
Google Review Request Email Templates Pack

8 ready-to-send templates for every business type -- post-purchase, service, B2B, healthcare, WhatsApp and more.

8

Email Templates

3x

More reviews with personalised asks

60s

Average time to leave a review

Free resource by googlereviewboost.app

WHY GOOGLE REVIEWS MATTER

The fastest way to grow your local business

93%

of consumers say online reviews impact their purchasing decisions.

88%

of local searches on mobile result in a call or store visit within 24 hours.

4.4*

is the minimum star rating most consumers will consider before buying.

The #1 reason

businesses don't have enough Google reviews? They never ask.

HOW TO USE THIS PACK

- Step 1** Go to googlereviewboost.app and generate your unique Google review link.
- Step 2** Choose the template that fits your business type.
- Step 3** Replace [PLACEHOLDERS] with your real details.
- Step 4** Send it within 24 hours of purchase or service -- response rates drop fast.
- Step 5** Set up one follow-up (Template 08) to go out 5-7 days later if no review.

01

The Simple Post-Purchase Ask

Best for: E-commerce, retail, any product sale

When: Send: 1-2 days after purchase/delivery

SUBJECT LINE

Quick question, [First Name]

EMAIL BODY

Hi [First Name],

Thank you so much for your recent purchase -- we hope you're loving it!

If you have a spare 60 seconds, we'd really appreciate it if you could leave us a quick Google review. It genuinely helps us grow and helps other customers make better decisions.

-> Leave your review here: [YOUR REVIEW LINK]

Thank you -- it means a lot.

[Your Name]

[Business Name]

PRO TIP

Keep it short. Customers who just received something are most likely to review. Don't over-explain.

02

The Service Completion Follow-Up

Best for: Tradespeople, cleaners, contractors, consultants

When: Send: Same day or next morning after completing the job

SUBJECT LINE

Hope everything looks great, [First Name]

EMAIL BODY

Hi [First Name],

It was a pleasure working with you today. I hope everything is exactly as you expected!

If you're happy with the work, would you mind leaving us a Google review? Reviews are the main way new customers find us, and it takes less than a minute.

-> [YOUR REVIEW LINK]

If there's anything at all you're not satisfied with, please just reply to this email and I'll make it right.

Thanks so much,

[Your Name]

PRO TIP

Adding 'if you're not satisfied, reply here' shows confidence and catches unhappy customers before they leave a public bad review.

03

The Restaurant / Hospitality Ask

Best for: Restaurants, cafes, hotels, salons, spas

When: Send: Within 2 hours of visit (if you have their email) or via receipt QR

SUBJECT LINE

How was your visit, [First Name]?

EMAIL BODY

Hi [First Name],

Thank you for visiting us today -- we hope you had a wonderful experience!

We'd love to hear your thoughts. If you enjoyed your visit, a quick Google review would mean the world to our team.

-> Share your experience here: [YOUR REVIEW LINK]

It only takes 30 seconds and helps us keep doing what we love.

Hope to see you again soon!

[Your Name]

[Restaurant/Business Name]

PRO TIP

For restaurants, a QR code on the receipt linking to your review page works even better than email. Use googlereviewboost.app to generate your link, then convert it to a QR code.

04

The Agency / B2B Client Ask

Best for: Marketing agencies, web designers, SEO consultants, accountants

When: Send: After a successful project delivery or at the 3-month mark

SUBJECT LINE

A quick favour, [First Name]

EMAIL BODY

Hi [First Name],

It's been great working with you on [Project/Service]. Seeing [specific result, e.g. 'your traffic increase' or 'the new site launch'] has been really rewarding.

I have a small favour to ask -- would you be open to leaving us a Google review? As a small business, reviews are genuinely one of the biggest ways we attract new clients.

Here's the direct link (takes less than 2 minutes):

-> [YOUR REVIEW LINK]

Of course, no pressure at all -- but if you're happy with the work, it would mean a lot.

Thanks so much,

[Your Name]

PRO TIP

Mention a specific result you delivered. Personalisation dramatically increases the response rate on B2B review requests.

05

The Re-Engagement Ask (Existing Customers)

Best for: Any business with an existing customer list that hasn't asked for reviews before

When: Send: One-time campaign to your entire customer database

SUBJECT LINE

We've never asked you this before, [First Name]..

EMAIL BODY

Hi [First Name],

You've been a customer of ours for a while now, and we just wanted to say -- thank you. Genuinely.

We've never done this before, but we'd love to ask: would you consider leaving us a Google review? Even just a sentence or two.

It helps more people like you find us, and it only takes 60 seconds:

-> [YOUR REVIEW LINK]

Thank you for your continued support. It genuinely makes a difference.

With gratitude,

[Your Name]

[Business Name]

PRO TIP

The 'we've never asked before' angle works really well -- it feels genuine and rare. Don't overuse this one. Send it once, then switch to post-purchase templates.

06

The Healthcare / Professional Services Ask

Best for: Dentists, physios, solicitors, financial advisers

When: Send: 24-48 hours after appointment

SUBJECT LINE

How was your appointment, [First Name]?

EMAIL BODY

Dear [First Name],

Thank you for visiting us recently. We hope everything went smoothly and that you're feeling well.

We're always looking to improve our service and help new patients/clients find us. If you were happy with your experience, we'd be very grateful if you could spare a moment to leave us a Google review.

-> [YOUR REVIEW LINK]

Your feedback matters enormously -- thank you for your time.

Warm regards,

[Practitioner/Business Name]

PRO TIP

Keep the tone professional and warm. For regulated industries (healthcare, legal, finance), avoid asking for 'positive' reviews specifically -- just ask for honest feedback.

07

The WhatsApp / SMS Version

Best for: Any business -- WhatsApp has 95%+ open rates vs 20% for email

When: Send: Same day as purchase/service completion

SUBJECT LINE

N/A -- Direct message

EMAIL BODY

Hi [First Name]! Thanks so much for [buying from us / your visit today]. Really hope you're happy with everything :)

Would you mind leaving us a quick Google review? It genuinely helps us loads:
[YOUR REVIEW LINK]

Thanks so much -- [Your Name]

PRO TIP

WhatsApp messages get 5x more responses than email for review requests. Keep it casual and short. Use your first name only -- it feels more personal.

08

The Follow-Up Reminder

Best for: Anyone who didn't respond to the first request

When: Send: 5-7 days after the first email with no review

SUBJECT LINE

Just a gentle reminder, [First Name]

EMAIL BODY

Hi [First Name],

I sent you an email last week asking if you'd be able to leave us a Google review. Totally understand if you've been busy!

If you do have 60 seconds, here's the link again:

-> [YOUR REVIEW LINK]

Either way, thanks so much for being a customer -- we really appreciate it.

[Your Name]

PRO TIP

One follow-up is fine. Two is too many. Keep this reminder light and pressure-free -- guilt-tripping customers for reviews damages your relationship with them.

Ready to get your Google review link?

Generate your free, direct Google review link in seconds. No account needed. No setup. Just paste it into your emails above.

-> googlereviewboost.app

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