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# Building a Review Network

Building a strong network of customer reviews is one of the smartest moves you can make—especially in solar, where trust is everything. A consistent stream of real customer feedback builds credibility, improves website visibility, boosts lead conversion rates, and sets you apart in a crowded market. Here's a breakdown of best practices on where to gather reviews, how to set things up, and how to keep that wheel turning.

## Where to Build Your Review Presence

### Top Platforms for Solar Companies

1. **Google Business Profile** (essential for SEO/local search) **87% of consumers** used Google to evaluate local businesses, more than any other platform
2. **EnergySage** (if you're listed—great for solar shoppers)
3. **SolarReviews.com** (solar-specific credibility)
4. **Yelp** (still important in some areas)
5. **Facebook** (for social proof)
6. **BBB** (Better Business Bureau) (for trustworthiness)
7. **Your Own Website** (use widgets or testimonials)

**Tip:** Focus on 2–3 primary platforms to start and grow from there.



## How to Set It Up

1. **Claim and Optimize Your Profile**
  - Add photos, service areas, business hours, and company description
  - Use relevant keywords like “residential solar installer,” “commercial solar,” etc.
  - Make sure your Name, address, and phone number are consistent across all platforms
2. **Setup a Review Funnel** - Make it ridiculously easy for customers to leave a review
  - Create a review page on your website with links to Google, SolarReviews, etc.
  - Use a tool like:
    - NiceJob, Podium, or Birdeye (automate SMS/email review requests)
    - QR codes on business cards, welcome packets, or invoices
    - Simple email and text templates with direct links
3. **Ask for Reviews at the Right Time** - Timing really does matter
  - Right after the customer confirms their system is running and they're **happy**
  - After a successful support call or issue resolution



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- Right after first post-solar bill
- One-year anniversary

**Tip:** Train your sales/install teams to say something like: “We’d love it if you could share your experience; it helps others find us and keeps our crew going strong.”

4. **Track and Showcase Reviews** - Spread the news

- Use tools that pull in reviews to your website or landing pages (trust badges, rotating testimonials, etc.)
- Feature 5-star reviews in:
  - Sales decks
  - Proposals
  - Website
  - Social media
  - Follow-up emails

5. **Reviews vs. Testimonials (and Legal Use of Photos & Names)** - Marketing requires permission. Ask the customer for explicit permission if:

- You’re using their name or quote in a sales deck or ad
- You want to display their photo or likeness
- You’re using direct quotes from an email or private message

**Tip:** Create a simple media release form (PDF or e-sign) and keep it on hand for easy access. (You can find the *THRYVE Testimonial Release Form* in the **Marketing** folder in the Dealer Drive.)

6. **Keep the Momentum Going** - Keep the ball rolling

- Make review requests part of your standard operating procedure
- Add review requests to your sales process—make it a habit
- Celebrate great reviews internally—keep your team motivated
- Respond to every review, good or bad. It shows you care and builds trust

7. **Common Mistake to Avoid**

- Buying/faking reviews (they’ll get flagged)
- Ignoring negative reviews or responding defensively
- Asking everyone to review in one blast (looks suspicious)—**Google’s algorithms detect unnatural surges** in review activity
- Not training your team to ask and follow up

“A 0.1 increase in star rating can increase conversion by 5–10%.” (Harvard Business Review)

