

# Avoiding Trouble with the Google+ Review Filter

## Checklist

*I'm approaching customer reviews the right way if I...*

- Ask customers for reviews personally, or have an employee do it, rather than entrust it to a “reputation-management” company
- Ask customers to post reviews on *their* computers or phones
- Emphasize that customers' *honest* opinions = good
- Request reviews soon after the transaction – rather than in batches
- Ask no more than 3 customers per week (per location) for a Google review
- Ask roughly the same number of customers from week to week and month to month
- Emphasize that any length or amount of detail is fine
- Ask for reviews on sites other than Google+
- Ask customers up-front whether there is another site they'd rather post a review on
- Request that customers *not* re-post their Google reviews on other sites
- Give only some or a few customers the direct link to the Google+Local page
- Make it clear that any type of device is OK
- Request reviews at (at least slightly) different times of day

= good

Note: the above tips are based solely on my personal experience in local SEO