

## Google Business Profile Review Outreach Template

Use this template to ask your clients for reviews.

Reach out to your clients with the below template\* and ask them to provide you with a 5-star Google My Business Review that benefits your SEO and online reputation.

Dear **friend or client** (*whichever is appropriate*)

We believe your story is worth sharing! We would be grateful if can you leave us a Google My Business review and provide us with a 5-star rating.

Here's how to leave a review on our Google My Business Page:

- 1) Click on → **this link** (*insert your unique review link*)
- 2) Select 5-stars
- 3) Tell us about your experience finding your home or selling your home! Let us know why you chose to work with us and any other details you'd like to mention.
- 4) Click the Post button!

Your feedback is important to us and helps us continue to deliver exceptional service. Thank you!

Kindly,

**Your agent** (*← your name or team name here*)

*\*This is a template, and we recommend that you customize the message based on your specific clientele.*

## Google Business Profile Review Outreach Template

Use this template to ask your clients for a Google review who have left you a review elsewhere (*Zillow, Yelp, etc.*)

If your client has already left you a review on Zillow or Yelp, this is great! You're halfway there already. Ask your client to "repost" their Zillow or Yelp review on Google to benefit your SEO and your reputation. Use this sample below as a template\*.

Dear **friend or client** (*whichever is appropriate*)

Thank you so much for leaving our team this stellar review on Zillow. We believe your story is worth sharing! We would be grateful if you can repost your Zillow review below to our Google Business Page and provide us with a 5-star rating.

If there's anything you'd like to add to the Google Review, please do so as we want to continue delivering exceptional service.

Here's how to leave a Google review:

1) Click on → **this link** (*insert your unique review link*)

2) Select 5-stars

3) Copy your Zillow review below and paste it into the review box and click post!

(*copy the client's Zillow review here: **Sample below***)

*We 'accidentally' fell in love with a house before we were even ready to list our current property (and at the start of pandemic-lockdown). Buying and selling at the same time is always a challenge. Given the uncertainties of the market during COVID-19, it was even more stressful but Lisa helped us through it all. Lisa was able to sell our home at a great price quickly, and get us into our dream home.*

Kindly,

**Your agent** (*← your name or team name goes here*)

*\*This is a template, and we recommend that you customize the message based on your specific clientele.*

## Google Business Profile Review Responses

### Option 1:

Thank you for taking the time to share your experience with our real estate services. We greatly appreciate your feedback and value your input!

At **[Your Real Estate Agency]**, we are committed to providing top-notch service in **[Location]**. We are thrilled that you had a positive experience working with us, and we hope you enjoy your new home in **[Location]**.

### Option 2:

Thank you for sharing your experience with us! We're delighted you had a great experience with our real estate services in [Location]. Enjoy your new home, and remember, [Your Real Estate Agency] is here for all your future real estate needs!

**Option 3:**

Thank you for sharing your real estate experience with us! We're thrilled that we were able to assist you with the home [Buying/Selling] process in [Location]. Your satisfaction is our reward, and [Your Real Estate Agency] is here whenever you need our real estate expertise. Enjoy your new home!

**Google Business Profile Review Response Best Practices**

Responding to reviews on your Google Business Profile is a way to engage with customers and an important factor for improving your local search engine ranking. Here are some best practices for responding to reviews to enhance your local SERP ranking. In your response, try to include the following:

1. **Keywords:** Include keywords related to your real estate services and location, such as "real estate," "buy," "sell," and the specific location where you operate.
2. **Location:** Mention your location to reinforce your local presence in SERPs.
3. **Call to Action (CTA):** Encourage the reviewer and potential clients to get in touch with you for their real estate needs. This provides a helpful response and signals to search engines that your business is actively engaged with its customers.

Remember to customize the response with specific details and ensure it aligns with your branding and messaging. Consistency in your responses across all reviews and platforms can positively impact your local SEO efforts.