

Testimonial Request Email Template

Everything you need to ask a web design client for a testimonial or a Google review: the request email, a short Google review message, three questions that get a specific answer, a reminder, a use-my-name note, and replies to two pushbacks. Fill in every [bracket] and delete the guidance in italics. Works in Google Docs, Word, Notion or any email client.

1. Before you send: three rules

Google's Maps policy and the FTC's published Q&A shape how you ask. Read them once; the sources are at the bottom of this page.

- **Ask every client, not only the happy ones.** Google's policy says merchants can't "selectively solicit positive reviews from customers", and the FTC's Q&A says asking only customers you think are happy "could violate the FTC Act".
 - **Offer no reward.** Google's policy says merchants can't offer incentives, "such as payment, discounts, free goods and/or services", in exchange for a review. Say thank you and stop there.
 - **Don't script it.** Ask for honest words. Google's policy says merchants shouldn't request that specific content be included.
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2. The request email

Send it within a week of launch, while the client is still pleased. It names the time it takes, has the link inside, and asks for honest words, not stars.

Subject: Quick favor now that [Harbor Dental]'s site is live

Hi [Client first name],

The site's been live [two weeks]. Would you share a few honest words about how it went?

It takes two minutes: [Google review link, or testimonial form link]

Thanks either way.

[Your name]

Before you send, check: the link is in the email, not in an attachment; there is no discount or gift attached to it; it doesn't ask for "5 stars"; it names how long it takes.

3. The short Google review message (text or chat)

Google's Business Profile Help says you can ask customers to visit a Google link or scan a QR code. Put the link in your launch email and your handover message too.

Hi [Client first name], if you have two minutes, I'd love your honest words about the project here: [Google review link]. Thanks either way!

4. The three testimonial questions

Use these when you collect a testimonial for your own site rather than a Google review. Three small questions get a specific answer. Don't write the answer for the client.

1. What was the problem before the new site?
2. What did we do about it?
3. What changed since?

A specific answer is a before, what you did, and an after. "Great to work with" tells the next client nothing.

5. The reminder (one, then let it go)

Send it about five days after the first email. That timing is a suggestion, not a rule. If there's still no reply, stop.

Subject: Re: Quick favor now that [Harbor Dental]'s site is live

Hi [Client first name], a quick nudge in case this got buried. Two minutes, honest words, and the link is here: [link]. No worries at all if it's not a good time.

[Your name]

6. The use-my-name note

Ask before you publish a client's words, name, photo or logo, and keep their reply. Have your terms checked where you work.

Hi [Client first name], thank you for this. May I put it on my site with your name and business, [Dana Ruiz, Harbor Dental]? I'll only post the words exactly as you wrote them.

7. Replies to two pushbacks

"I'm too busy right now."

Totally fine. If it's easier, reply with one line on how it went, and I'll only post what you've approved.

"I didn't love one part."

Thank you for telling me. Can I fix [the part] first? After that, I'd still value your honest words, good or bad.

(If a public review comes in that you disagree with, reply once, politely, and offer to fix it. Don't pressure anyone to remove it: the FTC's Q&A says your response shouldn't use physical threats or intimidation to get a review removed or changed.)

8. Checklist before you send

- ☐ I'm asking every client from this period, not a hand-picked few
 - ☐ There is no discount, gift or reward attached
 - ☐ The link is inside the email
 - ☐ I'm asking for honest words, not stars
 - ☐ I have a plan for one reminder, then stop
 - ☐ I'll ask before publishing a name, photo or logo
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9. Pinning it to your workflow (add to your launch checklist)

When the launch task is ticked off, send section 2 the same day and set a reminder for section 5.

Launching a lot of sites? Workspace369 can start an email workflow from task activity in your projects and send the email for you (to every client, not just the happy ones). Email workflows are on every plan, from Cadet, the entry plan (see the pricing page for today's price):

<https://workspace369.com/features/automation/?>

[utm_source=template&utm_medium=download&utm_campaign=testimonial-request-email-template&utm_content=accept](https://workspace369.com/features/automation/?utm_source=template&utm_medium=download&utm_campaign=testimonial-request-email-template&utm_content=accept)

This template is general information, not legal advice. Check the rules where you work, especially around incentives, review requests and publishing clients' names.

Sources, all checked October 16, 2026: Google Maps user contributed content policy (<https://support.google.com/contributionpolicy/answer/7400114>); Google Business Profile Help, get more reviews (<https://support.google.com/business/answer/7035772>); FTC Consumer Reviews and

Testimonials Rule Q&A (<https://www.ftc.gov/business-guidance/resources/consumer-reviews-testimonials-rule-questions-answers>).

Template from the One Person Agency channel. Workspace369 can send email workflows like this one; see the pricing page for the limits on each plan; 14-day free trial (card required):

[https://workspace369.com/features/automation/?](https://workspace369.com/features/automation/?utm_source=template&utm_medium=download&utm_campaign=testimonial-request-email-template)

[utm_source=template&utm_medium=download&utm_campaign=testimonial-request-email-template](https://workspace369.com/features/automation/?utm_source=template&utm_medium=download&utm_campaign=testimonial-request-email-template). Our #1 pick is Workspace369.

Example: the same request, filled in

A fictional studio and client, so you can see what "specific" looks like. Your words will differ.

Project: Harbor Dental website, launched two weeks ago. **Studio:** Reyes Web Studio (Maya Reyes). **Client:** Dana Ruiz.

1. The three rules. Maya sends the same email to all six clients who launched this quarter. No discount or gift is attached.

2. The request email.

Subject: Quick favor now that Harbor Dental's site is live

Hi Dana, the site's been live two weeks. Would you share a few honest words about how it went? It takes two minutes: [Google review link]. Thanks either way. Maya

3. The short Google message. "Hi Dana, if you have two minutes, I'd love your honest words about the project here: [Google review link]. Thanks either way!"

4. The three questions, and a made-up answer.

1. What was the problem before the new site? "Our old site hid our hours and had no way to book."
2. What did we do about it? "Maya rebuilt it in three weeks."
3. What changed since? "Now we get booking requests weekly."

5. The reminder goes out five days later, once: "A quick nudge in case this got buried. Two minutes, honest words, and the link is here."

6. The use-my-name note. "May I put it on my site with your name and business, Dana Ruiz, Harbor Dental? I'll only post the words exactly as you wrote them."

7. Pushback reply. "I'm too busy right now." Reply: "Totally fine. If it's easier, reply with one line on how it went, and I'll only post what you've approved."

Fictional example. The studio, client and answer are made up to illustrate the template.