⏱️ 20 MIN SETUP

# Automatic Google review requests after every job

*Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.*

## The problem

Happy customers rarely leave reviews unless you ask, and asking by hand gets forgotten. An automatic request sent shortly after each job or sale steadily builds your Google rating, which is one of the biggest factors in local search.

**Saves:** time spent chasing reviews, and it brings in more calls from Google Maps.

## What you need: your Google Business Profile review link

- A Google Business Profile and its review link (in your profile, go to **Ask for reviews** and copy the link).
- A trigger for when a job finishes, such as a paid invoice, a Square payment, a booking marked complete or a row in a spreadsheet.
- Zapier or Make (tools that connect your apps without code), plus Gmail or Outlook for email, or Twilio for SMS.

## Setup with Zapier

1. **Copy your review link** from your Google Business Profile. [Screenshot]
2. **Create a Zap** with your trigger, for example **Square, New Payment** or **Google Sheets, New Row**. [Screenshot]
3. **Add a delay** of 2 to 24 hours so the message arrives while the experience is still fresh.
4. **Add an action: Gmail, Send Email**, or **Twilio, Send SMS**, to the customer, including your review link. [Screenshot]
5. **Test** it with your own email address, then turn it on.

## Setup with Make

1. Start with your trigger module (Square, Sheets or your booking tool).
2. Add a **Sleep** module, or schedule the request for later.
3. Add **Gmail, Send an Email** with the review link.
4. Test it with yourself, then switch the scenario on.

## Review request message template

> Hi [First name], thanks for choosing [Business]! Could you leave us a quick, honest Google review? It really helps: [review link]. Thanks so much! Reply STOP to opt out.

Sending it by email instead? Swap “Reply STOP to opt out” for an unsubscribe link.

Ask everyone, not just the customers you think are happy. Google doesn’t allow review gating or offering incentives for reviews.

## Consent and local rules

A single request after a purchase is generally treated as a transactional message, but follow your local rules and stop if someone asks. Don’t add promotions to it. SMS rules vary by country (TCPA, the Spam Act, PECR, CASL). This isn’t legal advice.

## FAQ

### How soon after a job should I ask for a review?

The same day, or the next day. The job is still fresh, so it’s easier for the customer to write something. A delay step of 2 to 24 hours handles this automatically.

### Should I send a reminder?

One gentle reminder after 3 to 5 days is fine. Don’t send more than that, and stop if someone asks you to.

### Where do I find my Google review link?

Open your Google Business Profile and choose Ask for reviews, then copy the link. Paste it into your message template so every request goes straight to your review form.

### Can I reply to reviews automatically?

It’s better to reply personally. A short, genuine reply builds more trust than a canned one. Reply to negative reviews calmly and offer to sort things out offline.

## Related

- Automation for real estate agents: all the easy wins
- Automation for online shops: all the easy wins
- Automation for tradies: all the easy wins
- ServiceM8 job-complete to review request
- Clinic appointment to Google review
- Automatic review request text (SMS)
- Google review request template pack
- Get it ready-made

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# One-page checklist: Automatic Google review requests after a job

- ☐ Copy your review link from your Google Business Profile.
- ☐ Create a Zap with your trigger, for example Square, New Payment or Google Sheets, New Row.
- ☐ Add a delay of 2 to 24 hours so the message arrives while the experience is still fresh.
- ☐ Add an action: Gmail, Send Email, or Twilio, Send SMS, to the customer, including your review link.
- ☐ Test it with your own email address, then turn it on.

Consent note: only message people who have contacted you or agreed to hear from you, and include a way to opt out. This isn't legal advice.

Full guide: https://www.automatequick.com/guides/google-review-requests