

FRAYZE · FREE GUIDE

The Local Review Engine

Turn happy customers into a stream of 5-star reviews.

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Reviews are the single highest-leverage marketing asset a local business owns — and most leave them entirely to chance. This guide shows how a simple, automated review engine turns happy customers into a stream of 5-star reviews that ranks you higher, wins more clicks, and closes more leads.

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Why reviews decide who wins

Before anyone calls you, they Google you. In that moment, two numbers decide whether they pick you or the business below you: your **star rating** and your **review count**. They do three jobs at once:

- **They rank you.** Google's local "map pack" — the three businesses shown above the regular results — is driven heavily by review quantity, quality, and recency. More good, recent reviews = higher placement = more calls.
- **They sell for you.** A business with 120 reviews at 4.8 stars wins the click over one with 9 reviews at 3.5, every time — even if the second one is better at the actual work.
- **They close the lead.** A strong review profile makes every other marketing dollar work harder, because the prospect arrives already trusting you.

Reviews are the rare asset that improves SEO *and* conversion *and* trust simultaneously. And they compound: the reviews you collect this month bring the customers who leave reviews next month.

Top 3

map-pack spots get the vast majority of local clicks

1 tap

direct review link vs "search for us" — multiplies response

Recency

fresh reviews rank you higher than a stale 5★ history

CHAPTER 02

Why most businesses have too few

It's almost never because customers are unhappy. It's because:

- **Nobody asks.** The job ends, everyone moves on, and the happiest customer never gets a nudge.
- **It's asked at the wrong time** — days later, by email, when the moment has passed.
- **It's too hard.** "Search for us on Google and leave a review" loses 90% of people. One tap is the difference.
- **Negative experiences get handled privately, but never turned into a public recovery** — and a single fresh 1-star with no response scares off prospects for months.

The review engine: ask, automatically, at the right moment

A review engine is a small system that runs after every job, sale, or appointment — no staff effort required.

1. Trigger at the peak moment

The best time to ask is right when the value is delivered — the install is done, the car is handed over, the service is complete. The system fires a **text** (and optionally email) within a short window, while goodwill is highest.

2. Make it one tap

The message contains a **direct link** straight to your Google review form. No searching, no friction. One tap, a few stars, done. This single change can multiply your review rate.

3. Route smartly (and honestly)

Ask the customer about their experience first. Thrilled customers go straight to the public review link. Unhappy ones are invited to tell *you* privately so you can fix it — turning a would-be public 1-star into a service recovery and a second chance. (Never gate or fake reviews — this is about timing and routing real feedback, not hiding it.)

4. Never miss a response

Every review — good or bad — gets seen and replied to. Responding to reviews signals an engaged business to both Google and prospects. Negative reviews answered calmly and professionally often reassure readers *more* than a wall of perfect 5-stars.

5. Show them off

Pull your best reviews onto your website and social so the proof works everywhere, not just on Google.

CHAPTER 04

What the numbers do

A local business that goes from asking nobody to asking everybody, at the right moment, with one-tap links, routinely sees its review count multiply within a few months — and watches its map-pack position and call volume climb with it. It's the cheapest growth lever in local marketing because the customers are already happy. They were just never asked.

CHAPTER 05

What good looks like

- Every completed job/sale triggers an automatic review request by text.
- The request is one tap to your Google review page.
- Every review gets a reply within a day or two.
- Unhappy feedback is caught privately and resolved.
- Your best reviews appear on your website and social.

CHAPTER 06

The upsell that pays for itself

For a business already investing in SEO or a website, the review engine is the highest-ROI add-on there is: it directly amplifies the search visibility you're already paying for. Reviews don't compete with SEO — they're the fuel that makes it rank.

CHAPTER 07

Your next step

Want to see where your review profile stands against your competitors — and how many you'd need to take the top map-pack spot in your town? Get a free reputation audit. About 15 minutes, no pressure. Then we'll turn on the engine that asks for you.

The Local Review Engine

— your move.

Get a free reputation audit and see your path to the top map spot.

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