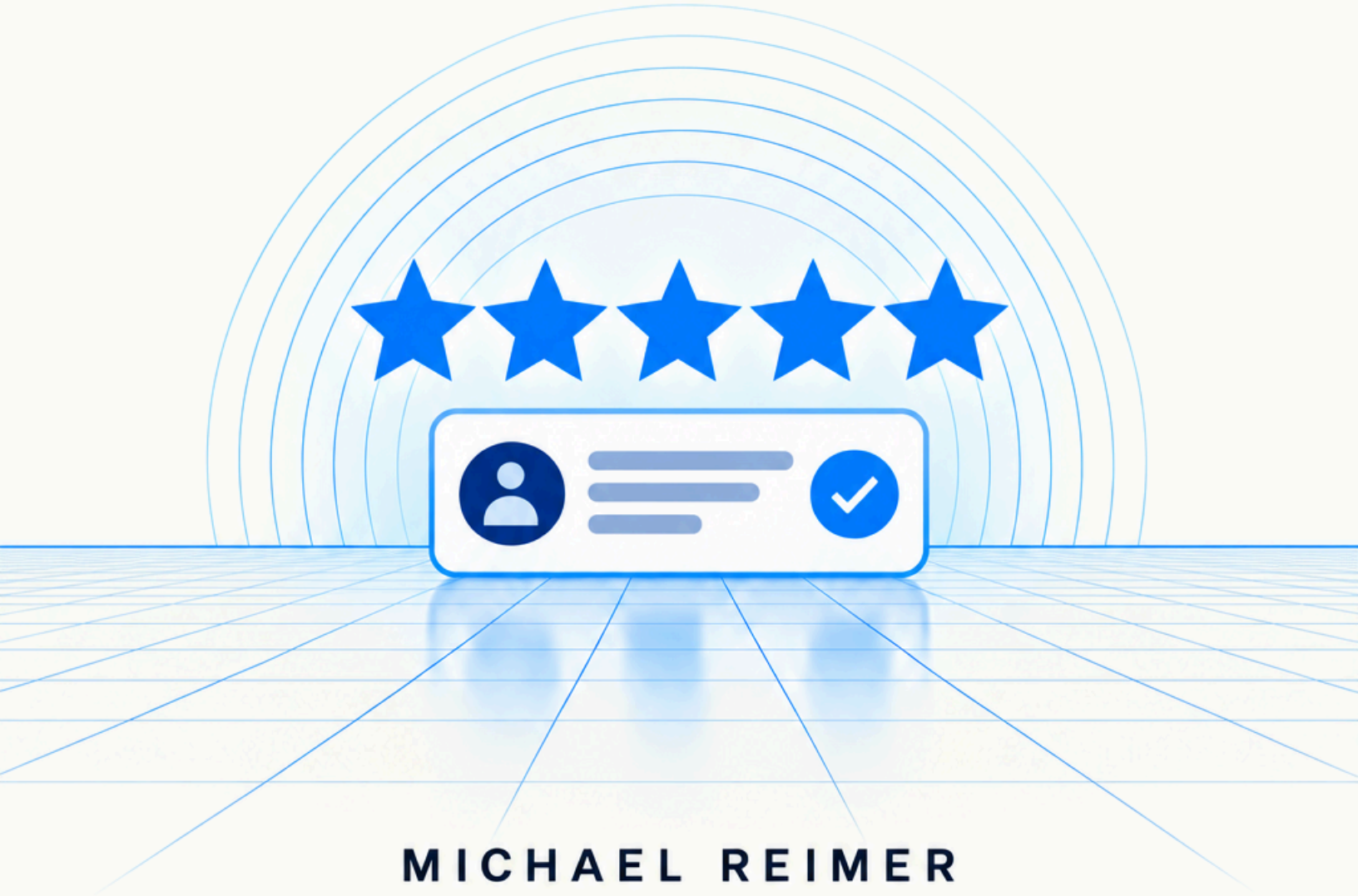
THE REPUTATION WORKFLOW

ASK EVERY TIME



MICHAEL REIMER

HIGHLEVEL GUIDES · VOLUME 04 · PILLAR 02

BUILD THE REPUTATION WORKFLOW **AND ASK EVERY TIME.**

Most businesses only ask for a review when someone remembers to. This build asks after every job, follows up until the customer clicks, and replies to each review in the business voice. At the end you will have review requests running from a workflow and Reviews AI handling the replies.

