

LOCAL SIGNAL

Google Review System Checklist

For South African SMEs

Build a repeatable review request and response process without breaching Google's review policies.

localsignal.ithetalabs.co.za

1. Set up the review destination

- Generate the direct Google review link from the Business Profile.
- Download the Google review QR code.
- Save both somewhere the team can access.

2. Choose the request moment

- Attach the review request to a repeatable customer milestone.
- Examples: completed job, consultation, order collection, paid invoice or post-support conversation.

3. Use one compliant request message

- Ask for an honest review.
- Do not ask for five stars.
- Do not tell customers which keywords to use.
- Do not provide scripted positive wording.

4. Put the link where customers already interact

- WhatsApp
- Email
- Receipt or invoice
- Reception counter
- Completion card
- QR code signage

5. Never incentivise reviews

- Do not offer discounts, gifts, free products, competition entries or rewards in exchange for reviews.

6. Assign ownership

- Choose one person responsible for sending requests.
- Check new reviews.
- Reply consistently.
- Record review activity.

7. Reply to reviews

- Respond naturally to positive reviews.

- Address negative reviews professionally.
- Avoid identical copy-paste replies.
- Mention the service naturally when relevant, without forcing keywords.

8. Track the process

- Completed customers → Review requests sent → New reviews received
- Optionally track total reviews, average rating, local grid visibility, rankings and response rate.

First-hand Local Signal test

In one controlled test across profiles managed by Local Signal / Itheta Labs, one positive review containing naturally occurring service-related wording was followed by a 124-position improvement across the tracked local ranking grid and a 5% increase in monitored local visibility.

This is one observed test result, not a guaranteed outcome or a published Google ranking factor.

Tool used by Local Signal

Localo - https://localo.com?ref=itheta_labs

Affiliate disclosure: Local Signal / Itheta Labs may receive a commission if you sign up through this link, at no additional cost to you.

Need help?

Local Signal helps South African SMEs improve Google Business Profile and local search visibility.

<https://localsignal.ithetalabs.co.za/>