

# The 5-Minute Google Review Playbook for Landscapers

Get More Reviews. Build More Trust. No Awkward Conversations.

## Why This Playbook Works

Google reviews = visibility, credibility, and trust.

### More reviews help you:

- Show up first when people search
- Look more legit than the competition
- Get new business without paying for more ads

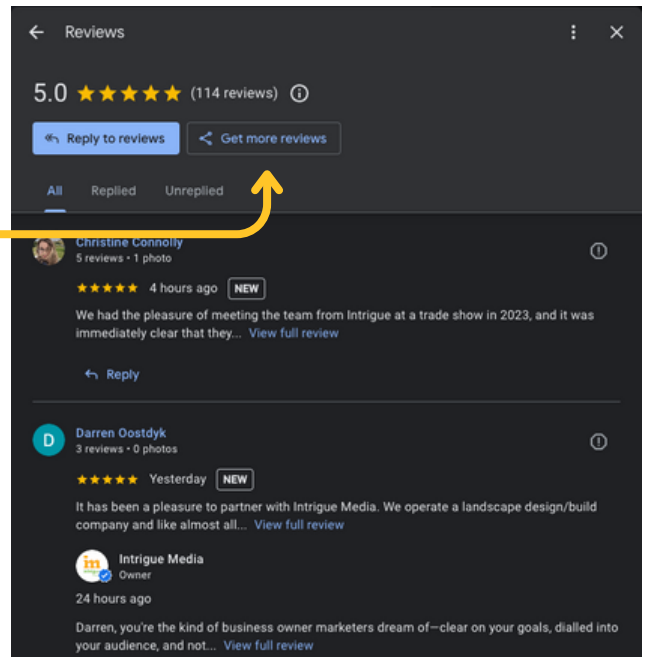
Most businesses say they want reviews—then completely miss the opportunity to get them. This playbook fixes that.

## What You'll Get in This Playbook

- A review request script that actually gets responses
- The best time to ask (based on real-world behaviour)
- Copy-and-paste follow-up messages
- A way to get more reviews without chasing people down
- A screenshot technique that makes it easier for clients to reply
- An incentive system to get your team involved
- Templates for social media to highlight your reviews

## First Things First – Grab Your Google Review Link

1. Search your business on Google
2. Click your listing
3. Click “Reviews”
4. Hit “Get More Reviews”
5. Copy the review link



### Pro Tip:

Turn that link into a QR code and use it everywhere—on-site, invoices, thank-you cards, even your truck.

## 1. The Exact Script

“Hey [First Name], it was awesome working on your property. If you’re happy with how everything turned out, would you mind leaving us a quick Google review? It really helps small businesses like ours get found by others. I’ll send you the link—takes less than a minute. Thanks!”

### Why it works:

It’s casual, respectful, and clear. You're not begging. You're giving someone an easy way to help.

## 2. When to Ask

- Ask right after the job is completed, and you’ve received a positive reaction from the customer.
- Don’t wait until the invoice is paid. Strike while the appreciation is fresh.

### 3. Copy/Paste Text Template

“Hey [First Name]! Here’s that review link I mentioned—it really helps us out:  
[Insert Google Review Link]

Thanks again for trusting us with your property!”

### 4. Automated Follow-Up Flow

Use a free CRM or email/text automation tool like [Jobber](#), [NiceJob](#), or [GoHighLevel](#).

#### Set up a 3-step follow-up:

1. Day 0: Send the review request via text
2. Day 2: Send a short reminder: “Hey [Name], just following up—did you get a chance to leave a quick review? Here's the link again.”
3. Day 5: Final nudge: “We appreciate your time so much—if you haven't had a sec to leave a review, no worries! Here's the link again, just in case: [Link]”

### 5. Screenshot Strategy

- Take a screenshot of a past client’s glowing review.
- Text or email it to the new customer and say: “Here’s what another client shared—something like this would mean the world to us if you had time!”
- This social proof makes it easy for them to write something similar.

## 6. Get Your Team Involved

You can't be everywhere at once—and you shouldn't have to be. If your team's the one interacting with clients, they should be the ones asking for reviews. Here's how to get them on board:

### The Play:

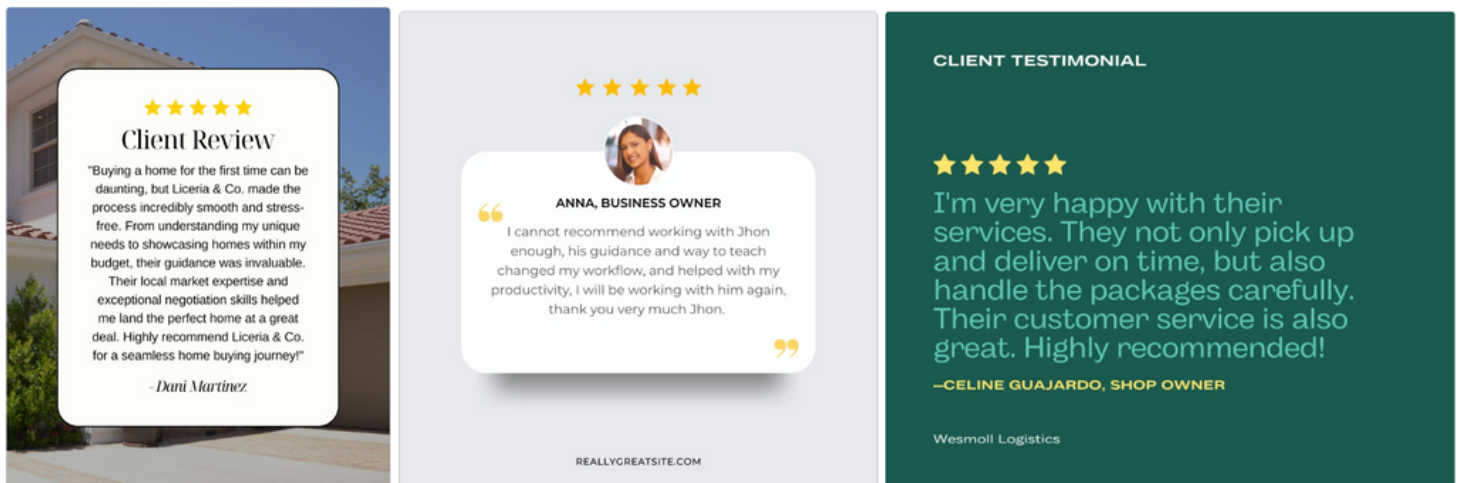
If a customer leaves a review and mentions a team member by name? That employee gets a gift card. You choose the amount. They feel appreciated. Everyone wins.

### Pro Tip:

Hand them out at team meetings. Public recognition = motivation. Once people see reviews = rewards, they'll start asking too.

## 7. Google Review Templates for Social

Use Canva's free review templates. Drop in your best reviews and share them regularly to build credibility. [Click here to check them out.](#)





## Bonus: Top 5 Review-Winning Email Subject Lines

1. “Quick favour? 😊”
2. “Can you help us out real quick?”
3. “We’d love your feedback 🌱”
4. “Your opinion matters to us!”
5. “How did we do on your yard?”

## Want Help Setting This Up?

If you're tired of asking, reminding, and following up—there's a smarter way.

We build simple, automated systems that get reviews rolling in while you focus on running your business. No gimmicks. No fluff. Just results.

**[Click here to book your free strategy call.](#)**

## Looking for More Ideas Like This?

We're hosting a free event called Making the Most of Your Leads, packed with practical strategies to turn traffic into customers.

**[Click here to reserve your spot.](#)**