6	41	60 min
PARTS	STEPS	TO BUILD

Michael Reimer, Founder of CRM Pros · HighLevel Commander and Certified Admin

Updated November 3, 2026

WHAT YOU ARE BUILDING

WHAT YOU ARE BUILDING **AND WHAT IT DOES FOR THE BUSINESS.**

When a job closes, the workflow fires a Send Review Request action. HighLevel texts the customer a short message with the review link, emails a branded version, and retries on a schedule until the link is clicked. Every request shows up under Reputation with a status of Queued, Sent, Delivered or Failed. When a review lands, Reviews AI drafts a reply in the business voice, and once you trust the tone it posts replies on its own. The Review Widget then shows the best reviews on the website.

- ✔ A review link that routes customers to Google or a custom URL
- ✔ SMS and email templates with a live message and retry messages
- ✔ A workflow action that sends the request after every job
- ✔ Reviews AI replying to reviews, first as suggestions and then on Autopilot
- ✔ A review widget on the website that updates as new reviews arrive

BEFORE YOU START

BEFORE YOU START **HAVE THESE READY.**

Gather these first and the build runs without a stop.

- Google Business Profile connected in the subaccount under **Settings**, then **Integrations** (Facebook too if you want those reviews)
- A phone number in the subaccount to use as the default SMS sender
- A verified sender email address whose SMTP login matches the address you will send from
- Reviews AI turned on for this subaccount at the agency level under **AI Suite**, then **AI Setup**
- The workflow where a job gets marked complete, or the trigger you will use to start the request
- Two or three sentences in the business voice for the SMS and the email

i Do the parts in order. The **Review Link** must exist before the templates work, and the templates must exist before the workflow action has anything to send.

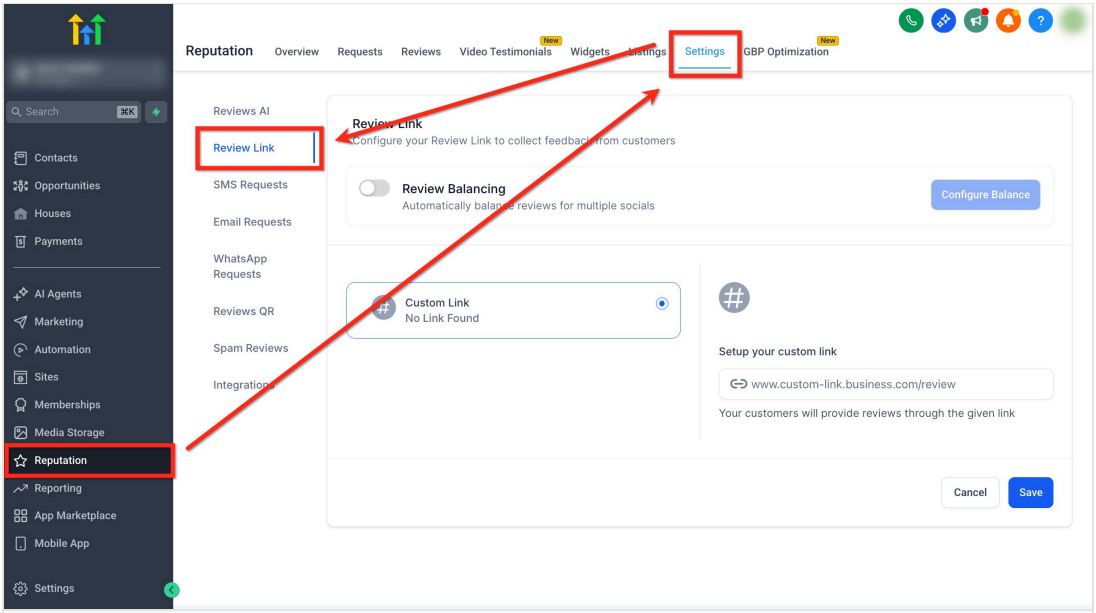
PART 01 OF 06

01 SET THE REVIEW LINK SO EVERY REQUEST LANDS SOMEWHERE.

Every SMS and email pulls the same review link. Set it once here and the {{reputation.review_link}} token fills it in everywhere. Review Balancing spreads customers across your connected platforms. A Custom Link sends everyone to one URL.

