

REVIEW SYSTEM DIAGNOSTIC CHECKLIST

Use this checklist to identify exactly what's working, what's broken, and what to fix first in your review system.

How to Use This Checklist

Step 1:

Complete all sections honestly (no one's watching)

Step 2:

Calculate your score in each category

Step 3:

Focus on your lowest-scoring category first

Step 4:

Use the Fix-It Action Plans at the end



Part 1: Request Process Health (20 Points Possible)

Rate each statement: **2 points** = Yes/Always, **1 point** = Sometimes, **0 points** = No/Never

#	Statement	Score
1	We ask for reviews within 24-48 hours of project completion	___
2	We use text messages (not just email) to send review requests	___
3	We send direct Google Business Profile review links (not making customers search)	___
4	We ask at optimal emotional moments (post-walkthrough, after repairs, etc.)	___
5	We follow up exactly once if they don't respond initially	___
6	We have clear, written scripts that techs/staff can use	___
7	Someone is specifically responsible for sending review requests	___
8	We track which customers we've asked and when	___
9	Our requests explain why reviews matter (help other homeowners)	___
10	We stop asking after 2 attempts (don't spam customers)	___

Request Process Score: ___ / 20

Rating:

- **16-20:** Excellent - Your request process is solid
- **11-15:** Good - Minor improvements needed
- **6-10:** Needs Work - Several issues to address
- **0-5:** Critical - Major overhaul required

Part 2: Response Quality (20 Points Possible)

Rate each statement: **2 points** = Yes/Always, **1 point** = Sometimes, **0 points** = No/Never

#	Statement	Score
1	We respond to ALL reviews (not just 5-star ones)	___
2	We respond within 48 hours maximum	___
3	We respond to 3-star and below reviews within 24 hours	___
4	Our responses mention the customer's name	___
5	Our responses mention the specific service type when natural	___
6	Our responses include city or location when relevant	___
7	We sign responses with a real person's name (not "The Team")	___
8	Each response is personalized (not copy-paste)	___
9	We address specific concerns mentioned in 3-4 star reviews	___
10	Someone checks for new reviews at least twice daily	___

Response Quality Score: ___ / 20

Rating:

- **16-20:** Excellent - Your responses build trust
- **11-15:** Good - Room for more personalization
- **6-10:** Needs Work - Responses feel generic
- **0-5:** Critical - You're missing opportunities

Part 3: Review Content Quality (15 Points Possible)

Answer honestly based on your last 10-20 reviews:

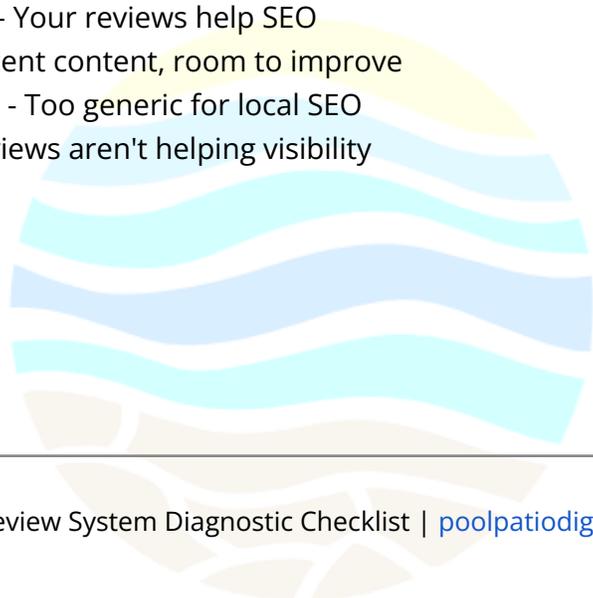
#	Statement	Score
1	At least 50% of reviews mention specific services (pool opening, remodel, etc.)	___
2	At least 50% of reviews mention our city or service area	___
3	Reviews include specific details (not just "great job")	___
4	Reviews mention crew members, timelines, or specific results	___
5	We gently guide customers toward helpful details (without scripting)	___
6	Our reviews help prospects understand what we do and where	___
7	Reviews cover multiple service types (not all the same service)	___
8	Average review length is more than 20 words	___

Scoring: 2 points for "Yes/Most", **1 point** for "Some", **0 points** for "No/Rarely"

Review Content Score: ___ / 16

Rating:

