[Review Link\]](#)

5

The Video Ask

AFTER A 5★

Subject: You just made our day, [First Name]!

Hi [First Name], thank you for the kind review! Since you had such a great experience, would you record a quick 20–30 second video saying what you liked? Right from your phone, no app needed. → [\[Video Link\]](#)



Pro tip: video is your highest-trust asset

About 30% of people who leave a written 5-star review will record a quick video if you ask right away. Send the video ask the moment a great review lands.

TEXT TEMPLATES

Copy-paste texts

Your highest-response channel. Replace the brackets and send.

⚡ **Keep it short, and always link it:** include the direct **[Review Link]** so there is nothing to search for. Send the first text within **90 minutes** of the sale or job for the best response.

1 First Ask

WITHIN 90 MIN

Hi [First Name]! This is [Your Name] from [Business Name]. Thanks for choosing us today! If you're happy with everything, would you leave us a quick Google review? Takes 30 seconds: → [\[Review Link\]](#)

2 Follow-Up

DAY 3

Hey [First Name], just following up! A quick Google review really helps our small business. Here's the link if you have a sec: → [\[Review Link\]](#) — no worries if you're busy!

3 Second Follow-Up

DAY 7

Hi [First Name], one more try! A quick review would mean a lot to our team: → [\[Review Link\]](#). Takes 30 seconds — thank you either way!

4 Final Nudge

DAY 10-12

Hi [First Name], last time asking! If you get a minute, a Google review would make our week: → [\[Review Link\]](#). Thanks so much for your business!

TEXT TEMPLATES

Two bonus texts

For the moment a customer compliments you — and for reviving past customers.

5

After a Compliment

ON A COMPLIMENT

That means so much, thank you! The best way to help us is a quick Google review — here it is, 30 seconds: → [\[Review Link\]](#)

6

Past-Customer Revival

ANYTIME

Hi [First Name], this is [Your Name] from [Business Name]. We're growing our Google reviews this month! If you had a 5-star experience, would you take 20 seconds to drop us a review? → [\[Review Link\]](#)



The golden rule of texting

One tap equals a review. Two taps, maybe. "Search for us on Google," never. Always paste the direct link so leaving a review is effortless.

RANKING GUIDE

Rank higher on Google

Google ranks local businesses on three review signals. Feed all three and you climb.

1

Volume — how many reviews you have

More is better, but after 50–100 the other two signals matter more. **Ask every customer, every sale, every job** — no exceptions.

2

Freshness — how recent and steady

Reviews from the **last 30–90 days** carry the most weight. A steady 8–15 per month beats a one-time burst. Go quiet for 3+ weeks and Google reads you as less active.

3

Relevance — what the reviews say

Reviews naming your **service and city** feed Google the exact keywords it needs. Coach customers: not "great job," but "great AC install in [City]!"

✓ Your quick checklist

- | | |
|--|---|
| ☐ Complete your Google Business Profile | ☐ Ask within 90 minutes of the job |
| ☐ Follow up 3–4 times over two weeks | ☐ Reply to every review (service + city) |
| ☐ Keep a steady monthly flow | ☐ Share your best reviews on social |

Want all of this done automatically?

Reviews Dominator sends every request, follows up, and replies for you — so reviews roll in on autopilot.

[reviewsdominator.com →](https://reviewsdominator.com)