

GOOGLE REVIEWS

HOW TO GET MORE GOOGLE REVIEWS

GOOGLE REVIEWS FOR ASPHALT CONTRACTORS

How to ask for reviews on every job, reply to the ones you get, deal with the unfair ones, and use them in your sales process. The scripts are included.

INSIDE

21 SCRIPTS TO COPY

INSIDE

REPORTING FAKE REVIEWS

INSIDE

A 30-DAY PLAN



WHAT REVIEWS DO FOR A PAVING COMPANY

Three specific things happen when your review profile is strong. Then some arithmetic on your own numbers.

THEY AFFECT WHERE YOU RANK

Three businesses show up on the map when someone searches paving in your town. Google picks them on relevance, distance, and prominence. Review count and rating are part of prominence, and they are the part you can influence.

THEY AFFECT WHO GETS THE CALL

Even when you rank, the customer sees three listings side by side. A 4.9 with 180 reviews will usually get picked over a 5.0 with 6. Volume matters as much as the rating, because a perfect score on a handful of reviews does not read as proven.

THEY CHANGE THE SALES CONVERSATION

A customer who read fifteen reviews before calling is not shopping three bids on price. They have largely decided already and are confirming. Those jobs are easier to close and less likely to come down to price.

DO THIS MATH ON YOUR OWN NUMBERS

Jobs completed last season → _____

Reviews collected last season → _____

Your average job value → \$_____

If you completed 120 jobs and collected 11 reviews, 109 customers were never asked. Asking on every job and converting a third of them would have produced about 36 instead. That difference compounds every season.

IN SHORT You have already done the work that earns the reviews. The only gap is asking for them.

WHERE YOU STAND RIGHT NOW

Search your main service in your main town. Write down the top three paving companies on the map. Then fill this in. The national averages do not matter. These three companies are what you are up against.

MEASURE	YOU	COMPETITOR A	COMPETITOR B
Total reviews			
Star rating			
Reviews in last 90 days			
Owner replies visible			
Reviews with photos			

WATCH THIS ROW FIRST

Reviews in the last 90 days. A profile with 200 reviews and nothing since last spring looks inactive. Recent reviews carry more weight than the total.

YOUR TARGET

Beat the leader's 90-day count, every 90 days. Keep that up for a year and the total takes care of itself.

FIVE PARTS, IN THIS ORDER

This is not a campaign you run once. It is a step at the end of every job. Set it up in this order and it keeps running without much attention.

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|----------|---------------------|--|
| 1 | MAKE IT EASY | Remove the steps between the customer and the review box |
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| 2 | ASK ON EVERY JOB | Ask at the walkthrough, then send the link |
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| 3 | ANSWER ALL OF THEM | Every review, good and bad, within 48 hours |
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| 4 | HANDLE THE BAD ONES | Fix the real ones, report the fake ones |
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|----------|-----------------|--------------------------------------|
| 5 | USE THEM | Website, ads, estimates, sales calls |
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THE RULE

NEVER PAY FOR A REVIEW. NOT CASH, NOT A DISCOUNT, NOT A GIFT CARD, NOT A RAFFLE ENTRY.

It violates Google's policy, it can get your reviews wiped or your profile suspended, and in the United States the FTC now has the authority to fine businesses for paid and incentivized reviews. There is a full page on this later in the guide. Read it before you run any kind of promotion.

MAKE IT EASY TO LEAVE ONE

Most customers who would leave a review never do, because it took too many steps. Remove the steps.

WHAT TO DO

Get your short Google review link, put it everywhere your crew and office already work, and never make a customer search your company name.

WHY IT MATTERS

A happy customer who has to find you on Google, scroll, tap write review, then sign in, will quit halfway. A link that opens the box directly turns willingness into a posted review.

HOW TO DO IT

- 1 Get the link.** In your Google Business Profile, use Ask for reviews. Google gives you a short link that opens the star box directly. Test it on your own phone before you send it to anyone.
- 2 Put it in every crew member's phone.** Saved as a text shortcut, a contact note, or a one-tap template. If the foreman has to ask the office for the link, the ask does not happen.
- 3 Print a QR card for the truck.** Same link as a QR code on a business card or leave-behind. Hand it over at the walkthrough for customers who would rather not get a text.
- 4 Wire it into the invoice and the CRM.** Bottom of every paid invoice, and an automatic text the moment a job is marked complete. The automatic version is the one that still happens in August.

WHERE THE LINK SHOULD LIVE

Every crew phone

Job-complete auto text

Paid invoice footer

Email signature, all staff

QR card in every truck

Website thank-you page

DONE WHEN Any person in the company can send a working review link in under ten seconds, from the jobsite, without asking anyone.

