

# DIY REVIEW ENGINE IMPLEMENTATION CHECKLIST

**Use this guide and our templates to manually  
build your Review Engine.**

## 1. Setup & Planning (8–12 hours total)

- Create a dedicated Review Tracking Spreadsheet with columns: Customer Name, Project Type, City, Review Platform, Date Requested, Response Status.
- Gather your Google Business Profile review link and shorten it (Bitly or branded URL).
- Create 3–5 ready-to-send review request templates: text, email, and QR card.
- Add your review request process to the final invoice or completion checklists.
- Train field technicians and office staff on when and how to ask (see '5 Review Request Moments').
- Set up calendar or CRM reminders to follow up once on days 3 and 7.

## 2. Daily & Weekly Workflow (2–3 hours/week)

- Check for new reviews twice weekly (Google, Facebook, Yelp).
- Respond to every review within 48 hours — include service type and city in reply.
- Add new reviews to your spreadsheet or review library.
- Share one review per week on your Google Business Profile or social media.
- Track total reviews gained monthly and note which request timing performed best.

### 3. Monthly Optimization (1 hour/month)

- Review which request templates get the most responses.
- Identify services or cities missing from recent reviews and prioritize asking those customers.
- Rotate featured reviews on your website or proposals to keep content fresh.
- Update your review library every 3 months to ensure accuracy.
- Evaluate whether you're ready to automate (once volume or workload grows).

### Pro Tips

- Keep your tone personal, not robotic.
- Mention the service type and location in every response to boost local SEO.
- One missed review follow-up = lost local visibility — consistency matters.
- Goal: 2-4 high-quality reviews per month.

### Final Thought

Great marketing isn't about fancy tools. It's about habits done well.

Whether you manage reviews by hand or automate them later, what matters most is consistency, empathy, and clear communication.

Keep listening, keep improving, and your reputation will continue to do the heavy lifting.

