

The review stand, in one page

The stand on the counter opens our Google review page when a customer taps their phone on it. No app, no searching. The customer writes their own review — we never see it first and never write it for them.

01 • WHEN

Pick one moment. Use it every time.

Our moment

Your manager fills this in. Ask at this point, every customer, every time.

Everyone. Not only the customers who seem happy.

Asking only the pleased ones is review gating. Google bans it, and the penalty lands on our listing.

02 • SAY ONE OF THESE

"There's a stand on the counter — one tap opens our Google review page if you'd like to leave one."

The neutral version

"One tap on that stand leaves us a Google review, if you want to."

The shorter version

"You're all set. There's a tap stand right here for a Google review."

The hand-off version

03 • NEVER SAY

- ✗ Anything that asks for a number of stars
- ✗ Anything offered in exchange — a discount, a free drink, an entry into anything
- ✗ Anything that singles out a customer because they seemed pleased
- ✗ Anything asking the customer to mention a particular member of staff

04 • NEVER DO

Do not hand it to them, and do not hold their phone.

The customer uses their own device on their own initiative. A tablet on the counter, or your phone in their hands, is a kiosk — that is banned, and it is the single fastest way to get a profile flagged.