

The 5-Star Review Ask

Ask every happy customer, at the right moment, with one tap.

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More 5-star reviews = higher map-pack ranking + more clicks + easier closes. The secret isn't luck — it's asking every happy customer, at the right moment, with one tap. Here's the system on one page.

The three rules

1. **Ask at the peak.** Right when the value lands — install done, car handed over, job complete. Not days later.
2. **Make it one tap.** Send a direct link to your Google review page. "Search for us" loses 90% of people.
3. **Ask everyone, every time.** Automate it so it never gets forgotten. The happiest customer still won't review unless asked.

The ask (text, sent right after the job)

"Hi [name], thanks for choosing [Business]! If we earned it, a quick Google review would mean the world (it takes 30 seconds): [direct review link] 🙏"

Smart routing (catch problems privately)

- Ask first: "How did we do — 👍 or 🙏?"
- 👍 → straight to the public review link.
- 🙏 → "Sorry to hear that — what went wrong?" routes to YOU privately so you can fix it before it's public.
- (Never fake or gate reviews — this is timing and routing real feedback, not hiding it.)

Responding to reviews (do this within 48h)

Positive:

"Thanks so much, [name] — glad we could help with [thing]! We appreciate you choosing [Business]."

Negative (calm, public, owning it):

"Hi [name], thank you for the feedback — this isn't the experience we want. I'd like to make it right; please reach me at [contact]. — [Owner]"

A calm reply to a bad review reassures future readers *more* than a wall of perfect 5-stars.

The weekly 5-minute routine

- [] Every completed job triggered an automatic review request.
- [] Every new review got a reply within 48 hours.
- [] Any 🙏 feedback was followed up privately.
- [] Best reviews pulled onto the website / social.

The compounding math

Ask every customer with a one-tap link and your review count multiplies in months — and your map-pack rank and call volume climb with it. The customers are already happy. They were just never asked.

Want the engine to ask for you automatically? **Free reputation audit at frayze.ca.**