- **13-16:** Excellent - Your reviews help SEO
- **9-12:** Good - Decent content, room to improve
- **5-8:** Needs Work - Too generic for local SEO
- **0-4:** Critical - Reviews aren't helping visibility



Part 4: System Consistency (15 Points Possible)

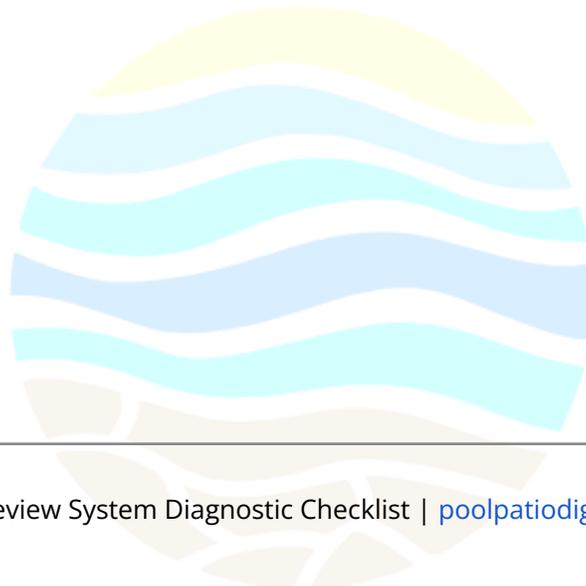
Rate each statement: **3 points** = Yes, **1 point** = Sometimes/Partially, **0 points** = No

#	Statement	Score
1	Our review system has run consistently for 6+ months	___
2	We get reviews every single month (no gaps)	___
3	The system works even when the owner is on vacation	___
4	We have automation OR a reliable manual process	___
5	We track monthly review metrics (count, quality, sources)	___

System Consistency Score: ___ / 15

Rating:

- **12-15:** Excellent - Sustainable system
- **7-11:** Good - Mostly consistent
- **4-6:** Needs Work - System is fragile
- **0-3:** Critical - System keeps falling apart



Part 5: Review Velocity & Performance (15 Points Possible)

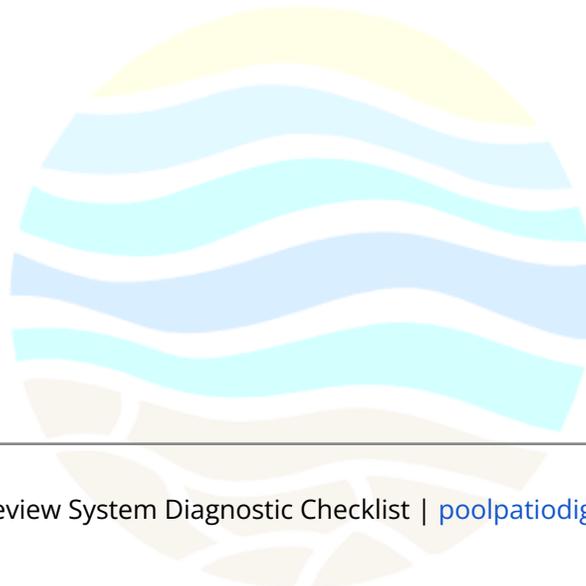
Fill in your actual numbers:

Metric	Your Number	Points
Average new reviews per month	_____	5 pts if 4+, 3 pts if 2-3, 1 pt if 1, 0 if <1
Current average star rating	_____	5 pts if 4.5-4.9, 3 pts if 4.0-4.4, 1 pt if 3.5-3.9, 0 if <3.5
Most recent review age	_____ days ago	5 pts if <30 days, 3 pts if 31-60, 1 pt if 61-90, 0 if 90+

Review Performance Score: _____ / 15

Rating:

- **12-15:** Excellent - Strong review presence
- **8-11:** Good - Solid foundation
- **4-7:** Needs Work - Inconsistent results
- **0-3:** Critical - Poor velocity hurts visibility



Part 6: Compliance & Best Practices (15 Points Possible)

