

Best-Practice Guide for Leaving Business Reviews



How to Write Honest, Helpful, and Credible Reviews That Support Local Businesses

A companion to a blog post at electricballet.com/google-reviews-with-personal-vs-business-account

1. Choose the Right Account

Use the account that builds trust:

- *Use your personal Google account for most reviews.* It looks more authentic and avoids conflict-of-interest flags.
- *Use your business account* only when giving a formal, public, B2B endorsement where both brands benefit.

2. Be Honest, Specific, and Balanced

Honesty builds credibility. Specifics provide value.

Do:

- Mention the specific service or product you used
- Describe the before/after or what changed because of the service
- Reference any standout moment, person, or detail

Don't:

- Exaggerate
- Sound overly promotional
- Make claims you can't verify

3. Focus on the Experience, Not Just the Praise

The strongest reviews mix experience + outcome:

- What problem you had
- Why you chose the business
- What they did
- How you felt afterward
- What happened next (results, improvements, peace of mind)

This structure builds trust and gives real value to future readers.

4. Keep It Simple and Clear

Ideal length: *3–6 sentences*, unless you have a compelling story to tell.

Break long thoughts into shorter sentences. Use plain, readable language.

5. Use Names (When Appropriate)

If an employee stood out, mention them.

People love being recognized—and it boosts the credibility of your review.

6. Avoid Insider Language

Write like someone reading the review knows *nothing* about the business.

Avoid:

- Acronyms
- Industry jargon
- Internal terminology

Simple language increases clarity and trust.

7. Don't Review Competitors or Close Partners

Google may flag or remove reviews that show:

- Conflicts of interest
- Reviewing your own business or a competitor
- Reviews exchanged as part of a deal

Always keep it clean and ethical.

8. Never Mention Discounts or Freebies**

Google filters reviews that include:

- “They gave me a discount for reviewing them.”
- “I got a free product for this review.”

Even if true, do *not* say it.

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9. Post Reviews Soon After the Experience

Timeliness matters.

- Reviews posted within *1–7 days* feel freshest.
- If you're writing later, focus on long-term results.

10. Add Photos When Helpful

For restaurants, retail, home services, events, or trades:

- Before/after photos
- Product images
- The space or environment

Photos increase the trust and visibility of your review.

11. Support Local With Grace, Not Hype

When leaving reviews for local businesses—especially in Parker or the Denver Metro—keep it supportive but grounded.

Examples of strong closing lines:

- “We’ll happily work with them again.”
- “A great local business worth supporting.”
- “Highly recommend them to anyone in Parker looking for ____.”

A Simple Review Template

Copy/paste and customize:

12. Respect Privacy and Safety

Never include:

- Full names without permission
- Sensitive client details
- Private contact information
- Anything you wouldn't want public forever

13. Review With Consistency

If you want your review presence to help your networking:

- Leave *1–2 reviews per month*
- Rotate among trades, professionals, and local services you actually use
- Keep your review tone friendly, thoughtful, and professional

This builds your personal reputation as a trustworthy member of the local business community.

“I worked with [Business Name] for [service/product]. I chose them because [reason]. They helped me with [specific action], and the experience was excellent from start to finish. I especially appreciated [detail/person]. I'm very happy with the results and would definitely recommend them to anyone looking for [service].”

If you found this tipsheet to be helpful and want more practical ways to strengthen your online presence, Electric Ballet Web Solutions is here to guide you. We share clear, actionable marketing advice to help local businesses grow with confidence.

And if you're ready to take the next step, let's connect. Schedule a strategy call at electricballet.com/get-started and we'll walk through your digital marketing goals, uncover new opportunities, and build a plan that keeps your business moving forward!