

The Feedback 101 Checklist

Turn Your Customer Reviews into Booked Jobs

Use this checklist to find what your reviews are really saying and make the fixes that help more customers choose your business.

1. Start With Reality (Not Assumptions)

- Read through your last 12 months of reviews (Google, BBB, GuildQuality, etc.)
- Skim for repeating words or themes (e.g., “communication,” “timing,” “cleanup,” “follow-up”)
- Highlight:
 - What customers praise most
 - Where frustration shows up
 - Where feedback says “great, but...”

Why it matters:

Patterns in real feedback tell you what actually influences buying decisions—not what you think does.

2. Check Your Blind Spots

If any of these sound familiar, they’re worth a closer look:

- Have I blamed lost jobs mainly on price?
- Do I assume good work speaks for itself?
- Do I treat communication issues as “just part of the business”?
- Am I relying on my reputation to take care of itself?

Reality check:

If these show up in reviews, they’re costing you jobs—even when your work is solid.

3. Do a 10-Minute “Customer View” Audit

Look at your business the way your next customer will:

- Are my reviews easy to find?
- Do I see recent, credible feedback?
- Do I see responses to reviews (especially negative ones)?
- Is there a clear trust signal (BBB Seal, verified reviews)?
- Would I feel confident calling you first?

Why it matters:

If customers can't quickly see you're trustworthy, they assume you aren't.

4. Match Common Review Signals to Fixes

If reviews say...

- “Hard to reach”**
→ Fix: Set a response-time standard (same day/next business day) and automate follow-ups.
- “Great work, but...”**
→ Fix: Identify the one friction point (timing, cleanup, communication, surprises) and remove it.
- “Unclear estimate/slow follow-up”**
→ Fix: Add clear next steps to every estimate and a scheduled follow-up touchpoint.
- Reviews go unanswered**
→ Fix: Start responding to every review (thank positive reviews for their business, professionally and personally address negatives).
- Reviews are thin or inconsistent**
→ Fix: Add one reliable review ask into your job-close or invoice process.

Why it matters:

Small operational fixes based on real feedback can change how customers evaluate you—fast.

5. Make It Count

- Update your review profiles (photos, descriptions, recent activity)
- Fix one or two issues that came up most in your feedback
- Build review requests into how you close out every job
- Make sure your online presence gives customers a reason to call you first
- Use customer feedback when talking to potential customers – it backs up what you say about your work

Why it matters:

Customers compare their options before they ever decide who to hire, and first impressions are hard to reverse. The sooner you address these, the more it pays off.

Put Everything Into Action

BBB and GuildQuality can help you take the next step:

See how **BBB Accreditation** helps customers find and trust your business faster, and learn how **GuildQuality** helps you consistently act on customer feedback

[Ready to put this into practice?](#)