Build 5-star Google reviews on autopilot

> *“We do great work, but clients only seem to leave reviews when they're angry. I forget to ask the happy ones.”*

Category: customer-communication | **Setup Time:** ~20 minutes | **Estimated Hours Saved:** 1 hrs/week | **Direct Software Cost:** $0 / month

SOLUTION SUMMARY

Set up an automated email or SMS that goes out exactly 24 hours after a client's appointment, thanking them and asking for a review. Getting reviews is purely a numbers game: if you ask every single customer at the moment they are happiest, your rating will steadily climb without you having to remember to ask. Include the direct link to your Google Business Profile review page so it takes them one click.

REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **Your booking or POS system: (Free Tier / Wholesale)**
- **Mailchimp / ActiveCampaign: (paid)**

STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Get your direct review link**
   Go to your Google Business Profile, click 'Ask for reviews', and copy the short link.

2. **Find the follow-up setting**
   In your booking tool, look for post-appointment emails or automated follow-ups.

3. **Write a short, human request**
   'Hi [Name], it was great seeing you yesterday. If you have 60 seconds, we'd hugely appreciate a Google review. It helps small businesses like ours a lot. [Link]'

4. **Turn it on**
   Set it to send 1 to 2 days after the appointment.

5-POINT QUALITY VERIFICATION PROTOCOL

[ ] **Carrier & Webhook Test:** Confirm webhook listener receives test payload and returns HTTP 200 within 500ms.
[ ] **End-to-End Simulation:** Execute live test event from personal device and verify SMS/email delivery.
[ ] **Anti-Spam & Rate Limit Check:** Verify repeated submissions do not trigger duplicate messages to clients.
[ ] **Direct Ownership Audit:** Confirm all API keys, accounts, and credentials belong directly to your practice.
[ ] **Staff Notification Verification:** Verify practice manager/receptionist receives real-time push alert with dial link.

FREQUENTLY ASKED QUESTIONS

Q: Is it okay to offer a discount for a review?

A: No. Google's terms of service strictly prohibit incentivized reviews. Just ask politely; happy customers will do it.

Q: Can I trigger Google review requests automatically from Square or Acuity?

A: Yes. You can configure post-appointment follow-up emails in Square Appointments or Acuity to automatically include your Google Business review link immediately after a service is completed.