



HOW TO GET GOOGLE REVIEWS FOR YOUR AGENCY



STEP ONE:

If you haven't already, **create your Google business listing** at google.com/business - it's quick and easy!

STEP TWO:

Visit whitespark.ca/google-review-link-generator to get a shortened URL that links directly to your Google reviews page.

STEP THREE:

Ask, Ask, Ask! Use your **Google review link** to make it quick and easy any time you ask for a review.

- › Ask after a phone call or in person meeting.
- › Add the link to the back of your business cards or to your email signature and point customers to it.
- › Send a personalized follow up e-mail to anyone you've recently done business with.
- › Incentivize your sales team to ask for reviews.
- › Use in store signage or placards to encourage reviews.
- › Ask for reviews on your website or on your social media channels.

STEP FOUR:

Reply to as many reviews as you can - **not just the positive ones**. Reviews are a two-way street and replying is a great way to continue the conversation with your customers.



Make it as easy as possible for your customers to leave a review and always remember to give 5 star service to get 5 star ratings!