

Ask your customers for reviews

The honest way to ask customers for Google reviews, what Google allows and what to do once they arrive.

Reviews are your customers' own words about your business. They stay in your hands: we don't ask for them, write them or handle them for you. This guide is here to help you ask the right way.

What Google allows

Based on Google's own policy:

- You can ask customers for a review of their real experience.
- You can't offer anything in return: money, a free item, a prize or anything else of value.
- You can't ask only the people you think will say something nice.
- You can't pressure anyone, or ask them to post while they're standing in your shop.
- You can't ask staff to collect a set number, or ask for specific words.
- You can't write reviews yourself, or have friends or family write them.

Reviews that break these rules can be removed. Google's policy page has the full list.

How to ask

1. **Get your link.** On a computer, open your Google Business Profile, choose **Read reviews**, then **Get more reviews**. Google gives you a link and a QR code. Google says the QR code can only be made on a computer. Wording on your screen may differ.
2. **Put it where customers already look.** In a thank-you text or email after a visit, on a receipt, on a card at the counter, or as a QR code on a small sign.
3. **Ask everyone, the same way.** Not only the customers who seem happy.
4. **Ask steadily.** A few each week works better than one big push.

A message you can use

Thank you for coming in today. If you have a minute, we would be grateful for an honest review: [your link]. No pressure at all.

What to do with the reviews

Read them. When someone writes a review, you can write back from your own Google profile. Thank them, mention something specific, and invite a hard review back to talk. Keep private details out of the reply. We don't write back to reviews for you.

Good to know

- Offering anything in return for a review can get those reviews removed. Don't do it.
- Your site can link to your Google reviews page. Ask us if you'd like that.
- Google's review text stays on Google. To show customer words on your site, ask a few happy customers if you can quote them, keep their written yes, and send us the quote.

Need a hand?

If you'd like your site to link to your Google reviews page, email hello@zossoz.com and we'll take care of it. We reply within one business day.

Related guides: Add your site link to your Google profile · Add your site link to your Instagram bio · Send us photos and files · Update your hours

More guides: the Zossoz Help Center · Questions? Email hello@zossoz.com