01 In the subaccount, go to **Settings**, then **Integrations**, and confirm Google is connected.

02 Go to **Reputation**, then **Settings**, then **Review Link**.



Review Link settings with Review Balancing and Custom Link.

03 Toggle on **Review Balancing** to spread reviews across connected platforms such as Google.

04 If you want one destination instead, select **Custom Link** and paste the review URL.

05 Save the setting.

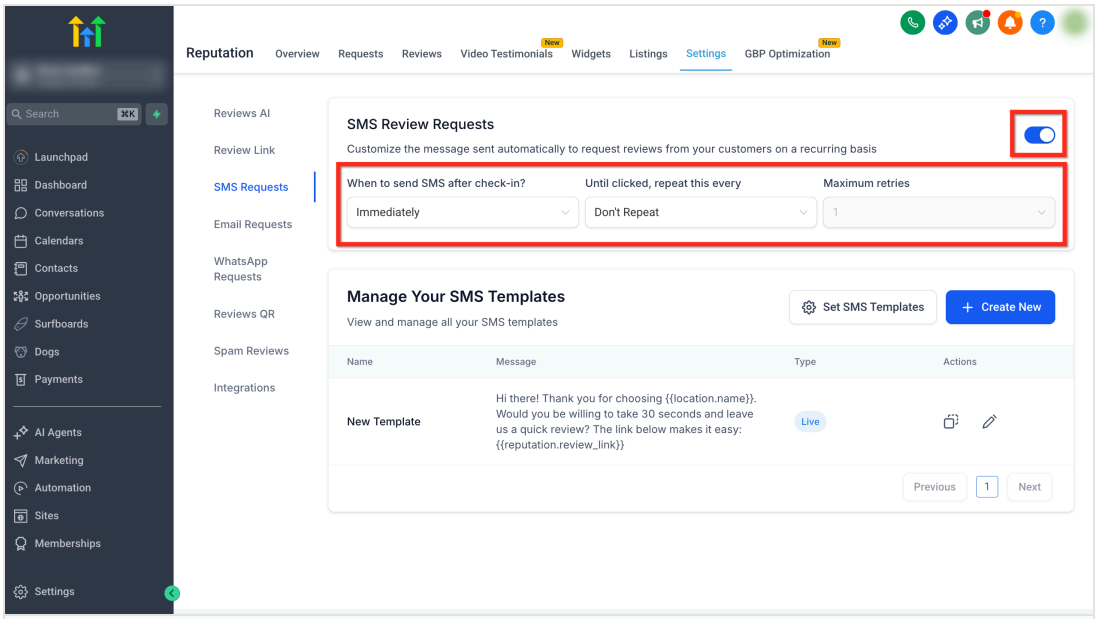
i The repeat schedule stops for a contact once the review link is clicked. The link is how HighLevel knows to stop, so do not paste a bare Google URL into your message text instead of the token.

PART 02 OF 06

02 TURN ON SMS REQUESTS AND WRITE THE TEXTS.

SMS gets read fast, so it carries the first ask. You set when the first text goes out, how often it repeats, and how many retries are allowed. Then you write the live message and a shorter message for each retry.

01 Go to **Reputation**, then **Settings**, then **SMS Requests**, and toggle on **Enable SMS Review Requests**.



SMS timing, retries and the template list.

02 Set **When to send SMS after check in** to the delay before the first text.

03 Set the repeat interval and **Maximum retries** (two or three retries is a sensible start).

04 Pick the **Default sender number** the texts will come from.

05 Click **Create New**, choose **Scratch** or **PreBuilt Templates**, and give the template a name.

06 Write the message in the business voice and include **{{reputation.review_link}}** where the link should appear, then click **Save**.

07 Repeat for one or two shorter retry messages so the follow up does not read as a copy of the first text.

08 Click **Set SMS Templates**, pick the **Live** template, assign a template to each **Retry** slot, then click **Save**.