ASK ON EVERY SINGLE JOB

When you ask matters more than how you word it. Ask at the walkthrough, while the customer is looking at the finished work.

WHAT TO DO

Ask in person at the final walkthrough, then text the link before you pull off the property. Asking out loud and following with a text works better than a string of emails.

WHY IT MATTERS

Satisfaction peaks the hour the job finishes and drops every day after. A week later they are happy but busy, and busy people do not write reviews.

HOW TO DO IT

- 1 Confirm they are happy first.** Walk the job. Ask if everything looks the way they expected. A yes out loud is what earns you the right to ask.
- 2 Ask out loud, then send the link while you are standing there.** Say you are sending it now. Most people tap it before you are off the driveway.
- 3 Ask them to mention the work and the town.** Never dictate words, but a nudge is fine: mention what we did and where. Those reviews describe your services in the customer's own language.
- 4 One reminder, then stop.** If nothing by day three, send one short nudge. Nothing after that. Repeated chasing annoys people and can cost you the referral.

SAY THIS AT THE WALKTHROUGH

"Glad it turned out the way you wanted. Most of our work comes from people finding us on Google. If you have two minutes, an honest review helps us more than anything else. I am texting you the link right now, it opens straight to it."

Commercial and HOA jobs: ask the property manager or board contact by email after the invoice clears, not on site.

DONE WHEN No job is marked complete until the ask happened. It is part of closing out a job, the same as cleanup.

REVIEW REQUEST SCRIPTS

These are written short on purpose, to be read on a phone in a few seconds.

TEXT · RESIDENTIAL, SENT FROM THE DRIVEWAY

Hi [Name] - [Rep] with [Company]. Thanks again for letting us do the [driveway]. If you were happy with it, would you mind leaving us an honest review on Google? Takes a minute and it helps us a lot. [Link]

TEXT · DAY-THREE NUDGE, SEND ONCE

Hey [Name], just circling back. Here is that review link again if you get a minute: [Link] Either way, thanks for the business.

EMAIL · COMMERCIAL, PROPERTY MANAGER OR HOA BOARD

Subject: [Property] paving - quick favor

[Name],

We are all wrapped up at [property] and the invoice is closed out. Completion photos are attached for your records.

If the job went the way you needed it to, would you mind leaving us a review on Google? Most of our commercial work comes from other property managers finding us there. [Link]

Thanks,

[Rep] | [Company] | [Phone]

TEXT · REPEAT OR LONG-TIME CUSTOMER

Hi [Name], [Rep] with [Company]. We have been taking care of your [property] since [year] and I have never once asked you for this. Would you mind leaving us an honest review on Google? [Link] Appreciate it.

TEXT · BACKFILL, PAST CUSTOMERS FROM PREVIOUS SEASONS

Hi [Name], [Rep] with [Company]. We paved your [driveway] back in [year]. Trying to get more reviews up on Google this year. If you were happy with the work, would you mind leaving an honest one? [Link]

NOTE Send these the way you would actually text a customer. Keep the word *honest* in there - it keeps you inside Google's rules and it tends to get you more specific reviews.

REPLY TO EVERY REVIEW

You are not writing to the reviewer. You are writing to the next customer reading it.

WHAT TO DO

Answer every review inside 48 hours. Name the work, name the town, keep it under three sentences, and never use the same reply twice.

WHY IT MATTERS

Replies are the only part of your review profile you fully control. A wall of thoughtful owner responses signals a real operator. Ten identical thank-yous look automated.

THE FOUR RULES OF A GOOD REPLY

- 1 Use their name and the actual job.** Thanks Dave, glad the new driveway in Westfield came out clean. That reads like a person wrote it. Thank you for your feedback does not.
- 2 Work the service and the town in naturally.** Your replies are text on your profile. Written like a person, they help you show up for the work you want more of.
- 3 Three sentences maximum.** Long replies do not get read, and they can make a small issue look bigger than it was.
- 4 Close with an open door, not a sales pitch.** Call us when it is time for sealcoating is fine. Ten percent off your next service is not.

SET THE CLOCK

Five stars

Reply within 48 hours

Three or four

Reply within 24 hours

One or two

Same day, and phone first

DONE WHEN Your profile shows an owner reply on every review, going back as far as the reviews go.

REPLY SCRIPTS

Fill in the brackets and change a few words each time so they do not all read the same.

FIVE STARS

Thanks [Name]. Glad the [driveway] came out the way you wanted. Give us a call in a couple years when it is ready to be sealed.

Appreciate it, [Name]. That [lot] was a tight window and your staff made it easy to work around. Call us anytime.

