

GUIDE

The Home Service Owner's Guide to Getting More Google Reviews

A free, no-fluff guide to getting more Google reviews — built specifically for plumbers, HVAC techs, pest control pros, landscapers, and every other home service business that lives and dies by reputation.

Chapter 1: Why Google Reviews Are Your Most Valuable Marketing Asset

If you run a home service business, your Google reviews are doing more selling than your website, your ads, and your sales team combined.

Here's what the data shows:

- **93% of consumers** read online reviews before choosing a local business
- **87% of consumers** used Google to evaluate local businesses in 2025
- The average consumer reads **10 reviews** before feeling able to trust a business
- Businesses with **4.5+ stars** and **50+ reviews** receive dramatically more clicks and calls from Google Search and Google Maps

Reviews Drive Three Things

1. Trust. Before a homeowner calls you about their burst pipe or broken AC, they check your reviews. They're looking for proof that you'll show up on time, do quality work, charge fairly, and treat their home with respect. Reviews are that proof.

2. Rankings. Google's local search algorithm weighs three factors: relevance, distance, and prominence. Reviews are a primary signal of prominence. More high-quality reviews = higher rankings in the Local Pack (the map results that appear at the top of search results for "plumber near me" or "HVAC repair [city]"). This is where the majority of clicks happen.

3. Conversion. Even if a potential customer finds you, they won't call if your reviews are sparse or mediocre. A strong review profile converts browsers into callers at a significantly higher rate than a weak one.

The Compound Effect

Reviews compound over time. Each new review makes it slightly easier to get the next one (social proof encourages participation) and slightly harder for competitors to catch up. Businesses that build a review generation system early create a lasting competitive moat.

The bottom line: If you're not actively generating Google reviews, you're leaving money on the table every single day.

Chapter 2: When to Ask (Timing Is Everything)

The #1 reason home service businesses don't get more reviews isn't that customers are unwilling — it's that they're asked at the wrong time, or not asked at all.

The Golden Window

The best time to ask for a review is **within 1-2 hours of completing the service**, while the experience is still fresh and the customer is feeling the relief of a problem solved. This is the moment of peak satisfaction.

After that window closes:

- At 24 hours, you'll get about half the response rate
- At 48 hours, it drops further
- After a week, most customers have moved on mentally

The Best Moments to Ask

Not all service completions are equal. Look for these high-satisfaction triggers:

1. **The "wow" moment.** The customer sees the finished work and says something positive ("This looks amazing," "I can't believe how fast that was," "You guys are lifesavers"). This is your cue.
2. **After explaining what you did.** When you walk a customer through what was wrong and how you fixed it, they feel informed and cared for. That's a great moment to ask.

3. **When they mention referring you.** If a customer says “I’m going to tell my neighbor about you,” that’s a natural segue: “That would mean the world to us! If you have a minute, a Google review helps other homeowners find us too.”
4. **After a follow-up check.** If you follow up a day later to ask how everything is working, and the customer confirms all is good — that’s another prime moment.

When NOT to Ask

- During the service (they’re stressed or distracted)
- If there was any issue, no matter how small, that hasn’t been fully resolved
- If the customer seems rushed or unhappy about anything
- Immediately after presenting the bill (let them process the cost first)

Chapter 3: How to Ask — Scripts That Work

The ask doesn’t need to be complicated. In fact, simpler is better. Here are proven scripts for different situations.

In-Person (Technician to Customer)

Script 1 — The Direct Ask:

“We really appreciate your business, [Name]. If you have a minute, it would mean a lot to us if you could leave us a quick Google review. It helps other homeowners in [City] find us. I can text you a link right now if you’d like — it takes about 30 seconds.”

Script 2 — The Soft Ask:

“Glad we could get this taken care of for you! Hey, if you had a good experience today, we’d really appreciate a Google review when you get a chance. No pressure at all — but it really does help a small business like ours.”

Script 3 — After a Compliment:

"That's so great to hear — thank you! Would you mind sharing that on Google? Your words carry a lot of weight for other homeowners deciding who to call. I'll send you a direct link."

Via Text Message (After Service)

Template:

Hi [Name], this is [Tech Name] from [Company Name]. Thanks for choosing us today! If you have 30 seconds, we'd really appreciate a Google review — it helps other homeowners find us. Here's the direct link: [link]. Thank you!