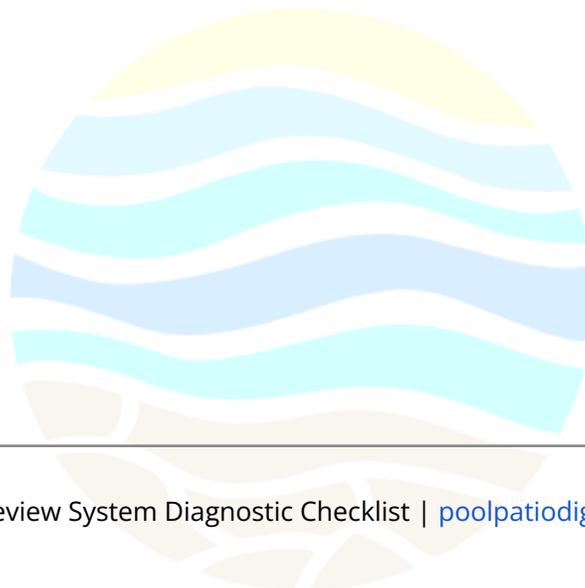
Rate each statement: **3 points** = Never do this (good!), **1 point** = Rarely, **0 points** = We do this (violation)

#	Bad Practice	Score
1	We incentivize reviews with discounts, gifts, or rewards	—
2	We only ask happy customers (review gating)	—
3	We ask customers to change or delete negative reviews	—
4	We ask family/friends/employees to leave reviews	—
5	We use software that filters who gets review requests based on satisfaction	—

Compliance Score: ____ / 15

Rating:

- **12-15:** Excellent - You're policy-compliant
- **7-11:** Caution - Some risky practices
- **4-6:** Danger - Multiple violations
- **0-3:** Critical - Your entire profile is at risk



Your Overall Review System Health Score

Add up all six category scores:

- **Request Process:** ____ / 20
- **Response Quality:** ____ / 20
- **Review Content:** ____ / 16
- **System Consistency:** ____ / 15
- **Review Performance:** ____ / 15
- **Compliance:** ____ / 15

TOTAL SCORE: ____ / 101

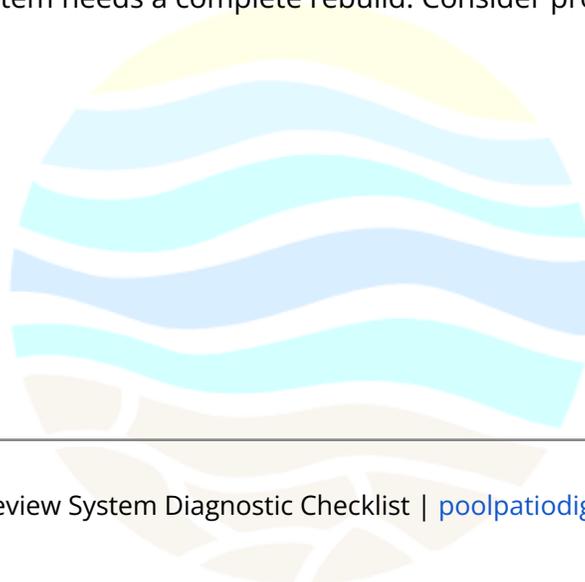
Overall Rating Guide

85-101 (Excellent): Your review system is working well. Focus on optimization and scaling.

65-84 (Good): Solid foundation with room for improvement. Tackle your lowest-scoring category.

45-64 (Needs Work): Multiple issues need attention. Start with compliance, then request process.

0-44 (Critical): Your system needs a complete rebuild. Consider professional help or follow the framework guide.



Fix-It Action Plans by Category

If Request Process Scored Low (0-10):

Immediate actions:

1. Create 2-3 text message templates (save in your phone)
2. Set up your direct Google Business Profile review link
3. Identify your 5 optimal request moments
4. Assign one person to own review requests
5. Start asking every customer (track in a spreadsheet)

Resources:

- [The Review Engine Framework →](#)
 - Request scripts in the framework article
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If Response Quality Scored Low (0-10):

Immediate actions:

1. Respond to any unanswered reviews from the last 30 days
2. Create response templates for 5-star, 4-star, and 3-star reviews
3. Block 10 minutes twice daily in your calendar for review checks
4. Practice personalizing responses (name + service + city)
5. Set up mobile notifications for new reviews

Resources:

- Response templates in the framework article
 - [Problems & Solutions guide →](#)
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If Review Content Scored Low (0-8):

Immediate actions:

1. Add this line to review requests: "If you can mention the service and city, it helps neighbors find us"
2. Review your last 10 reviews—identify which lack detail
3. Test the new guidance with next 3 customers
4. Track improvement in detail level
5. Never script what customers should say