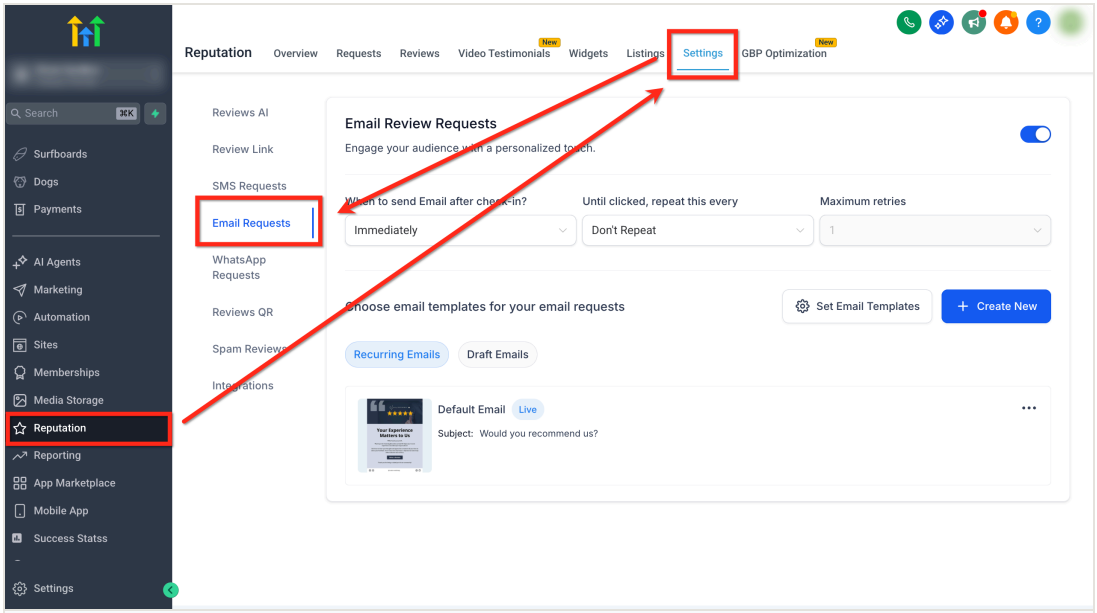
i Leave **Request with Image** off unless you need it. With an image the text may send as MMS and carrier pricing can differ.

PART 03 OF 06

03 TURN ON EMAIL REQUESTS AND BUILD THE BRANDED VERSION.

Email is the second channel. It gives you room for the logo, a short thank you and a clear button. The email builder has a Review Link element that drops the link in for you.

01 Go to **Reputation**, then **Settings**, then **Email Requests**, and toggle on **Enable Email Review Requests**.



Assign the live and retry email templates.

02 Set **When to send Email after check in**, the repeat interval and **Maximum retries**.

03 Pick the **Default sender email**.

04 Click **Create New** to design from scratch, or **Import from Template Library** to start from a template.

05 In the drag and drop builder, drag the **Review Link** element into the layout and keep the copy short.

06 Click **Save**.

07 Click **Set Email Templates**, choose the **Live** template, assign the **Retry** templates, adjust the subject lines, then click **Save**.

i Mailgun does not report a Delivered status for email. Only Twilio confirms SMS delivery, so judge the email channel by clicks and reviews, not by delivery status.

