



Google Review Campaign Instructions

Here are some ways you can generate positive reviews for your center that can increase your Google ranking and help women looking for pregnancy help or abortion information contact you first.

We recommend setting a goal for 10-15 reviews upfront and then 2-3/m on an ongoing basis.

Through Google Business or WhiteSpark, you can type in your address and generate a link to share with your clients, staff, volunteers, board, or close friends of the ministry.

Although all 5 stars help, reviews that contain keywords about your services or abortion can help increase your mobile search ranking, and it's even better to add your name and location or the areas you want to target (cities, county (or counties) and/or region).

Supporters/Friends

We recommend asking certain people to post an exact review so you don't have duplicates. (Assign a specific review.)

The best types have keywords regarding pregnancy and abortion:

- If you're looking for a place in **CITY OR CITIES** that shares all pregnancy options - including accurate info on abortion - **NAME OF CENTER** is the place to go!
- **NAME OF CENTER** provides free ultrasounds to anyone looking for the abortion pill so they can know exactly how far along they are before they order it.
- If you're wanting to feel confident about your decision and learn more about abortion, options, and unplanned pregnancy solutions and resources in a private and professional place - this is the place for you!
- Everyone at **NAME OF CENTER** is so helpful and understanding to anyone facing an unplanned pregnancy or considering an abortion. So thankful for a place in **CITY OR CITIES** that makes women feel loved through a difficult season!
- I love that there's a place in **NAME OF COUNTY OR AREA YOU SERVE** that offers pregnancy testing, ultrasounds, pregnancy options, abortion recovery, and other great services completely free of charge. (Feel free to add other unique services.)
- If you need counseling or support after an abortion, **NAME OF CENTER** provides a safe, confidential place to talk about it with people who get it.

- What a great local resource! For quality medical care, you don't need to drive into **CLOSEST CITY OR TOWN WITH ABORTION CLINIC**. I love that there is a place that offers free services to women in our community.

Feel free to also mention specialty services like abortion pill reversal, prenatal care, or std testing.

More generic reviews, but still help are -

- They really care about you here.
- No judgment, just compassion, and support.
- I love this place!
- I highly recommend **CENTER NAME**!
- The ladies here are so kind and welcoming!

If they can't think of anything unique to say, a 5-star review will still help the overall average.

If you also ask your donors to participate they also need to know:

1. Don't pose as a client
2. Remember this is to reach AMB women. Remind your supporters to refrain from spiritual references, pro-life lingo, or "saves babies" types of reviews.
3. Use your name and location in the review as much as possible (w/o sounding robotic). ;)
4. If they don't know what to say, a 5-star review without a comment is better than nothing!

Clients (Past or Current)

For actual client reviews, we recommend asking happy parenting program clients or repeat clients/patients (post-decision) to review you while they are still at the center. This is a great ask for client advocates to make during their visit.

Have a QR code with the link that your client advocates can share with them while they shop or after class. Let your clients know the purpose of the review - to help you reach women who think they are pregnant, facing a pregnancy decision, and/or looking for support.

Ask them to recall how they felt before their appointment, when they came through the door, and how they felt afterward.

Note: We don't recommend saying, "We'll give you XYZ for a review" but many centers provide a thank you gift *after* they review. (Extra diapers, clothes, etc.)