Why text works:

- 98% open rate (vs. ~20% for email)
- The link takes them directly to the review form
- They can do it from the couch 5 minutes later

Via Email (Follow-Up)

Subject: How did we do, [Name]?

Body:

Hi [Name],

Thanks for choosing [Company Name] for your recent [service type]. We hope everything is working perfectly!

If you have a moment, we'd love to hear about your experience. A quick Google review helps other homeowners in [City] find reliable service — and it means the world to our team.

[Leave a Google Review →]

Thank you for your trust and your time.

— The [Company Name] Team

On a Leave-Behind Card

Include a card with every completed job:

Thank you for choosing [Company Name]! If you had a great experience, we'd appreciate a Google review. Scan this QR code — it takes 30 seconds.
[QR Code]

Chapter 4: Making It Easy — QR Codes, Links, and Automation

The easier you make it to leave a review, the more reviews you'll get. Every extra step is a drop-off point.

Get Your Direct Google Review Link

1. Go to your Google Business Profile
2. Click "Ask for reviews" (or go to the "Home" tab)
3. Copy the short link provided — this takes customers directly to the review form with the star selector already open

Pro tip: Use a URL shortener or custom redirect (like `yourcompany.com/review`) so it's easy to share verbally and in print.

QR Codes

QR codes are perfect for home service businesses because they bridge the physical and digital worlds:

- **On leave-behind cards** placed on the counter or door after service
- **On invoices and receipts** (printed or PDF)
- **On vehicle wraps and magnets**
- **In your office or showroom**
- **On yard signs** (if you use them for completed jobs)

Generate a free QR code at any QR code generator site using your direct review link.

Text Message Automation

The highest-performing review generation channel for home service businesses is SMS. Here's why:

- Texts are read within minutes
- One tap opens the review form on their phone
- No app downloads, no logins, no friction

Setting up a system:

1. Collect the customer's mobile number during booking
2. After service completion, trigger an automated text with your review link
3. Follow up once (and only once) if they haven't reviewed within 48 hours
4. Stop. Don't harass people.

Email Automation

Email works as a secondary channel, especially for commercial clients and customers who gave you their email during booking. Set up a simple automated email that sends 2-4 hours after the job is marked complete.

The Key Principle: One Tap to Stars

However you ask, the customer should be **one tap away from the star rating selector**. If they have to search for your business, find the review button, and then figure out the form — you'll lose most of them.

Chapter 5: How to Respond to Every Review

Responding to reviews isn't optional. It signals to Google that you're an active, engaged business (which helps rankings), and it shows potential customers that you actually care.

Responding to 5-Star Reviews

Do:

- Thank them by name
- Reference something specific from their review
- Invite them to use you again
- Keep it to 2-3 sentences

Don't:

- Copy-paste the same response for every review
- Be so brief it seems automated ("Thanks!")
- Use it as an advertising opportunity

Example:

Thank you so much, [Name]! We're glad [Tech Name] was able to get your [issue] resolved quickly. We appreciate your trust and look forward to helping you again anytime. — [Owner Name]

Responding to 3-4 Star Reviews

Do:

- Thank them for the feedback
- Acknowledge what could have been better
- Invite them to share more details privately
- Show you're taking action

Example:

Thanks for the feedback, [Name]. We're glad the [service] went well, and we hear you on [concern]. We're using your input to improve, and we'd love to discuss this further — feel free to call us at [phone]. We want to earn that 5th star next time.

Responding to 1-2 Star Reviews

Do:

- Stay calm and professional — never argue
- Apologize for the experience (not necessarily for being wrong)
- Offer to resolve it offline with a named person
- Keep it short — long defensive responses look bad

Don't:

- Get defensive or argumentative
- Deny what happened without investigation
- Blame the customer
- Ignore it

Example:

[Name], we're sorry about your experience. This doesn't meet our standards, and we want to make it right. Please contact [Owner Name] directly at [phone/email] so we can resolve this for you. Thank you for giving us the chance to address it.

Response Timing

Aim to respond to every review within **24 hours**. For negative reviews, respond within a few hours if possible — the faster you respond, the more it demonstrates urgency and care.

Chapter 6: Handling Negative Reviews Like a Pro

Negative reviews are inevitable. What separates great businesses from the rest is how they handle them.

