
Google Business Profile

Get Your Google Review Link

Objective

Obtain your agency's direct Google review link so you can easily request reviews from clients by email or text message.

STEP 1

Sign in to Google

- Go to Google: <https://www.google.com/>
- Sign in to the Google account that manages your agency's Google Business Profile.
- Search for your agency's name in Google.

STEP 2

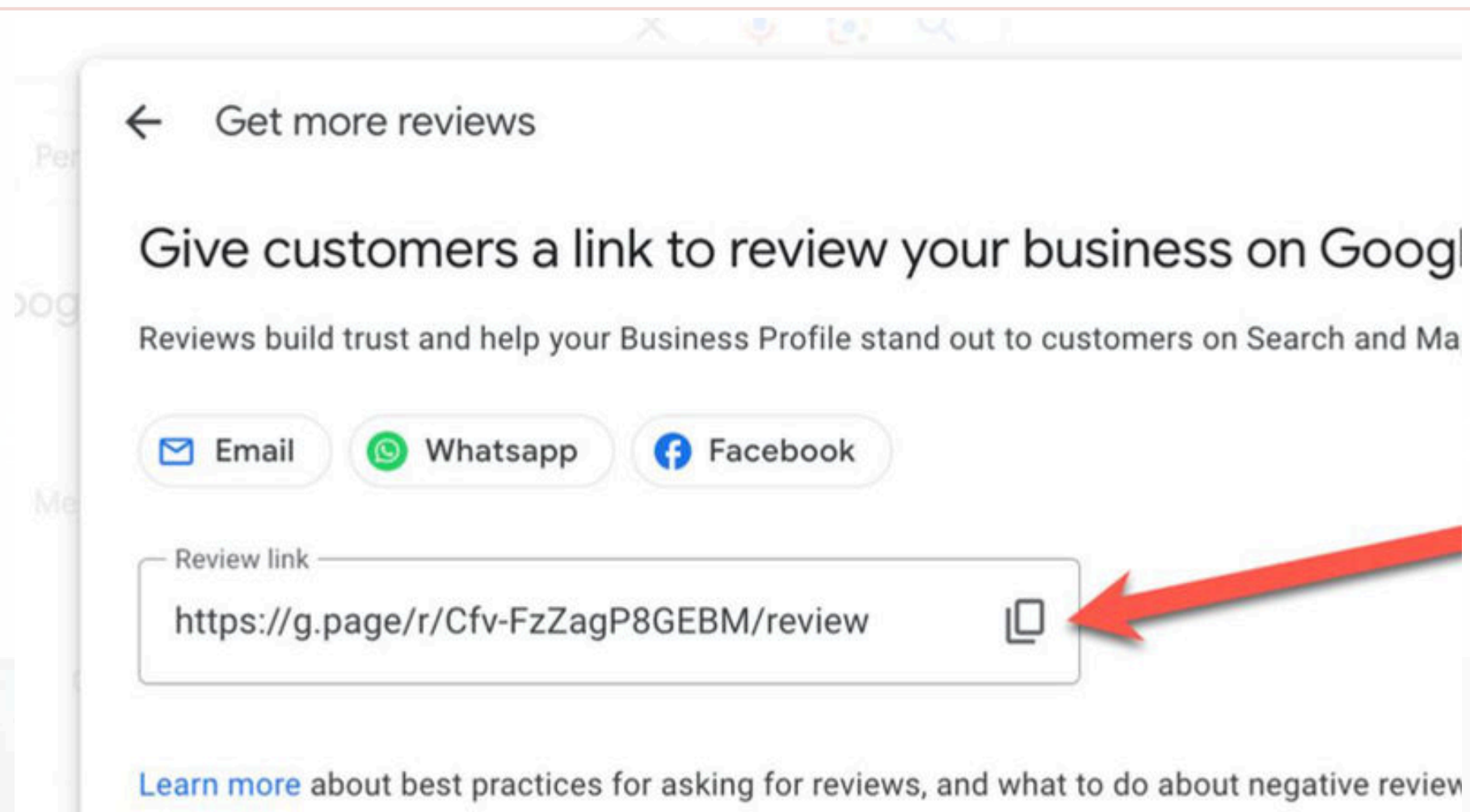
Locate Your Review Link

01 Find the profile

Find your agency's Business Profile management panel in the search results.

02 Open the review request option

- Click Ask for reviews. Depending on your interface, you may find this option under Read reviews or Get more reviews.
- Locate the direct link to leave your agency a Google review.



STEP 3

Copy and Save the Link

- 01** Click Copy to copy the review link.
- 02** Paste the link into a document or other secure, accessible location for future use.
- 03** Open the link in a separate browser window to confirm it directs clients to the correct agency's review form.

STEP 4

Start Requesting Reviews

Once the link is confirmed, make review requests part of a consistent client experience.

- 01** Share the link with clients by email or text message.
- 02** Consider including it in post-service follow-ups and other routine client communications.
- 03** Make it easy for staff to access and use the link consistently.

Reminders

Keep every review request honest, voluntary, and transparent.

- 01** Request honest reviews from clients without selectively soliciting only positive feedback.
- 02** Do not offer discounts, gifts, or other incentives in exchange for reviews.
- 03** Do not pressure clients to leave a positive review.

FINISH AND CONFIRM

Official Google Instructions

Create a Google review link or QR code

<https://support.google.com/business/answer/16816815?hl=en>

Completion Checklist

- ☐ Signed in to the correct Google account
- ☐ Located the correct agency Business Profile
- ☐ Copied the direct review link
- ☐ Tested the link successfully
- ☐ Saved the link for future client outreach

Ready for consistent client outreach.