

Write a neutral review request

Invite honest feedback without steering the rating.

THE FINISHED RESULT

The draft is factual, neutral, concise and links to the right business.

Before you start

Environment: Google Business Profile; HighLevel only for workflow exercises

Access and plan: Authorized Business Profile access for link and QR tasks. A real customer experience is required to post a review; these exercises do not publish test reviews.

Practice project: One verified business location

Use a separate demo project and fictional information. Record the exact project and version you use. Keep passwords, verification codes and private customer information out of screenshots and notes.

Official walkthroughs

[Google Business Profile: Reviews](#)

Open the credited publisher walkthrough for current interface instructions and available screenshots, then return to the SETLY exercise. External courses remain with their publishers; this PDF does not reproduce their complete tutorial.

Your practice task

Finish one action at a time. Inspect the resulting screen or record before moving on. If a control differs, check the matching official instructions instead of guessing.

01 / Step 1

Draft a short message thanking the customer for their real visit or completed service and inviting an honest review.

Check: record what changed and confirm you are still working in the intended demo project.

02 / Step 2

Insert the verified location-specific link. Avoid incentives, requests for a particular star rating or conditions based on satisfaction.

Check: record what changed and confirm you are still working in the intended demo project.

03 / Step 3

Preview the draft with a demo name and check the link. Keep it unsent until the audience and channel are approved.

Check: record what changed and confirm you are still working in the intended demo project.

04 / Step 4

Read it from the perspective of both a satisfied and dissatisfied customer; both should receive the same opportunity to review.

Check: record what changed and confirm you are still working in the intended demo project.

Test, troubleshoot, repeat.

If something goes wrong

If the message asks only happy customers to post publicly, remove the satisfaction filter rather than moving it into a hidden workflow branch.

If your screen is different

Compare the product, editor, user permissions and selected account with the guide. Open the official reference for your version. Do not perform a live change whose effect you cannot verify.

Final verification

The draft is factual, neutral, concise and links to the right business.

Repeat the task with one small variation. Record the test date, project/version, expected result, observed result and a non-sensitive evidence reference. Mark skipped checks as untested.

Your evidence record

Test date: _____ Project/version: _____

Observed result: _____

Evidence reference: _____

Remaining issue and next action: _____

Sources and guide status

Original exercise by Ray / SETLY. Credited technical references are linked on page one. Prepared 1 October 2026. SETLY screen recording and independent learner reproduction are not yet complete. No platform affiliation is implied.

[Open the online practice guide and editable checklist](#)