Thanks [Name]. [Crew lead] said you had coffee out for the guys both mornings. Glad the [repair] took care of it.

THREE AND FOUR STARS

Thanks for being straight with us, [Name]. You are right, [issue] should have gone smoother and we have changed how we handle it. Call me at [phone] if you want to talk it through. – [Owner]

Appreciate you taking the time, [Name]. Glad the [project] turned out. [Issue] cost you a day and that one is on us.

NEVER SEND THESE

“Thank you for your feedback!”
– pasted fifteen times in a row

Any reply that argues, blames
the customer, or names a price

A discount offer inside a public
reply

HANDLE THE ONE-STAR

Call before you type. The public reply is written for everyone reading it later, not for the person who left it.

WHAT TO DO

Call the customer the same day, fix what is fixable, then post one short, calm public reply. Never negotiate the review itself.

WHY IT MATTERS

Buyers read the worst review first and then read your answer. A calm reply to an angry review can do more for you than another five-star. A defensive one stays on your profile for years.

HOW TO DO IT

- 1 Wait an hour before you write anything.** Replies written in the first few minutes almost always come out defensive.
- 2 Pull the file, then call.** Know the scope, the dates, the weather, and what was signed before you dial. Ask what would make it right. Sometimes the answer is small.
- 3 Fix it, and do not ask them to change the review.** Solve the problem and let it sit. A good number of people update it themselves. Asking makes you look like you were only ever managing the score.
- 4 Post the public reply last.** Acknowledge, state one fact without arguing, offer the phone number, stop. Do not mention money, and do not call them dishonest, even if you believe they are.

KEEP IT OUT OF THE REPLY

The contract price

What their neighbor said

Their payment history

Anything a lawyer would flag

The words actually and unfortunately

More than three sentences

DONE WHEN Someone reading your worst review and your reply underneath it would still be comfortable calling you.

THE SIX COMPLAINTS PAVING COMPANIES GET

These are the complaints that actually come up in paving, with a reply for each.

WEATHER DELAY / “THEY NEVER SHOWED UP”

[Name], you are right, we pushed your date twice and that is frustrating. We will not pave in the rain because it will not hold up, but we should have called you sooner both times. That part is on us. [Owner], [phone].

CURE TIME / MARKS AND SCUFFING

[Name], new asphalt stays soft for a few weeks in the heat, so marks in the first season are normal. Sounds like we did not explain that well before we left. Call me at [phone] and I will come look at it with you.

PRICE DISPUTE / CHANGE ORDER

[Name], sorry the final number caught you off guard. I am not going to get into your invoice here, but I would like to go through it with you line by line. [Owner], [phone].

DRAINAGE, EDGES, OR A LOW SPOT

[Name], thanks for letting us know about the [pooling]. That is something we come back out for. I have got [crew lead] headed your way this week. Call me at [phone] if you do not hear from him.

PROPERTY DAMAGE / LAWN, SPRINKLER, CURB

[Name], we damaged your [item] and we are going to fix it. We can run it through our insurance or have our own guys take care of it, whichever you would rather. Call me at [phone].

NOT OUR CUSTOMER / WRONG COMPANY

We do not have a [Name] or an invoice for any job in [Town]. If we have missed something, call [phone] and I will make it right today. Otherwise we think this was meant for another company and we have asked Google to take a look.

WHAT TO DO ABOUT A FAKE REVIEW

Google does not remove reviews for being unfair or inaccurate. It removes reviews that break one of its policies. So your report has to name the policy.

USUALLY REMOVABLE

- Never a customer, no record of the job
- A competitor or someone tied to one
- Profanity, slurs, or personal attacks
- Names an employee and makes accusations
- Posted to the wrong business
- Spam, ads, or a link
- An ongoing legal dispute rehashed as a review

NOT REMOVABLE

- A real customer who is unhappy
- A one-star with no text
- An opinion you think is unfair
- A complaint about your price
- A complaint about a subcontractor
- Something you already resolved offline

THE ESCALATION LADDER

- 1 Screenshot everything first.** The review, the reviewer's profile, their other reviews. Fake accounts get deleted and then you have no evidence.
- 2 Report it in your profile** and pick the specific policy it violates. Keep it factual and point to the specific rule.
- 3 Wait a few days, then escalate to Google Business Profile support.** Bring the screenshots, the dates, and proof there is no matching job. The documentation is what makes the case.
- 4 If it stays up, outweigh it.** Ten new honest reviews will push it off the first screen within a month, which is usually faster than an appeal.