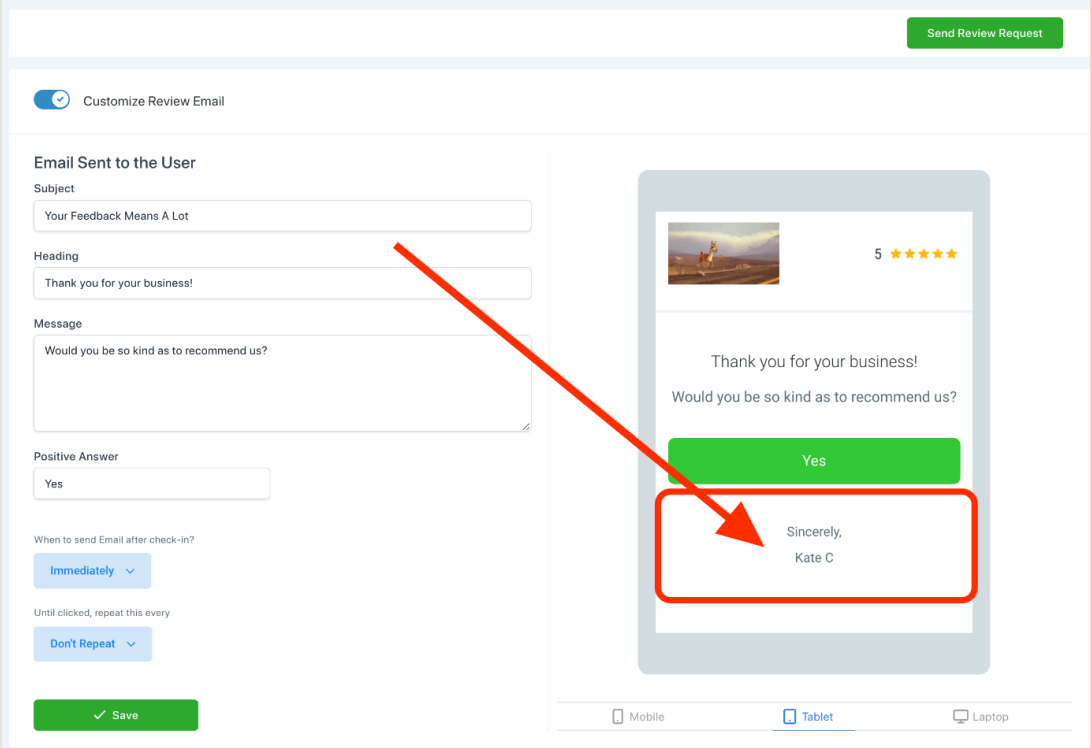
PART 04 OF 06

04 SEND IT FROM A WORKFLOW **SO NOBODY HAS TO REMEMBER.**

This is the part that makes it automatic. The Send Review Request action fires the templates you just built. Hook it to the moment a job closes and the ask happens every time. You can still send one by hand from Quick Actions or the Requests tab when you need to.

01 Go to **Automation**, then **Workflows**, and open the workflow that runs when a job is complete (or create one with the trigger you chose).

02 Click the plus sign below the trigger and add the **Send Review Request** action.



The Send Review Request action with the channel selector.

03 Select the channel **SMS**.

04 Add a second **Send Review Request** action and select the channel **Email**.

05 Save the workflow and publish it.

06 For a one off request, click the **Quick Actions** button in the top left above the sidebar and select **Send Review Request** (the signed in user becomes the sender).

07 For a manual send with full details, go to **Reputation**, then **Requests**, choose the individual request option, fill in the contact and send.

i Requests try to send immediately. If other requests are queued ahead, there can be a short delay, or the request may be set to send after one day.

PART 05 OF 06

05 TURN ON REVIEWS AI **AND START IN SUGGESTIVE.**

Reviews AI has three modes: Off, Suggestive and Auto Responses. Suggestive drafts up to four replies per review and you edit before posting. Auto Responses posts on its own by the rules you set. Start in Suggestive, read the drafts for a week or two, then move to Auto Responses for the routine reviews.