The 24-Hour Rule

Never respond to a negative review when you're angry. Read it, step away for an hour if needed, then craft a professional response. You're writing for the hundreds of future customers who will read this exchange — not just the reviewer.

The HEARD Framework

H — Hear them. Acknowledge their experience without minimizing it. **E — Empathize.** Show you understand why they're frustrated. **A — Apologize.** Even if you disagree, apologize for their experience. **R — Resolve.** Offer a specific path to resolution (not just "call us"). **D — Document.** Keep records of every negative review and resolution for internal learning.

When to Take It Offline

Always move the conversation offline for resolution. Public back-and-forth looks terrible regardless of who's right. Your response should:

1. Acknowledge the issue
2. Apologize for the experience
3. Name a real person for them to contact
4. Provide a phone number or email
5. Express desire to make it right

Then stop. Don't engage further publicly.

Dealing with Fake Reviews

If you believe a review is fake (wrong business, competitor sabotage, or no record of the customer):

1. Respond professionally as if it were real
2. Mention you can't find their records and ask them to contact you
3. Flag the review through Google Business Profile as a policy violation
4. If Google doesn't remove it, respond publicly and move on — your professional response speaks volumes

The Silver Lining

Businesses with **100% five-star reviews** actually seem less trustworthy to consumers. A few lower reviews (handled well) make your overall profile more credible. The response is your opportunity to demonstrate character.

Chapter 7: How Reviews Help You Outrank Competitors

Understanding how Google's local search algorithm works helps you approach reviews strategically.

The Local Pack

When someone searches "pest control near me" or "plumber in [city]," Google shows a map with three businesses. This is called the **Local Pack**, and it generates more clicks than any other section of the search results.

Three factors determine who appears in the Local Pack:

1. **Relevance** — Does your business match what they're searching for?
2. **Distance** — How close are you to the searcher?
3. **Prominence** — How well-known and well-regarded is your business?

You can't change your distance. Relevance is mostly about having the right categories and descriptions. But **prominence** is where reviews make the biggest difference.

How Reviews Boost Prominence

- **Review count:** More reviews = more prominent
- **Review rating:** Higher average rating = more prominent
- **Review velocity:** Consistent new reviews signal an active business
- **Review content:** Reviews that mention keywords (e.g., "great plumber," "AC repair") may help with relevance signals
- **Review responses:** Responding to reviews signals an engaged business

The Review Gap Strategy

Check your top 3-5 local competitors:

1. How many Google reviews do they have?
2. What's their average rating?
3. How recently was their last review?
4. Do they respond to reviews?

Then set a goal to surpass the leader within 6-12 months. If the top competitor has 85 reviews at 4.6 stars, aim for 100+ at 4.7+. This is achievable with a consistent system.

Keywords in Reviews

While you should never tell customers what to write, natural reviews often include helpful keywords. When a customer writes "best AC repair in Phoenix," that review content can influence how Google connects your business to relevant searches.

Ethical approach: After great service, say something like "If you leave a review, just share what your experience was like — it really helps other homeowners." Authentic, detailed reviews naturally include relevant keywords.

Chapter 8: Building a Review Generation System

One-time pushes don't work. You need a repeatable system that generates reviews consistently, week after week.

The Review Flywheel

Step 1: Deliver great service. (No system can fix bad work.)

Step 2: Ask at the right moment. Train every technician on when and how to ask.

Step 3: Make it easy. Send a text with a direct link within 1-2 hours.

Step 4: Follow up once. A gentle reminder 48 hours later for non-responders.

Step 5: Respond to every review. Within 24 hours.

Step 6: Track and improve. Monitor your review count, rating, and response rate weekly.

Training Your Team

Your technicians are your review generation army. Train them to:

- Mention reviews naturally during the wrap-up conversation
- Recognize the “golden moments” when a customer is most satisfied
- Send the review request text from the job site (or trigger it in your CRM)
- Never pressure or incentivize — just ask naturally

What to tell your team:

“After every job, if the customer seems happy, ask them for a Google review. Keep it natural, keep it brief. If they say no or seem uncomfortable, drop it immediately. Your job is to ask — not to pressure.”

