



SAMPLE REPORT

What you get with Reputation and Review Management

A walk through what Narsil Creative's team does for your business every month, the reports you read, and the rules we work inside.

8

managed deliverables, run by a person, with every result in your monthly report

Daily

review monitoring on Google, Facebook, Yelp and 70+ sites, and every Google review answered within two business days

\$699

per location per month

WHAT IT DOES FOR A BUSINESS LIKE YOURS

A pressure washing company, nine months in

A Jacksonville pressure washing company came to us with a 4.8-star rating and a Google Business Profile that few people found. Nine months into the managed campaign, monthly views of the profile have gone from 80 to over 400, the profile sends calls, direction requests and website visits every month, and 96.8% of its reviews carry a reply.

348

customer actions from the profile: 98 calls, 112 direction requests, 138 website visits

5x

monthly profile views, from 80 to over 400

96.8%

of reviews answered

4.8

star rating held throughout the campaign

WHAT WE MOVE, AND REPORT EVERY MONTH

Seven numbers, on your report every month

Calls

Calls from your profile, counted by Google, week by week, against the weeks before.

Direction requests

People asking Google for directions to you, week by week.

Profile views

How often your listing is seen on Google Maps and in Search.

Website visits

Clicks through to your site from the profile.

Reviews

New reviews on Google, Facebook and Yelp, your rating on each, and every Google review answered within two business days.

AI recommendations

Whether ChatGPT and the other assistants name you when locals ask for what you do, checked every month.

Map Pack position

Where you show up on the map for up to three searches, measured every week, and the area you win growing.

WHY THIS MATTERS

Your reviews are a trust signal, and the assistants read them too

Google reads your reviews, your replies and your listings as evidence that the business is real, open and worth sending people to. So do the AI assistants that now answer "who should I call" questions. A profile that went quiet six months ago reads as closed, even when the trucks are out every day. Steady recent reviews, every one answered, the same name, address and phone everywhere: that is the record we build and keep for you.

WHAT'S INCLUDED

Eight deliverables, run by a person

Nothing below is a dashboard you log into and work yourself. A person at Narsil does each one, and every result is in your monthly report.

01

Daily review monitoring

New reviews of each location on Google, Facebook, Yelp and 70+ other sites, checked every day, so nothing waits unseen. Your report shows what's waiting, your response rate and your median response time.

02

Review replies, written and posted

Every Google review answered within two business days, up to 200 a month per location. A draft comes first, and a person on our team reviews and edits it before it posts: a warm reply with one detail from a positive review, and a reply written for the next reader when a real customer is unhappy. No copy-paste replies.

03

The ask kit, inside the rules

One permanent review link that opens your Google review form, a print-ready QR code with its placement guide, and email and text templates your team sends in seconds. Your team does the asking; every template is checked against Google's review rules before you use it.

04

Your details on 70+ sites and apps

Your name, address, phone, hours and services kept accurate and in sync on more than 70 sites and apps, including Google, Apple Maps, Bing, Yelp, Facebook, MapQuest and Yellow Pages, so every listing agrees.

05

Weekly Google posts and photos

One post on your Google Business Profile every week, written by a person from your real work (a finished job, an offer, a season), and new photos every week from the ones you send us.

06

Your profile kept current

Your business description and services kept up to date, in the plain words your customers search with. Never in your business name: Google's guidelines bar that, and so do we.

07

Fake and policy-breaking reviews

A fake review, harassment, or a review from a competitor or an ex-employee gets an evidence packet naming the Google policy it breaks, and we run Google's reporting process for you. We're blunt about the odds: requests without evidence mostly fail, and a good reply often does more than a removal.

08

Your place on the map

Where your listing shows up on the map across your service area, for up to three searches that bring customers, measured every week so you can watch the area you win grow.

Three layers, and any one alone underperforms

LAYER 1 · HANDLED BY US

Infrastructure

The review link, the QR code, the daily monitoring, the replies, your listings on 70+ sites and apps, the weekly post and photos, the map measurement, and the monthly report on all of it.

LAYER 2 · YOUR TEAM

The ask

How and when your people ask each customer for a review. Nothing we run beats a person asking at the right moment. We give you the rules and the words.

LAYER 3 · YOUR TOUCHPOINTS

Visibility

Where the QR code lives: leave-behind cards, the back of a business card, a counter placard, vehicles, invoices. Customers leave a review without anyone remembering to ask.

ONBOARDING

Your first 30 days

We drive every line. Your part is the onboarding form, a sign-off, and twenty minutes with your team.

Week 1

You confirm the business name, address, phone and hours once, on the onboarding form, and we check our manager access to your Google Business Profile. Review link and QR file delivered.

Week 2

Your listings started on 70+ sites and apps. First map measurement. First Google post and photos published. Every past review gathered and the reply backlog started.