01 From **Agency View**, go to **AI Suite**, then **AI Setup**.

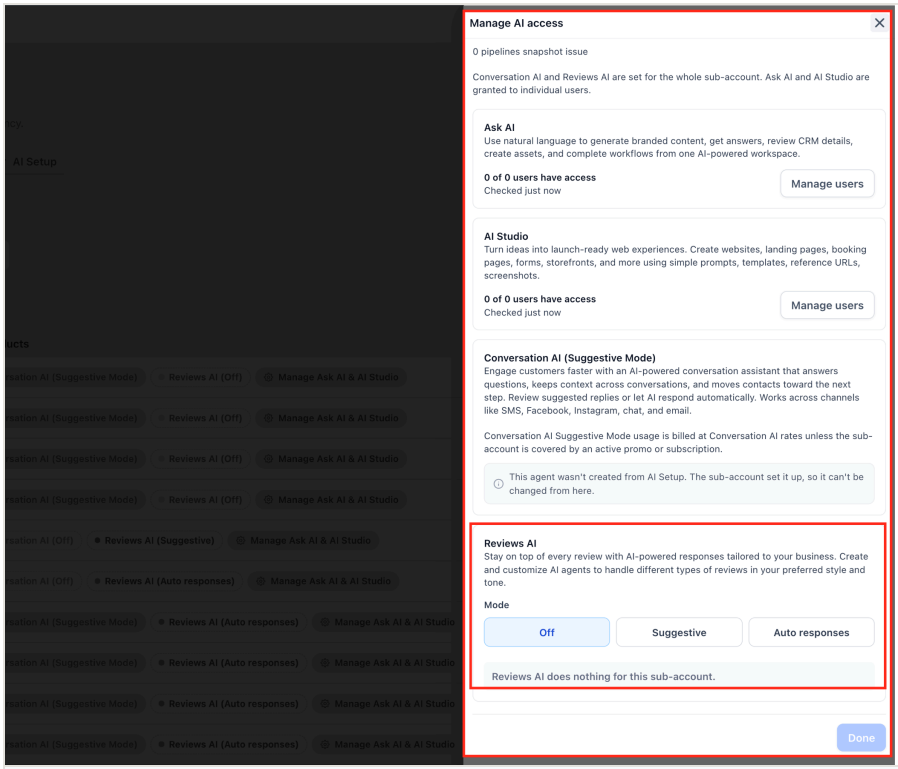
02 Find the subaccount, click its three dot menu, and select **Manage AI access**.

03 Under **Reviews AI**, select **Suggestive**, then click **Done**.

04 In the subaccount, go to **Reputation**, then **Settings**, then **Reviews AI**, and confirm **Suggestive** is selected.

05 Open a new review under **Reputation**, read the suggested replies, edit one to match the business voice, and send it.

06 When the tone is right, return to **Reputation**, then **Settings**, then **Reviews AI**, and select **Auto Responses**.



Pick Suggestive first, then move to Auto Responses.

07 Set the autoresponse rules: a reply template per star rating, a wait time before sending, a footer with the business name, and the sources (Google, Facebook) it should answer.

i Each review gets free suggestions, and regeneration costs a small fee after the free attempts. Each sent AI assisted reply is billed once, so replying twice to the same review is two charges.

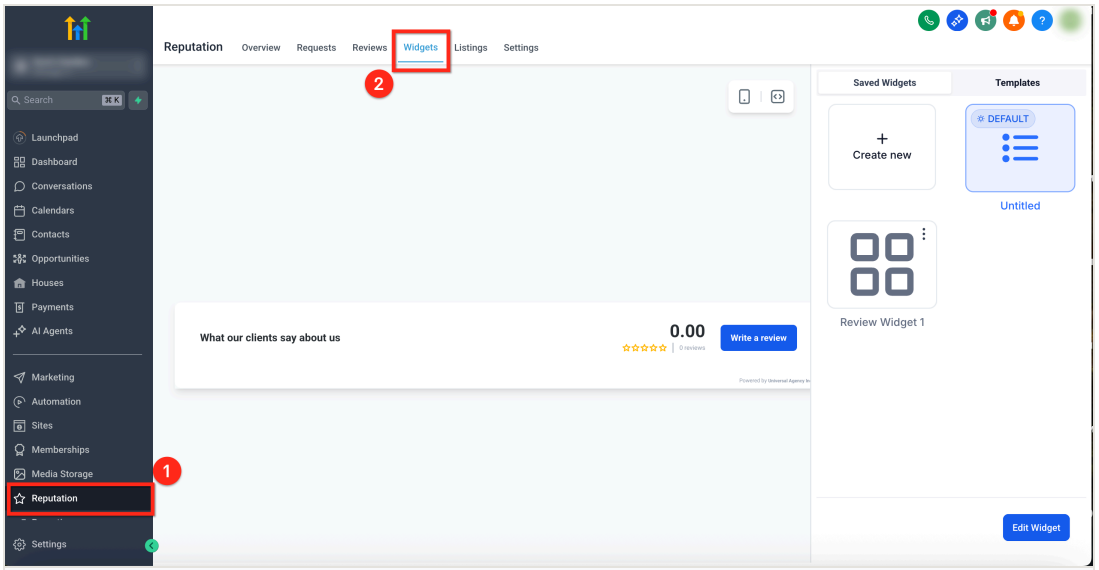
PART 06 OF 06

06 PUT THE REVIEWS ON THE WEBSITE **WHERE BUYERS CAN SEE THEM.**

The last step turns reviews into sales. The Review Widget pulls Google and Facebook reviews onto any page and updates on its own. Filter it to the best ratings and match it to the brand.