Resources:

- [Fix generic reviews →](#)
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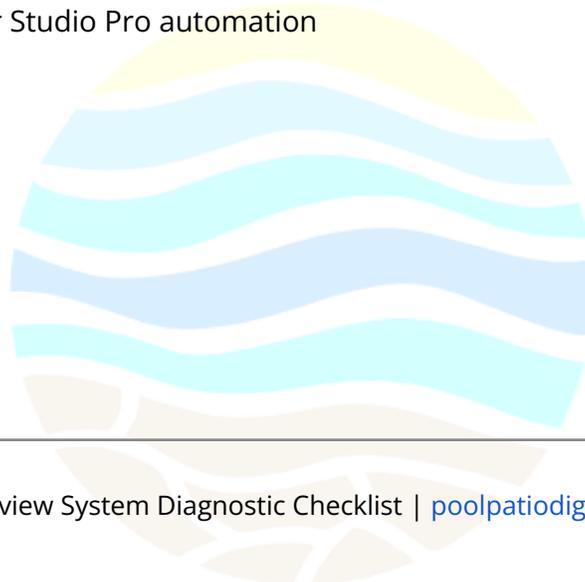
If System Consistency Scored Low (0-6):

Immediate actions:

1. Document your current process (even if it's informal)
2. Identify where it breaks down when you get busy
3. Decide: automate OR assign to reliable staff member
4. Set up weekly 15-minute review check-in
5. Track consistency for 90 days before judging results

Resources:

- [Manual vs Automated comparison →](#)
- Consider Pepper Studio Pro automation



If Review Performance Scored Low (0-7):

Immediate actions:

1. Request reviews from your last 5 completed projects TODAY
2. Commit to asking every customer for the next 30 days
3. Track: requests sent, reviews received, conversion rate
4. Follow up once at day 7 with non-responders
5. Generate momentum, consistency compounds

Resources:

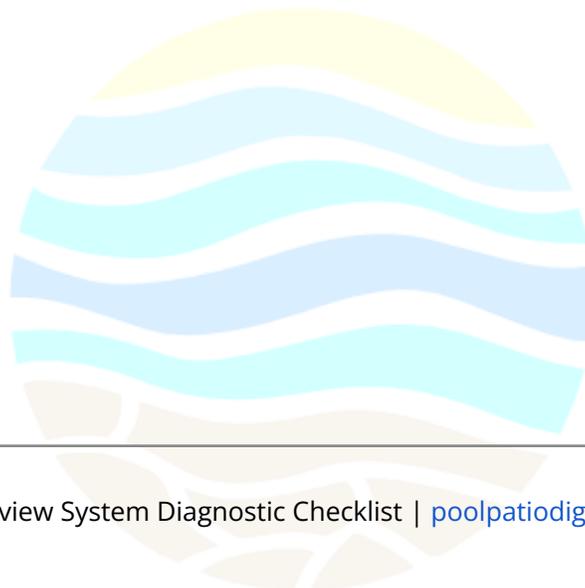
- [7-day implementation plan in framework article](#)
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If Compliance Scored Low (0-6):

STOP IMMEDIATELY:

1. Remove ALL review incentives (discounts, gifts, contests)
2. Stop filtering who gets review requests (ask everyone)
3. Stop asking customers to change negative reviews
4. Review Google's policies
5. Risk assessment: your entire review profile could be removed

Critical note: Compliance violations can result in ALL reviews being removed by Google, not just the problematic ones. Fix this immediately.



Next Steps Based on Your Score

If You Scored 85-101 (Excellent):

You have a solid system. Focus on:

- **Optimization:** Test different request timing
- **Scaling:** Can you increase volume without sacrificing quality?
- **Integration:** Are reviews feeding into your website, proposals, social?

