



The 5-Minute Google Review Playbook for Landscapers

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

Why Google Reviews Should Be Your #1 Growth Lever

If you want more leads, trust, and jobs, Google reviews are the shortcut.

Here's what they do:

- Move you up in local search results
- Build immediate trust with new prospects
- Make you look like the obvious choice (even if you don't run ads)

Here's the problem: most landscapers don't ask. Or they ask too late. Or they don't make it easy. This playbook fixes that.

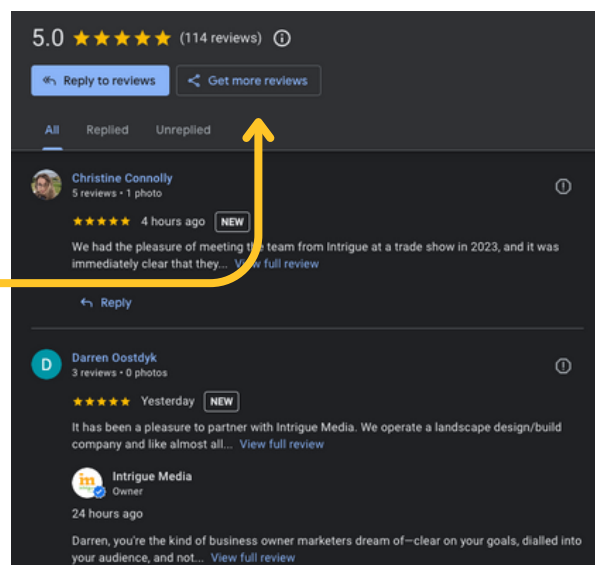
What You'll Get in This Playbook

1. The proven script to ask for a review (without sounding awkward)
2. The best moment to ask (based on how people behave)
3. A follow-up process that can be automated for ease
4. A screenshot technique to nudge unsure clients
5. Prompts that turn thoughts into 5-star reviews
6. An employee rewards system that drives results
7. Templates to promote reviews on social media
8. A simple guide to replying to every review (including negative ones)

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.



01 The Exact Script

Subject Line: It would mean the world to us...

Body Text:

*“Hi **[First Name]**,*

I hope you are doing better than great.

We have a small favour to ask that would mean a lot to our team. We're growing our Google presence so more great people (like you!) can find us. If you enjoyed working with us, would you mind leaving a quick review?

*It only takes a minute, but it means the world to us—and helps others know they're in good hands. **[Insert Link]**.*

Thanks in advance—we truly appreciate you. We couldn't do what we love without customers like you!”

02 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.

03 Follow-Up Text Template

Following up is where the real results happen. A simple 3-step sequence keeps your request from getting lost or forgotten.

Use a tool like [The Landscape CRM](#), [NiceJob](#), or [GoHighLevel](#)—or send manually.

- Day 0: Initial Ask: Send the first message
- Day 2: Reminder: *"Hi **[First Name]**, I'm just checking in. Did you get a chance to leave a quick review? Here's the link: **[Insert Link]**."*
- Day 5: Final Nudge: *"I totally get that things get busy. I just wanted to share the link in case you'd still like to leave a review. It really helps. **[Insert Link]**."*

Whether automated or manual, consistency is key. Most businesses stop after one ask—this is how you stay top of mind.

Did You Know? Texting gets 6x more replies than email. Here's the script:

*"Hey **[First Name]**, quick favour—can you drop a short Google review about your experience? Takes 2 mins. Here's the link: **[Insert Link]**. Appreciate it!"*

Send it right after the job. Or when they say something nice.

04 Screenshot Strategy (Social Proof)

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.

05 Make It Easy for People to Write

People want to help—but they don't know what to say. Give them a few simple prompts:

- Why did you choose us?
- What was your experience like working with our team?
- Would you recommend us to a friend? Why?

Better yet—if a client texts or emails something nice, ask:

*"That's great to hear—would you be open to pasting that into a Google review? Here's the link: **[Link]**."*

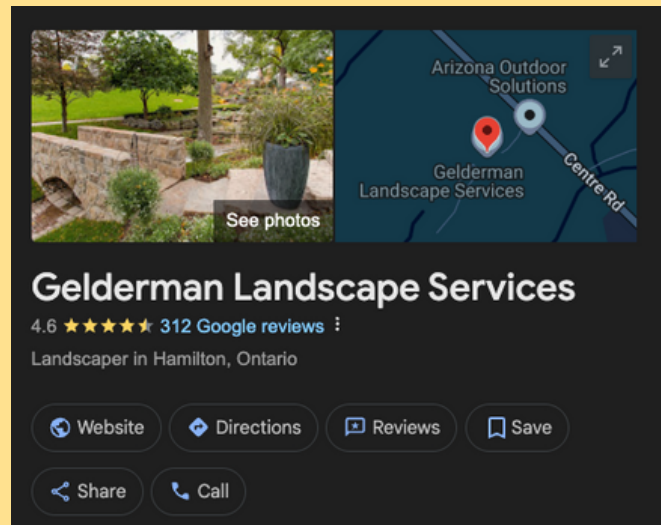
Some clients? You know them well enough to go one step further. Write the review for them. Send it over. Say:

*"Feel free to tweak this, but if it works, you can just copy/paste it here: **[Link]**."*

06 Get Your Team Involved

You're not on every site, but your crew is. Get them involved with a simple incentive. Offer a gift card when a client mentions a team member in a Google review.

Celebrate wins publicly. Recognition inspires others—just like it did for Gelderman Landscape, who got over 300 Google reviews.



07 Social Templates to Promote Reviews

Want to build momentum on Instagram or Facebook?

Use Canva's free templates to create branded review request posts that link directly to your Google review form.

Drop in your best reviews and share them regularly to build credibility.

[Click here to check them out.](#)



08 Reply to Reviews (Even the Bad Ones)

Google loves to see engagement. Replying to reviews—positive and negative—signals that you’re active, trustworthy, and care about your customers. Plus, it helps with SEO.

Here’s how to reply like a pro:

1. Thank them for their feedback
2. Keep it short and sincere
3. Take negative conversations offline
4. Share a way to follow up privately

Example (from one of our clients):

*“Thanks for taking the time to leave a review—we always aim to improve. I’m sorry your experience wasn’t ideal. Please contact [**Your Name**] at [**Phone Number** or **Email**] so we can make it right.”*

Responding quickly shows professionalism—and might even lead to a changed review.

Want More Reviews Without Lifting a Finger?
[Click here to book your call.](#)

We build review-getting machines for landscapers. You get more leads, more trust, and less hassle.



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