

Get More Customer Reviews – Check List

- 1) Claim and optimize your Google Plus listing
 - a) [How to instructions](#)
 - b) [Picking the right categories](#)
- 2) Gather your customer emails
 - a) Sign up for [Get Five Stars](#)
 - b) Send emails out asking for customer reviews – spread out the dates the emails are sent to avoid getting too many reviews at the same time.
- 3) Ask all customers that come into your office
 - a) Print out the [Handout Review Generator](#)
- 4) Ask your best customers to give you a review and reciprocate
- 5) Start an internal contest to see who can get the most reviews
- 6) Create a customer survey ([SurveyMonkey](#) or [Google Forms](#))
- 7) Monitor brand mentions and contact for a review
 - a) Setup [Google Alerts](#) for your brand/name
- 8) Get a Yelp Sticker for your front door

Recommended Resources:

<https://moz.com/learn/local/review-acquisition-strategy>

<http://webmarketingtoday.com/articles/117731-Local-Businesses-7-Ways-to-Get-More-Customer-Reviews/>

<http://www.localvisibilitysystem.com/2013/04/04/the-complete-guide-to-google-pluslocal-reviews-and-especially-how-to-get-them/>

<http://www.forbes.com/sites/allbusiness/2014/08/28/6-simple-ways-to-get-customers-to-review-your-business-online/>

<https://blog.kissmetrics.com/customer-testimonials/>

<http://blog.yotpo.com/2015/06/09/5-ways-to-get-more-customer-reviews/>