IF SOMEONE DEMANDS MONEY TO TAKE A REVIEW DOWN

Do not pay and do not negotiate. Screenshot the demand, report the review as extortion, and keep the messages. Paying makes you a repeat target, and the review often stays up anyway.

SIX WAYS TO LOSE YOUR REVIEWS

All six are common in the trades, and all six put your profile at risk. Losing a review profile takes years to rebuild.

01 PAYING OR DISCOUNTING FOR REVIEWS

Cash, gift cards, a discount on sealcoating, a raffle entry. All of it counts. Against Google policy and now enforceable by the FTC with real penalties.

02 REVIEW GATING

Surveying customers first and only sending the link to the happy ones. It is prohibited and it is detectable, and it is one of the more common mistakes contractors make.

03 REVIEWS FROM STAFF, FAMILY, OR FRIENDS

Conflict of interest. Google catches these on shared devices and addresses, and they are usually the first ones removed in a sweep.

04 BUYING REVIEWS FROM A SERVICE

Bought reviews come from flagged account networks. They get removed in batches, and the profile that bought them gets scrutiny for a long time after.

05 COLLECTING THEM ALL ON ONE DEVICE

Handing a customer the office iPad to post the review. Twenty reviews from one IP address gets filtered, whether or not the reviews are genuine.

06 FORTY REVIEWS IN ONE WEEK AFTER A YEAR OF NOTHING

A sudden spike triggers a filter. Backfill old customers steadily over a few weeks instead of blasting the whole list on a Monday.

THE SAFE VERSION Ask every customer, ask for an honest review, have them post from their own phone, and ask right after the job.

USE THE REVIEWS YOU HAVE

A review sitting on your Google profile is doing one job. The same review can do four more.

ON THE ESTIMATE

Three reviews from the same town, printed on the page under the price. It is the most useful place to put them and very few contractors do it.

ON THE WEBSITE

Live Google reviews on the homepage and on every service page, not a static wall of quotes you typed in three years ago.

IN YOUR ADS

Turn on seller ratings so the stars show under the ad. A quoted line from a real review makes a better ad than anything a copywriter invents.

ON THE FOLLOW-UP

When an estimate goes quiet, send a review from a job in their neighborhood. It gives you a reason to follow up without dropping the price.

ON THE TRUCK AND THE DOOR HANGER

Your star rating and review count on the neighbor drop while you are working the street. The people most likely to call you are the ones watching you work.

THE WEEKLY ROUTINE, FIFTEEN MINUTES

Monday

Reply to everything from last week. Check the count against your competitors.

Friday

Every job closed this week: did the ask happen? Send the ones that were missed.

First of the month

Pull the best new review and put it on the estimate template and the website.

DONE WHEN A customer sees your reviews at least three times before they ever call you.

THE 30-DAY REVIEW SPRINT

Four weeks to go from occasional reviews to a system that runs on its own.

WEEK 1

SET IT UP

Get the review link and test it. Put it on every crew phone, in the email signature, on the invoice, and on a QR card in each truck. Fill in the competitor benchmark table.

WEEK 2

CLEAR THE BACKLOG

Reply to every review you have ever received, oldest to newest. Then text your last 25 happy customers, ten a day, not all at once.

WEEK 3

TRAIN THE CREWS

Ten minutes at the morning meeting. Teach the walkthrough ask, watch each foreman send one, and make the ask part of closing out a job.

WEEK 4

AUTOMATE AND USE

Turn on the automatic job-complete text in the CRM. Report the fake ones. Put three reviews on the estimate template and live reviews on the website.

TRACK THESE FOUR, MONTHLY

NEW REVIEWS

How many came in?

ASK RATE

Asks divided by jobs closed

CONVERSION

Reviews divided by asks

REPLY RATE

Should be 100 percent

A healthy paving operation converts roughly one in three asks. If you are under that, the problem is the timing of the ask, not the customers.

WANT THIS RUNNING WITHOUT YOU?

THE ASK IS EASY. DOING IT ON EVERY JOB IS NOT.

Most contractors agree with everything in here. The ones who end up with the review count are the ones who automated it, so a busy season does not stop it.

ASPHALT MARKETING

BUILDS THE REPUTATION

Google profile management, review strategy, removal appeals, and reviews wired into your website and ads.

ASPHALTMARKETING.CO

GOPAVE CRM

RUNS THE ASKS

Automatic review text the moment a job is marked complete, plus reminders, tracking, and alerts on every new review.

GOPAVECRM.COM

FREE REVIEW AUDIT

Send us your Google profile. We will benchmark you against the top three paving companies in your market, flag any review that looks removable, and send back what we find in writing.

BOOK AT ASPHALTMARKETING.CO