Weekly Review Metrics

Track these numbers weekly:

Metric	Target
Jobs completed	(your baseline)
Review requests sent	100% of completed jobs
Reviews received	10-20% of requests
Average rating	4.7+
Response rate	100%
Avg. response time	Under 24 hours

Setting Goals

A reasonable goal for most home service businesses:

- **First 90 days:** Get to 50 reviews (if starting from scratch)
- **6 months:** Get to 100 reviews
- **12 months:** Get to 200+ reviews with 4.7+ average
- **Ongoing:** 5-10 new reviews per week depending on volume

Chapter 9: What Not to Do (Common Mistakes)

Don't Buy Reviews

Fake reviews violate Google's terms of service. Google's detection algorithms are increasingly sophisticated. If caught:

- Reviews will be removed
- Your profile may be suspended
- You'll receive a public "penalty" notice on your listing
- Years of legitimate reviews can be wiped out

It's not worth it. Ever.

Don't Offer Incentives for Reviews

"Leave a review and get 10% off your next service" violates Google's policies and FTC guidelines. You can ask for reviews — you cannot pay for them, even indirectly.

Don't Gate Reviews

"Review gating" (sending happy customers to Google and unhappy customers to a private feedback form) violates Google's policies. Ask everyone equally. If your service is good, the numbers will reflect it.

Don't Ask Too Many Times

One ask in person + one text + one email is the maximum. If a customer doesn't want to leave a review after that, respect it. Pestering customers is a great way to get a 1-star review.

Don't Ignore Negative Reviews

Unanswered negative reviews are a red flag for potential customers. They suggest you either don't care or don't monitor your reputation. Always respond —

professionally, promptly, and constructively.

Don't Respond Emotionally

Your response to a negative review is a performance for future customers. It should demonstrate grace under pressure, accountability, and a genuine desire to improve. Never:

- Argue
- Get sarcastic
- Blame the customer
- Share private details about the job
- Threaten legal action publicly

Chapter 10: Your 30-Day Action Plan

Here's a step-by-step plan to transform your Google review presence in 30 days.

Week 1: Set Up the Foundation

- ☐ Claim and verify your Google Business Profile (if not done)
- ☐ Get your direct review link
- ☐ Create a QR code
- ☐ Print 100 leave-behind cards with the QR code
- ☐ Set up a text message template in your CRM or phone
- ☐ Set up a follow-up email template
- ☐ Respond to all existing unresponded reviews

Week 2: Train and Launch

- ☐ Train all technicians on when and how to ask for reviews
- ☐ Role-play the ask until it feels natural
- ☐ Start asking every customer after every completed job
- ☐ Send text requests within 2 hours of job completion
- ☐ Respond to every new review within 24 hours

Week 3: Optimize and Iterate

- ☐ Review your metrics: requests sent vs. reviews received
- ☐ Identify which technicians are getting the most reviews
- ☐ Ask top performers to share what's working
- ☐ Adjust your text message timing or wording if response rate is low
- ☐ Send follow-up reminders to non-responders (one time only)

Week 4: Systematize

- ☐ Automate your text and email review requests
- ☐ Create a weekly review dashboard (count, rating, response rate)
- ☐ Set monthly review goals for the team
- ☐ Celebrate milestones (50 reviews, 100 reviews, 4.8 rating, etc.)
- ☐ Plan for ongoing consistency — this is a permanent process, not a campaign

Quick Reference Card

Action	Who	When	How
Ask for review	Technician	At job completion	Verbal + text link
Send text request	CRM/automation	1-2 hours post-job	Automated text with link
Send email follow-up	CRM/automation	24-48 hours post-job	Automated email with link
Respond to reviews	Owner/manager	Within 24 hours	Google Business Profile
Track metrics	Owner/manager	Weekly	Dashboard/spreadsheet
Train team	Owner/manager	Monthly	Team meeting

Keep Building Your Reputation

Getting more reviews is only half the system. Two more free resources worth grabbing:

- [Stop Staring at Reviews Wondering What to Say →](#) — copy-paste templates for every star rating, so every review this guide helps you generate gets a real response.
- [Find Out Where You're Losing Customers Before They Ever Call You →](#) — a full audit across reviews, GBP, listings, social, and your website, so you know exactly where to focus next.

Want to Automate This?

Building a review generation system from scratch takes time. **Reveo** automates the entire process — from sending review requests at the perfect moment, to tracking responses, to AI-powered review replies — so you can focus on running your business while your reputation grows on autopilot.

[See how Reveo can help →](#)