FREE TOOL FROM ZOSSOZ

Google Review Card Maker

Turn your Google review link into a card with a QR code, ready to print

For Owners who want to ask every customer for a review

Takes 10 minutes

zossoz.com/free

Asking for a review is easier with a card in someone's hand. A small card at the counter, in the bag or tucked in with the receipt makes it simple, and it asks everyone the same way. This tool takes your Google review link and makes a card you can print at home or at a print shop. You bring the link and pick the words. This sheet shows you where to find your link and what Google's rules say about asking.

On the page

The words at the top of the tool.

COPY AND PASTE

Headline: Turn your Google review link into a card you can print.
Intro: Paste your link, pick your words, print. Nothing you type is saved.

The words around the form:

Where	Words
First box	Your business name
Second box	Your Google review link
Under the second box	Starts with https://. Don't have it yet? The steps are below.
Choices	Your words, card size, light or dark
Main button	Make my card
After the card shows	Print, Download PDF
Under the print button	Print at 100 percent ("Actual size"). Test one card with your phone camera before you print the rest.
Last line	Your link stays in your browser. We don't store it or send it anywhere.

Step 1: find your own Google review link

Google gives every verified business its own review link. Here is the current way to get it. Google moves its buttons around now and then, so the names on your screen may differ a little. Look for words like "Read reviews" and "Get more reviews", or a share icon next to them.

1. On a computer, sign in to the Google account that manages your business profile.
2. Search for your business name on Google, or go to business.google.com, and open your Business Profile.
3. Choose **Read reviews**.

4. Choose **Get more reviews**. It may look like a share icon.
5. Choose the copy icon to copy your review link.
6. Paste the link into the second box on this page.

> TIP
> Google's steps for the link and the QR code are for a computer, and Google says a QR code can't be made on a phone. No computer at the shop? Borrow a laptop for five minutes, and sign out of your Google account when you're done.

> WATCH OUT
> You need to be the verified manager of the profile to see these buttons. If your profile shows words like "Claim" or "Get verified" instead, finish that first. Google decides which verification options you get.

Test your link. Open it on your phone. It should open a place to write a review of your business. Customers need a Google account to post one, so if you aren't signed in, Google will ask you to sign in first.

Step 2: pick your words

Choose one. Each is under 15 words, and none asks for stars or offers anything in return. The tool puts your choice above the QR code, under your business name.

COPY AND PASTE
How did we do? Tell others on Google.

COPY AND PASTE
Thank you for your business. Share your honest review on Google.

COPY AND PASTE
Your honest review helps the next customer decide.

COPY AND PASTE
Point your camera at the code to tell others about your experience on Google.

Writing your own? Keep it short, ask for an honest review and offer nothing. Offering anything in return is not allowed (see the rules below).

Step 3: print it

Card	Size	On a Letter page	Good for
Pocket card	3.5 by 2 inches	10 cards (2 across, 5 down)	The bag, the receipt folder, the truck
Counter card	4.25 by 5.5 inches	4 cards (2 across, 2 down)	The register, the table, the waiting area

- **Paper.** Plain paper is fine for a test sheet. For the real cards, use card stock (look for 65 lb or heavier on the pack, and check what your printer accepts). Matte is easier for a phone camera to read than glossy.
- **Print at 100 percent.** Choose "Actual size", not "Fit to page", or the QR code shrinks.
- **Cut along the thin lines** with a paper trimmer, or a ruler and a sharp blade. Or take the PDF to a print shop and ask for business cards or quarter-page cards.
- **Test before you print a stack.** Point your phone camera at the code on the test card, once close and once at arm's length. If it doesn't open your review box, check the link in Step 1.
- **Light or dark?** Both work. The dark card keeps the code on a white square, because codes read best dark on light.

> TRY IT TODAY
> Print one test sheet, test a card with your phone camera, and put the first three cards where your customers will see them.

Google's rules for asking, in plain words

Google allows you to ask customers for an honest review, and a link or a QR code is a fine way to do it. Here is what it doesn't allow. Google's Maps content policy and its Business Profile help pages have the full list.

- **Nothing in return.** No money off, no free coffee, no entry in a drawing. Google treats rewards for reviews as fake, and reviews posted that way can be removed.
- **Ask everyone.** Don't ask only the customers you expect to be happy, and don't make it hard for unhappy ones to write. Google doesn't allow picking out the positive reviews.
- **No pressure in the shop.** Hand over the card, say thank you, and let people choose. Don't require or push anyone to write a review while they're standing in your place.
- **No quotas, no scripts.** Don't ask staff to collect a set number of reviews, and don't ask for particular words.
- **Not from you or yours.** Reviews from you, your staff or your family can be removed. Google takes down reviews that come from a conflict of interest.
- **No swaps.** Never offer anything to get a review changed or taken down.

> WATCH OUT
> A friendly card that says "Leave us 5 stars and get a free coffee" breaks the rules above twice, because it asks for praise and offers a perk. Keep the card to a thank you and an honest ask.

Next

1. Print a test sheet and test one card with your phone camera.
2. Give a card to every customer for a week, the same way each time.
3. Read your new reviews and write back to each one. Thank them, mention one thing they said, and keep private details out.

If you would like to see what a new homepage could look like, we make a free homepage mock-up from your Google profile.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

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Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.

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