Week 3

Your team briefed on the five rules for asking: twenty minutes, no scripts. QR signage placed. Email and text templates live in your CRM.

Week 4

First report delivered: review velocity baseline, response coverage, your place on the map. Touchpoints adjusted. The next 60 days planned.

WHAT SUCCESS LOOKS LIKE IN 90 DAYS

More reviews a month than your baseline, from a compliant ask. A compliant ask grows slower and steadier than the old filtered ask did.

Every Google review answered, with your response rate and median response time on the report. Prefer to answer some yourself? Tell us at onboarding.

The review link on every digital touchpoint and the QR code on every physical one that can earn a scan.

A map position you can compare week to week, and the same name, address and phone on every site we manage. Rankings typically build over months 3-6. We guarantee the deliverables and forecast the rest in writing.

The same ask to every customer. We never screen customers by sentiment before they get the link. Sending happy customers to Google and unhappy ones to a private form is review gating, which Google's policy bans. An unhappy customer gets a reply in public, written to show the next reader how you handle a problem.

The asking playbook

A guide written for your business, delivered when we start. Below are the five rules your team trains on, yours to keep whether you stay with us or not.

THE ASKING PLAYBOOK · PREPARED FOR SAMPLE CLIENT BY NARSIL CREATIVE

EXCERPT

1 Ask every customer, the same way.

No sorting by mood first. If someone had a bad day you want to know, and Google requires the ask to be universal.

2 Ask within 48 hours of the job ending.

Say it in person while the result is in front of them, then send the link by text or email from a real person's number or inbox, never a no-reply address.

3 Offer nothing in exchange.

No discount, no gift card, no raffle entry. Google's policy bars incentives for reviews, and the FTC's October 2024 rule adds civil penalties for fake and undisclosed insider reviews.

4 Don't tell them what to write or who to name.

"Mention the roof repair" and "say Kelsey helped you" are both banned asks. A customer who names your technician on their own is fine.

5 Never ask while they're still on site, and never hand them a device.

Kiosks, counter tablets and shared phones are against Google's policy.

ALSO INSIDE THE GUIDE

Your permanent review link

One link, provisioned once, that opens your Google review form on any device. It never changes, and every QR code resolves to it. The path a customer follows:

STEP 1

The ask

Your team asks in person, by text or by email, with the link or the QR code.

STEP 2

The form

The link opens your Google review form. No landing page in between and no "how did we do?" first: a page that sorts customers by their answer is the filter Google bans.

STEP 3

The read

We read the review from your Business Profile within a day.

STEP 4

The reply

A person at Narsil reviews, edits and posts the reply within two business days.

Where to ask, by touchpoint. The guide maps each moment (job completion, final invoice, follow-up call, a closed sale, a showroom visit) to who asks and how. Start with the one or two touchpoints that matter most, brief only the people who own them, then widen.

Review request templates

Three starting points: a first email, one follow-up, and a text. Written as examples your team makes their own, with merge fields for your CRM, and every one is checked against Google's review rules before it ships.

EMAIL 1 · WITHIN 48 HOURS

Subject: How did the [service] go?

Hi [first name],

Thanks for having us out to [job detail] on [day]. If you have a minute, a Google review helps the next [customer type] in [city] find us: [review link]

Good, bad or somewhere in between, we read every one.

[Your name], [Business]

FOLLOW-UP · DAY 10, ONCE

Subject: One more ask, then we'll stop

Hi [first name],

Still glad we could help with [job detail]. If you've got a minute, here's the link again: [review link]. If not, no problem at all, and we won't ask again.

[Your name]

TEXT · UNDER 160 CHARACTERS

Hi [first name], it's [name] from [Business]. Thanks for having us out today. A Google review would help us a lot: [link]. Good or bad, we read them all.

The cadence

Email 1 within 48 hours of the job ending. Wait ten days. If there's no review and no reply, send the follow-up once. Then stop.

What makes them work

Under 100 words. One real detail from the customer's job. One link, one ask. Sent from a real person. The invitation to a bad review is deliberate: it keeps the ask universal, and a reader can tell when a business only wants praise.

QR code and usage guide

A print-ready QR file that resolves to your review link, plus a guide covering placement, the copy that sits beside it, sizing, and a pre-print checklist. Rolled out in tiers.



TIER	PLACEMENT	WHY IT WORKS	SUGGESTED COPY
TIER 1	Leave-behind card	Handed over at the end of a visit, while the work is still in front of them.	"How did we do? Scan to leave a Google review."
TIER 1	Business card, back	Every handshake carries the link at no extra cost.	"If we did right by you, a quick Google review helps."
TIER 1	Counter placard	Earns scans where customers pause, on their own phone. A placard they scan, never a tablet you hand them.	"How did we do today? Scan to share a Google review."
TIER 2	Storefront, vehicles, yard signs	Passing traffic and neighbours who watched the job happen.	"Worked with us? Scan to leave a Google review."
TIER 3	Invoices and email signatures	The customer is already holding the paper or reading the email.	"Thank you for choosing us. A Google review goes a long way."