Consider: Full-service management to free up your time for strategy

[Explore Growth Accelerator Program →](#)

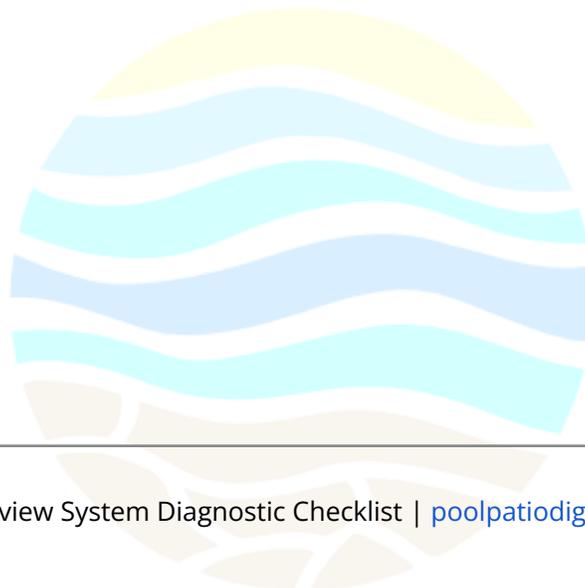
If You Scored 65-84 (Good):

You have the foundation. Now tighten execution:

- **Fix your lowest category first** (biggest impact)
- **Automate what you can** (consistency improves with automation)
- **Track metrics monthly** (measure improvement)

Consider: Automation to improve consistency and scale

[See Pepper Studio Pro →](#)



If You Scored 45-64 (Needs Work):

Multiple issues need attention. Prioritize:

1. **Compliance** (if scored low, fix immediately to avoid losing all reviews)
2. **Request Process** (if you're not asking consistently, nothing else matters)
3. **Response Quality** (quick win, improve this week)

Consider: Professional setup and training

[Book Growth Blueprint Discovery Call →](#)

If You Scored 0-44 (Critical):

Your system needs a complete rebuild. Options:

Option A: DIY Rebuild (if you have time and discipline)

1. Read the complete framework guide
2. Implement one category per week
3. Track improvement for 90 days
4. Adjust based on results

[Download Implementation Guide →](#)

Option B: Get Professional Help (faster, more reliable)

1. We audit your situation
2. We build the system properly
3. We train your team
4. We manage ongoing (if desired)

[Book Your Review System Audit →](#)

Common Questions About This Diagnostic

How often should I run this diagnostic?

Quarterly. Run it every 90 days to track improvement and catch issues before they become problems.

What if I scored well overall, but one category is terrible?

That one weak category is likely your biggest opportunity. Fix it first, it'll have an outsized impact on your results.

Can I improve my score in 30 days?

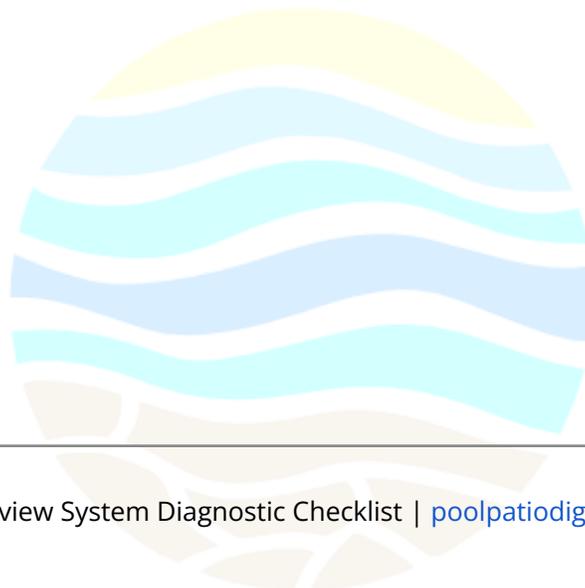
Request Process, Response Quality, and Compliance can improve within 30 days. Review Content, Consistency, and Performance take 60-90 days because they depend on the accumulation of reviews over time.

Should I fix everything at once?

No. Fix your lowest-scoring category first, measure improvement for 2-4 weeks, then tackle the next one. Trying to fix everything simultaneously usually means nothing gets fixed properly.

What if my compliance score is low?

This is urgent. Google can remove all your reviews if they detect policy violations. Stop the violating practices immediately, even before fixing other issues. This is non-negotiable.



About Pool & Patio Digital

We help pool builders, service companies, and landscapers turn customer reviews into local search visibility and qualified leads.

Our Programs:

Growth Kit:

- Pepper Studio Pro automation
- Review system setup and optimization
- Google Business Profile management
- Local SEO foundation

Growth Accelerator:

- Everything in the Growth Kit
- Full-service review management
- Advanced content and advertising
- Complete marketing systems

[Learn More About Our Programs →](#)

Want this diagnostic + personalized recommendations?

[Book Your Growth Blueprint Discovery Call →](#)

We'll review your specific situation and show you exactly what to prioritize.

