

VOL. 03

Get 100 Google Reviews in 90 Days

The Automated Review System for Home Service Businesses

A JobOS Pro Guide for Home Service Business Owners

Contents

1. Why reviews are the whole ballgame in local service

2. The math: you only need a system, not luck

3. Timing and channel: text, within the hour

4. Make it effortless and personal

5. Protect the 4.8 — handle the unhappy ones first

6. Put it on autopilot with JobOS Pro

Why reviews are the whole ballgame in local service

When a homeowner's water heater fails, they search "plumber near me" and look at exactly three things: star rating, number of reviews, and how recent they are. A shop with 4.9 stars and 240 reviews gets the call. A shop with 4.4 stars and 18 reviews — even if it's the better company — gets skipped before the phone ever rings.

Google's local algorithm agrees with the homeowner. Review count, rating, and recency are direct ranking factors in the local "map pack." More good reviews don't just build trust; they literally push you higher in search, which generates more leads, which generates more reviews. It compounds. The businesses dominating your market aren't better at the work — they're better at asking.

100 reviews in 90 days is achievable for almost any shop doing 30+ jobs a month. The constraint is never the customers. It's a system for asking every single one.

The math: you only need a system, not luck

Run the numbers. If you complete 40 jobs a month and ask every customer, a well-built request flow converts 30–40% into a review. That's 12–16 reviews a month, or 36–48 a quarter — and that's the conservative floor. Push your ask rate and timing and 100 in 90 days is well within reach.

The reason most shops are stuck at 18 reviews isn't volume. It's that they ask maybe one customer in ten, days late, by email, with a link buried three clicks deep. Every gap in that chain cuts your conversion in half.

- Ask **every** customer, not just the ones who seem thrilled.
- The biggest lever is the ask rate — going from 10% asked to 90% asked dwarfs any clever wording.
- Track requests sent vs. reviews landed weekly. What you measure improves.

Timing and channel: text, within the hour

The review request that works is sent by SMS, within 1–2 hours of job completion, while the relief of a fixed problem is still fresh. Wait until the next day and your conversion roughly halves. Send an email instead of a text and it halves again.

The message should be short, name the technician, and contain a direct link that opens straight to the Google review box — not your homepage. Every extra tap loses people.

- Good: "Hi Dave, glad Marco got your AC running again! A quick Google review really helps our small business: [direct link]. Takes 20 seconds."
- Bad: "Thank you for your business. Please consider leaving us a review at your earliest convenience."
- Send from the same local number you texted from during the job — familiarity lifts response.

Make it effortless and personal

Two details separate a 15% conversion from a 40% one. First, the direct link. Use Google's "place ID" review URL so the customer lands on the five-star selector instantly. Second, name the technician who did the work. "Marco" earns reviews that mention Marco — and reviews with a tech's name are gold for both trust and your team's morale.

Never offer money or discounts for reviews. It violates Google's policy and gets reviews removed or your profile flagged. The incentive is emotional: people genuinely want to help a small business that just helped them. Lead with that.

Tactic	Typical conversion
Email, next day, link to homepage	3–5%
SMS, same day, generic link	12–18%
SMS within 1 hour, named tech, direct link	30–40%

Protect the 4.8 — handle the unhappy ones first

A 4.8 average is more credible than a suspicious 5.0, but one unaddressed one-star can tank a month of work. Before blasting review requests, add a satisfaction checkpoint: a quick "How did we do?" If the reply is positive, send the Google link. If it's negative, route it to you privately so you can fix it before it ever becomes public.

Always respond to every review, good or bad, within 48 hours. Google rewards profiles with active owner responses, and prospects read your replies to a complaint more closely than

the complaint itself. A calm, fix-it-now response to a one-star often wins more customers than the five-stars do.

Put it on autopilot with JobOS Pro

You will never hit 100 reviews by remembering to ask — you'll hit it with a system that asks every customer, every time, automatically. **Stella**, the Reputation Agent in JobOS Pro, fires the SMS request within the hour, personalizes it with the technician's name and a direct review link, screens unhappy customers to you privately before they post, and drafts replies to every review so your profile stays active and climbing. Set it once and watch your rating and ranking compound.

Start free at jobospro.com — no credit card.