Your reviews, everywhere we watch

Every review on Google, Facebook, Yelp and 70+ other sites, gathered daily into one report: your rating on each, what's been answered, and anything we've reported to Google. Replies and reports happen on Google; the other sites are watched and reported on.

Illustration of the report, not a client's data. Every name, review and number on this page is an example.

AVERAGE ACROSS SITES

4.7

★★★★★ 269 reviews

GOOGLE

4.8

212 reviews · 98% answered

FACEBOOK

4.7

38 reviews · watched

YELP

4.5

19 reviews · watched

GOOGLE

Dana R.

★★★★★

2 days ago

REPLIED IN 1 BUSINESS DAY

Driveway looks brand new. The crew showed up early and cleaned up after themselves.

REPLY, REVIEWED BY OUR TEAM

Thanks, Dana. An early Saturday start is half the job, and we're glad the driveway came out the way you hoped. See you in the spring.

GOOGLE

Marcus T.

★★★☆☆

3 days ago

REPLIED IN 2 BUSINESS DAYS

Good result on the siding, but nobody called when the crew was running two hours late.

REPLY, REVIEWED BY OUR TEAM

Marcus, you're right, and we're sorry. A two-hour delay without a call isn't how we want a job to go. We've passed this to the office, and if anything shows up on the siding this season, call us and we'll come back out.

GOOGLE

Priya S.

★★★★★

5 days ago

REPLIED IN 1 BUSINESS DAY

Stars only, no written review.

REPLY, REVIEWED BY OUR TEAM

Thank you, Priya. We appreciate you taking a moment to rate the work.

GOOGLE

J. Smith

★★★☆☆

6 days ago

REPORTED TO GOOGLE

No record of this customer, and the review describes a service the business doesn't offer.

EVIDENCE PACKET FILED

Policy named, job records checked, filed with Google. Status: decision pending. Google decides; we report what comes back.

FACEBOOK

Tom H.

