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Free mini guide 4 of 4 · for local service businesses

Reviews AI can actually use

AI assistants read your reviews to decide what you're good at and where you work. Here's how to get the right ones.

You asked: "Who's good at AC repair in Coral Gables?"

"Breeze Cooling Co.[1] stands out: several recent reviews mention fast same-day AC repairs in Coral Gables."

AI repeats what your customers write. Generic five stars say very little.

Not just more stars: better words

When an assistant recommends a local business, it often explains why, using details from reviews. A review that says what you did, where, and how fast gives it something to repeat.

Hard to use
"Great service, highly recommend! 5 stars."

Easy to use
"Our AC died on a Sunday in Coral Gables. They came the same afternoon and fixed the compressor. Fair price."

Both are honest five-star reviews. Only the second tells an AI tool the service, the neighborhood and why to choose you.

How to ask (without breaking the rules)

- **Ask every customer**, right after the job, while they're happy. A text with a direct link works best.
- **Prompt the memory, not the words.** Ask "Would you mention what we helped you with?" Never write the review for them.
- **Never pay or reward reviews**, and never ask only happy customers. Google forbids both, and the FTC can fine fake or incentivized reviews.

A message you can copy

Hi [name], thanks for choosing us today. If you have a minute, a quick Google review would help a lot. It's really useful when people mention what we did for them. Here's the link: [link]

Make every review work harder

Reply to every review

Your replies are public text too. Mention the service and the area naturally, the way you'd say it in person.

> Thanks, Maria! Glad we could get your AC running the same day. Coral Gables summers are no joke.

Reply to negative reviews calmly and offer to fix the problem. AI tools and customers both notice how you respond.

Spread reviews across platforms

- **Google** first, then **Yelp** and **Facebook**.
- Add the platforms important in your trade, such as Angi or Houzz for home services, or Healthgrades for clinics.

Keep them recent

A steady flow matters more than a big burst. Two or three new reviews a week beat forty in one month and then silence.

Show reviews on your site

Add a few real reviews as plain text on your service pages, next to the service they mention. It connects your services to proof in a way AI tools can read.

Want the whole system?

The AI Search Visibility Kit covers everything for local service businesses: a 25-prompt audit, copy-paste schema, page templates, a review plan and a 30-day roadmap.

Get the kit at citedbyhq.pages.dev $29, instant download