



# 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)

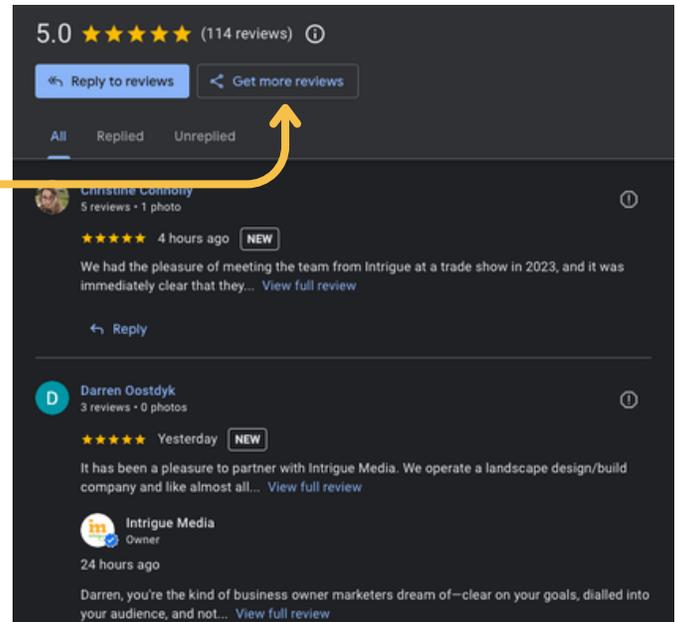
**Here's the problem:** most landscapers don't ask. Or they ask too late. Or they don't make it easy. This playbook fixes that.

## 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, Find 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 signage, invoices, thank-you cards, email signatures, even your truck. This makes it incredibly easy for customers to leave a review.

**See page 6 for step-by-step instructions on how to create your QR code.**

## 01 The Exact Script

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

*“Hi **[First Name]**, I hope you are doing better than great.*

*So, we need your help, and it would mean the world to us over here if you could step up to the plate.*

*We are trying to improve our Google presence and would love it if you could write us a review on the work we did and your experience with our team.*

*Here is the link; it only takes a minute, but the impact for us is huge. It can be short and sweet, and we thank you in advance. **[Insert Link]**.*

*Regards,*

***[Your Name]** and/or the team at **[Your Company Name]**”*

## 02 When to Ask

The best time to ask for a review is right after the job is completed, yes, even when you're sweaty, dusty, and ready for a shower.

If the customer is smiling and saying things like:

*"This looks amazing! We're so happy with everything."*

**That's your cue.** Don't wait until later that night or after the invoice is paid. By then, the excitement has faded and life gets busy.

Ask in the moment, when the appreciation is real, the results are visible, and the positive emotion is fresh. That's when you'll get the most reviews.

## 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!"*

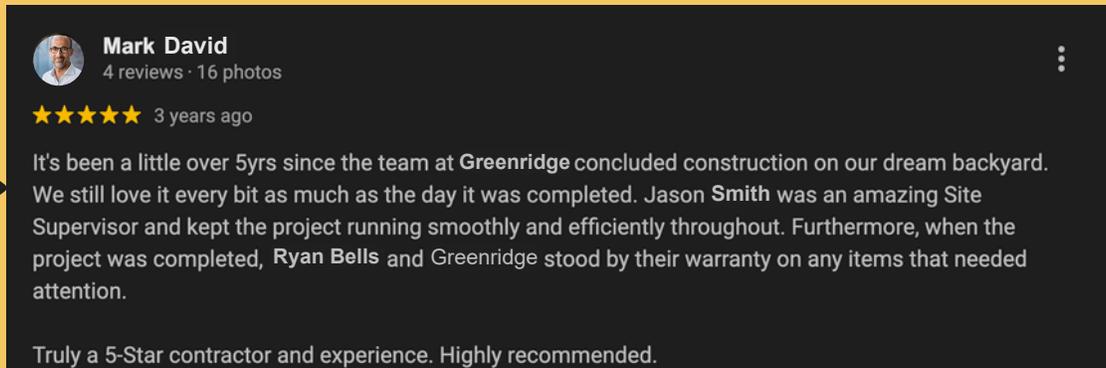
Send it right after the job. Or when they say something nice.

## 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 & Make It Easy

You aren't on every job site, but your crew is! If you want reviews consistently, you need to turn your team into Review Ambassadors. The easier you make it for both your crew and your customers, the more reviews you'll collect.

### The Phone QR Shortcut

Search friction kills reviews. If customers have to look you up, spell your company name, or navigate Google, many simply won't do it.