01 Go to **Reputation**, then **Widget**.

02 In the **Layout** tab, pick the **Widget Type**, the **Review Source**, a **Minimum Ratings** threshold and the **Max Number of Reviews**.



The widget builder tabs.

03 Turn on **Exclude Reviews Containing No Description** so only written reviews show.

04 In the **Content** tab, set the title and heading.

05 In the **Appearance** tab, pick the theme, font and colors to match the site.

06 In the **Settings** tab, turn on **Display Date** and **Display Reviewer Icon**, then copy the embed code.

07 Paste the code into a code block on the website, or use the **Review Widget** element on a HighLevel funnel page.

i The widget syncs with Google and Facebook, so new reviews appear without any extra work.

TEST IT

TEST IT
BEFORE A REAL CUSTOMER SEES IT.

Run the whole chain on your own contact record first.

01 Add yourself as a contact with your real mobile number and email, then push the contact through the workflow trigger.

02 Go to **Reputation**, then **Requests**, and confirm the request shows **Queued** and then **Sent**.

03 Check your phone. The text should arrive after the delay you set with a working review link.

04 Check your inbox. The email should show the branded layout and the review button.

05 Do not click the link yet. Wait for the repeat interval and confirm the first retry arrives.

06 Click the review link. Confirm no further retries arrive for that channel.

07 Leave or find a test review and confirm Reviews AI shows suggested replies under **Reputation**.

WHEN A STEP FAILS

WHEN IT DOES NOT WORK **CHECK THESE FIRST.**

The usual causes, and the fix for each.

Request shows Failed

Check the phone number is valid. For email, make sure the SMTP login email matches the sender address you picked.

Request sits in Queued

Requests go out immediately unless other requests are queued ahead. Wait, or expect it to send after one day.

Email never shows Delivered

Only Twilio confirms SMS delivery. Mailgun does not report a Delivered status for email, so this is normal.

No Google review link in the message

Google Business Profile must be integrated first. Connect it under Settings, then Integrations, and set the Review Link.

Reviews AI settings are missing

Reviews AI must be enabled at the agency level. Check Agency, then SubAccounts, then Features & Limits. If it was disabled there, every AI reply option is hidden.

Retries keep going after a click

The schedule stops only when the tracked review link is clicked. Use the {{reputation.review_link}} token, not a pasted URL.

FROM THE FIELD

MICHAEL'S **TAKE.**



Michael Reimer

FOUNDER OF CRM PROS · HIGHLEVEL COMMANDER

I set the review link and the SMS template first, then I send a request to my own phone before I touch the workflow. If the text reads like a robot wrote it, nobody clicks. Two short sentences, the customer's first name, the link. That is the whole message.

Where people go wrong is retries. They set five and wonder why customers get annoyed. Two or three is plenty. The other mistake is turning on Auto Responses on day one. Run Suggestive for a couple of weeks, edit the drafts, and you will see where the AI misses the voice. Then switch it on for the four and five star reviews and keep reading the rest yourself.

This build pays off the week it goes live. Reviews drive the map ranking, the ad conversion rate and the first impression on every quote. Automating the ask is the cheapest marketing a local business will ever do.

GO DEEPER

THE FEATURES **BEHIND THIS BUILD.**

Every feature this guide touches has its own page in the library, with the settings, limits and Michael's notes.

REPUTATION MANAGEMENT & REVIEWS

Customize review request messages in HighLevel

REPUTATION MANAGEMENT & REVIEWS

How to send review requests in HighLevel

AI EMPLOYEE

Maximizing Customer Engagement with Reviews AI: a Guide to Suggestive and Autopilot Modes

REPUTATION MANAGEMENT & REVIEWS

Reputation Management: Customizing & Displaying the Review Widget

REPUTATION MANAGEMENT & REVIEWS

Reputation overview dashboard in HighLevel

REPUTATION MANAGEMENT & REVIEWS

Customizing Review Widgets in Reputation