

The Right Way to Generate Google Reviews in 2026

A practical system you can implement now to earn reviews consistently

01.

Send one review request per resolved case

When reviews come in waves, it looks manipulated. Keep your review volume consistent over time.

- Trigger the request automatically (CRM or intake software)
- Do not batch requests at the end of the week or month



02.

Wait until the client leaves before asking

Prevent Google from flagging reviews tied to your IP address. Multiple reviews from the same Wi-Fi network signal incentivized or staged activity.

- Never ask for reviews in the lobby or conference room
- Do not use iPads or in-office devices
- Send the request via text or email after they leave

03.

Cap reviews at 2-3 per day per location

Keep your review velocity within a natural range. Even legitimate reviews get removed when too many come in at once.

- Monitor daily review volume
- Spread requests across the week instead of stacking them



04.

Remove any review that mentions an incentive

Protect your profile from penalties, freezes, and public warnings. Google treats incentivized reviews as fake engagement, even if the client is real.

- Scan reviews for phrases like “gift card,” “discount,” or “free”
- Flag those reviews for removal
- Immediately stop offering anything in exchange for reviews

05.

Flag and remove employee reviews

Employee reviews are explicitly prohibited and easy for Google to detect. Eliminate this policy violation before Google penalizes you.

- Identify reviews from current or former staff
- Click the three dots → flag as “conflict of interest”



06.

Track review velocity weekly

Catch risky patterns before Google does.

- Add “reviews per day” and “reviews per week” to your dashboard
- If you see a surge, slow down requests immediately

07.

Automate the ask so it happens every time

Create a consistent, scalable system without relying on memory.

- Set up an automated email or SMS trigger after case resolution
- Use a short, direct review request
- Keep timing consistent (same day or next day)



08.

Build reviews on other platforms too

Reduce dependence on Google and strengthen your overall reputation. Keep the same pacing rules across platforms.

- Add review links for Avvo, Lawyers.com, and Yelp
- Occasionally rotate which review platforms you send clients to

The PIM Newsletter shares practical insights on how firms are driving more qualified cases from Google reviews to stay competitive and drive better results.

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