Have every crew leader save your Google Review QR code as an image on their phone. When a client compliments the job, they can say:

*“Glad you love it! Would you mind scanning this and sharing that on Google? It takes 30 seconds.”*

You can also place QR codes on trucks, invoices, yard signs, thank-you cards, and email signatures. The more visible and accessible it is, the more reviews you'll generate.

### How to Create Your Google Review QR Code

Once you've copied your Google Review link, creating a QR code takes less than two minutes.



### Option 1: Use a Free QR Code Generator

Go to a free site like [QRCode Monkey](#) or [The QR Code Generator](#). Paste your Google Review link, click “Generate,” and download the PNG file.

### Option 2: Use Canva

In [Canva](#), create a small card or sticker, click Apps → QR Code, paste your link, and insert it into your design. Add simple text like: “Loved the job? Scan to leave us a 5-star review.” Download and share with your team.

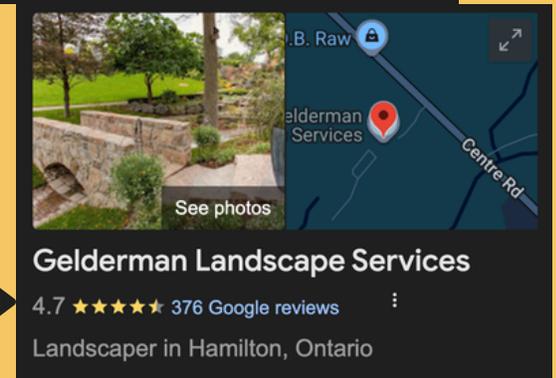
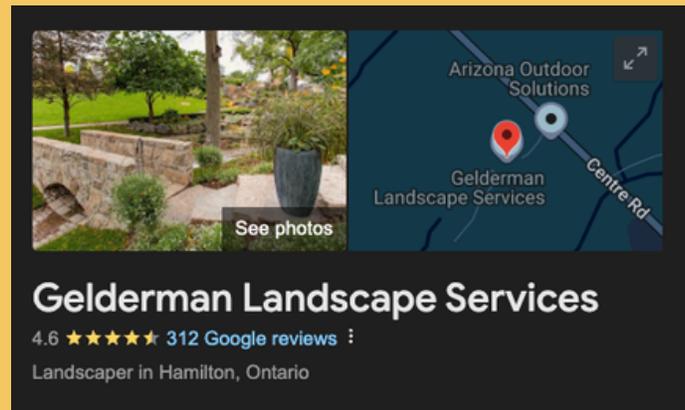
## Add an Incentive

Want to dramatically increase review volume? Pay your team for it.

This is exactly what Gelderman Landscape Services implemented.

They offered a \$25 Amazon gift card (or a similar reward) whenever a team member's name was mentioned in a Google review.

The result? A steady increase in review volume, more detailed customer feedback, and hundreds of highly specific, credibility-building reviews



**Why this works:** It encourages team members to ask, drives higher service quality, makes reviews more personal and specific, builds internal pride and healthy competition, and creates more detailed, SEO-rich reviews.

## Turn It Into a Team Scoreboard

Track monthly totals, such as the most reviews earned, the most name mentions, and the best customer comments. Celebrate it publicly at team meetings. Recognition combined with small incentives leads to consistent review growth.

## The Big Idea

Reviews shouldn't rely on the owner remembering to ask. Build a simple system: a QR code on every phone, a clear script, an incentive for name mentions, and regular recognition for results. Do this consistently, and reviews compound naturally over time.

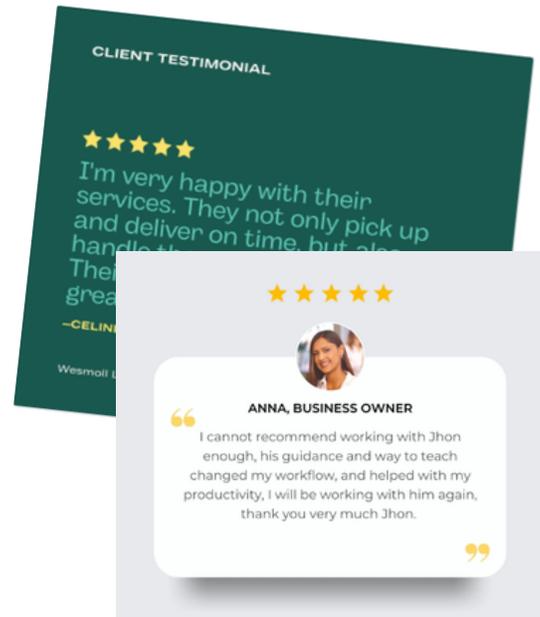
## 07 Social Templates to Promote Reviews

Once reviews start coming in consistently, don't let them sit on Google. Repurpose them!

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.



Robert Murray  
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