★★★★★

1 week ago

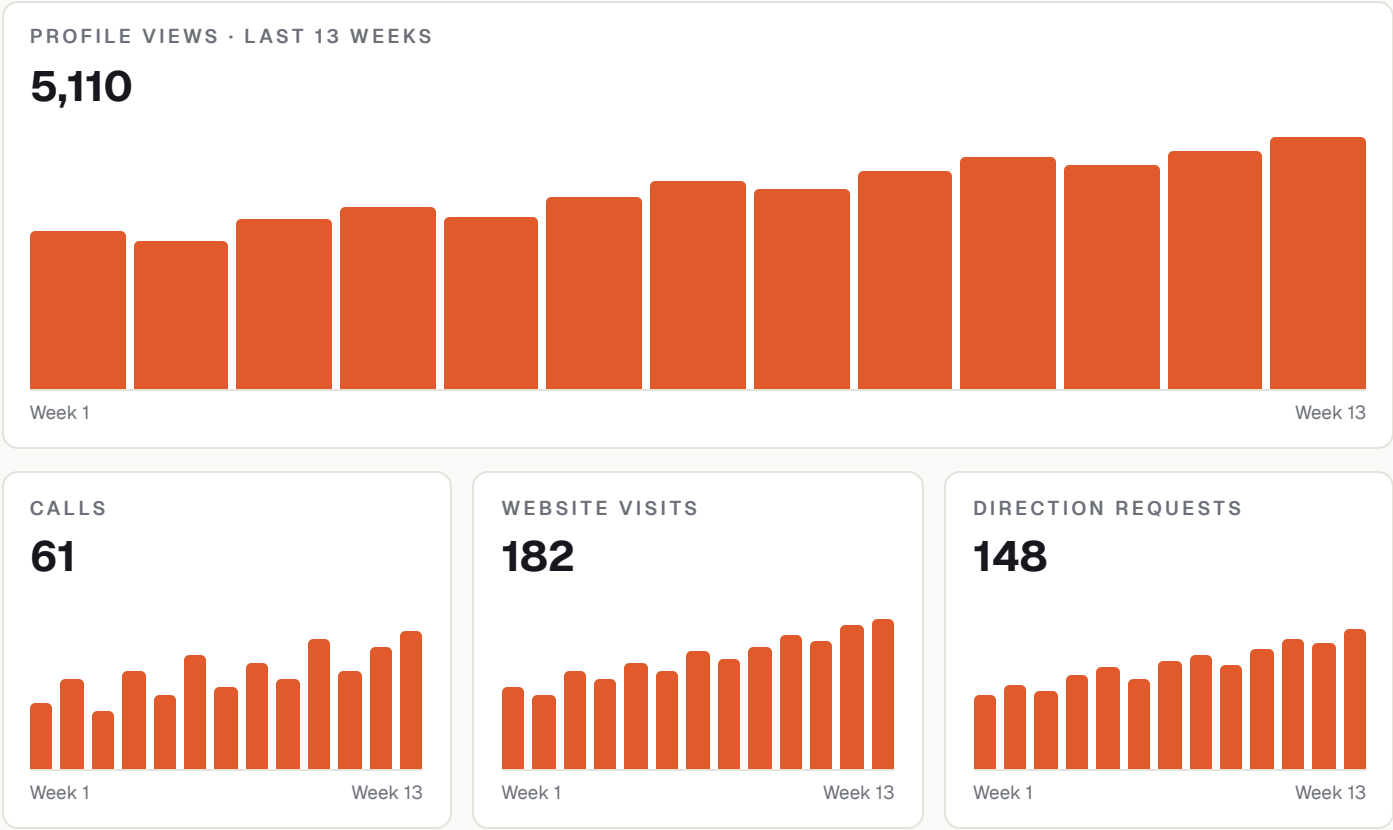
WATCHED

Fast, careful, and fair on price. Would use again.

What your Google Business Profile brings in

Google counts what people do on your profile, and the report reads it week by week: how often the profile is seen, and the calls, website visits and direction requests that follow. Reported as what customers did, never as the result of one post, and never projected forward.

Illustration of the report, not a client's data. Every number on this page is an example; your report shows your own.



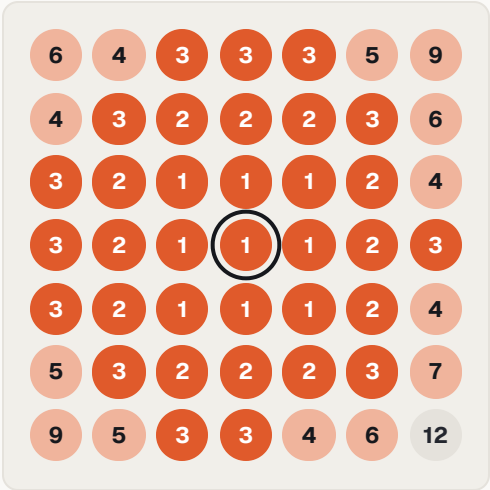
Searches your profile showed up for

Google lists the searches that brought up your profile. We use them to choose what the weekly posts cover and which services your profile names.

SEARCH (EXAMPLE)	TIMES YOUR PROFILE SHOWED	ON THE MAP GRID
pressure washing near me	1,240	Tracked
driveway cleaning	860	Tracked
house washing	540	Tracked
roof cleaning	310	Not tracked
deck cleaning	120	Not tracked

Where customers find you, and where you're listed

Your place on the map across your service area, for up to three searches, measured every week. The report shows your share of voice: the part of your area where you're one of the three names a customer sees first, and whether it's growing.



● Top 3 ● 4 to 10 ● 11 or lower

Illustration of the report, not a measurement. Every number here is an example.

69%

Share of voice

34 of 49 points in the top three for this search, in this example

Weekly

Measured

for up to three searches, the same way every time, so the change from one week to the next is real

Week over week

What the report shows

the area you win, and whether it's growing

Movement is worth more than position.

Your details on 70+ sites and apps

The same name, address, phone, hours and services everywhere, kept in sync. The report lists each site and its status. You get the email and password for every directory account we set up, and the listings stay live if you ever cancel.

Google Apple Maps Bing Yelp Facebook MapQuest Yellow Pages Superpages CitySearch

DexKnows Hotfrog Infobel ShowMeLocal eLocal and about 60 more sites and apps

AI recommendations

Each month we check whether ChatGPT and the other assistants name you when locals ask for what you do, and the report says which named you.

YOUR MONTHLY REPORTING

What we track and read with you

Reviews

New reviews on Google, Facebook, Yelp and the other sites we watch, your average rating on each, against your baseline.

Response coverage

The share of Google reviews answered, and median response time.

Profile activity

Profile views, calls, website visits and direction requests from your Google Business Profile, week by week, plus the searches it showed up for.

Map position

Your share of the top three across your service area for each search you track, week by week.

Listings and AI visibility

Your listings across 70+ sites and apps, and whether ChatGPT and the other assistants name you when locals ask.

Posts and flags

Google posts and photos published, plus reviews flagged, evidence packets filed with Google, and what came of each.

PRICING

ONE LOCATION

\$699 / location / month

Everything in this report, run by a person at Narsil, for one location. Month to month, with no commitment term: cancel any month.

MULTI-LOCATION BRANDS

Volume discount

Every location monitored, answered, posted and measured on its own, with one report across all of them, at a volume rate per location. Contact us to learn more: hello@narsilcreative.com.