PART TWO · PREPARED FOR OWNER APPROVAL

Prepared Solutions

Aurelle Hair Atelier · Bandra West, Mumbai. Each solution carries the same number as its finding in the companion audit.



FICTIONAL SAMPLE · 5 NOVEMBER 2026

From evidence to action

Five findings, five matched fixes

START WITH THE APPOINTMENT PATH

The salon already has an appointment page. Give guests a direct route to it from Google or the salon's website.

Find the material you need

01 **Shorten the route to booking** p. 3
The appointment URL, a fallback and a phone check.

02 **Name the five services** p. 2
Five publishable descriptions matched to the salon's published service menu.

03 **Respond to the concerns** pp. 6–7
Dated replies, reusable openings and expectation scripts.

04 **Introduce the consultation** p. 2
Profile copy based on Aurelle's consultation process.

05 **Show the street approach** p. 3
Two arrival photos, with guidance on framing and privacy.

Use the seven-day checklist to put the materials into use. See the five designs on p. 9. Full-size artwork and editable trackers are included. In this sample, names, reviews and observations are fictional.

SOLUTIONS 02 AND 04 · AUDIT PP. 5–6

Profile and service copy

The public description says “Unisex salon in Bandra”. These drafts introduce Aurelle’s services and colour consultation on its Google profile.

04 / BUSINESS DESCRIPTION · 323 CHARACTERS

Aurelle Hair Atelier is an independent hair salon in Bandra West, Mumbai. Visit us for a haircut and blow-dry, balayage, root colour or a gloss and tone refresh. Before colour work, we talk through your hair history, the finish you have in mind and the upkeep that suits you. We agree the estimate with you before we begin.

02 / Individual service entries

Haircut and style	Tell us how you wear your hair day to day. We shape the cut around your texture and routine, then finish with a blow-dry.
Balayage	We hand-paint highlights where you’d like light through your hair. We’ll agree the placement and tone with you, talk through upkeep and check whether a strand test is appropriate.
Root colour	For a root touch-up, we compare the regrowth with your current shade and discuss your colour history before agreeing on the colour.
Gloss and toning	Want to refresh the tone of coloured hair? We’ll look at your current shade together and discuss the finish you have in mind.
Blow-dry and styling	Book a blow-dry for your everyday style or tell us about the occasion when you book. We’ll discuss how you’d like to wear your hair.

BEFORE PUBLISHING

Approve the names, service inclusions and wording. Use the service editor when offered. Enter a confirmed price only in a dedicated price field.

The business description fits the 750-character limit. Check individual entries in the live service editor. Profile fields · Service editor

SOLUTIONS 01 AND 05 · AUDIT PP. 5, 7

Booking and finding the door

Give guests a shorter route to their appointment and two views that help them find the door.

01 / Shorten the appointment route

Suggested button · Book an appointment
Fictional booking URL (illustration only) · https://aurelle.example/book/bandra-west

01 If Google offers a booking field, add the supplied URL there for direct access to your appointment page.

02 Otherwise put “Book an appointment” near the top of the page opened by Google’s Website button. Use the same destination.

03 From the public profile on a signed-out phone, check that the appointment page shows Aurelle Hair Atelier in Bandra West and lets you start a booking.

05 / Photograph the arrival

New photos to add	
Street approach	Show how to reach the building from across the street.
Entrance and sign	Frame the doorway and readable salon sign from the pavement.
Existing photos to keep or review	
Reception and stations	Keep current views of check-in and styling stations. Keep guest details out of frame.
Finished work	Keep true-to-life colour and confirm permission to show guests.

Answers the owner can use

Should I book ahead for colour?
Yes. Book ahead so we can discuss your colour history, preferred finish and upkeep.

Can you quote balayage by message?
The estimate depends on your hair length, colour history and the work we agree on. We confirm the estimate before we begin.

When is the salon open?
Tuesday to Sunday, 10 am to 8 pm. We’re closed on Mondays. Ask us about holiday hours.

Approve these answers for enquiries or your website. Confirm any date-specific hours before posting.
Google guidance on business links

INCLUDED TOOLS · GUEST MESSAGES

WhatsApp invitations

Use the guest's preferred language after a genuine visit. Send only to a guest who agreed to receive messages from the salon.

After the visit

ENGLISH

Hi **[First name]**, thank you for visiting Aurelle Hair Atelier in Bandra West. If you'd like to tell us how your visit went, here's our Google review link: **[Review link]**. We welcome your honest feedback.

HINGLISH

Hi **[First name]**, Aurelle Hair Atelier, Bandra West aane ke liye shukriya. Aapka visit kaisa raha? Agar aap share karna chahein, yeh hamara Google review link hai: **[Review link]**.

One optional reminder

ENGLISH

Hi **[First name]**, here's the review link from Aurelle Hair Atelier once more, in case you wanted it: **[Review link]**. It's entirely up to you.

HINGLISH

Hi **[First name]**, agar aap apne visit ke baare mein likhna chahein, review link phir se bhej rahe hain: **[Review link]**. Bilkul aapki marzi.

When a guest says they reviewed

ENGLISH

Thanks for taking the time, **[First name]**. We appreciate hearing about your visit to Aurelle Hair Atelier.

HINGLISH

Shukriya, **[First name]**. Aapne apne visit ke baare mein likhne ke liye waqt nikala, iski humein bahut kadar hai.

> BEFORE SENDING
>
> Insert the review link supplied for your salon. Use the guest's first name if known, or simply start with "Hi".

When to stop

Send at most one optional reminder after 3–5 days. A guest can reply "stop" at any time. Skip it if the guest has reviewed, declined the invitation or asked you to stop messaging. Do not ask for a particular rating, wording or a change to an existing review.

Log the first invitation once, even if the same guest was also offered a card. Record a later reminder as a follow-up. Google Maps review policy

INCLUDED TOOLS · FRONT DESK AND QR

At the reception desk

Offer the same optional invitation after a genuine visit, including when a guest has raised a concern. A guest can take the card away or decline.

At checkout

ENGLISH

If you'd like to share how your visit went, our Google review link is on this card. You're welcome to use it later.

HINGLISH

Agar aap batana chahein ki aaj ka visit kaisa raha, is card par hamara Google review link hai. Aaram se baad mein bhi likh sakte hain.

When a guest raises a concern

ENGLISH

Thank you for telling me. Would you like to speak with our manager about what happened?

HINGLISH

Humein batane ke liye shukriya. Kya main manager ko bula doon, taaki aap aaram se baat kar sakein?

Test each route before sharing

A5 sign, A6 card and A4 poster

Print each PDF at 100% on its named paper size. Scan each print on a phone at its display distance. Check the salon name and that the review form opens.

Square graphic

A PNG has no tappable link. Scan the square from another device. On the same phone, test the direct review link in the message or linked profile.

Instagram Story

Scan the Story from another device. When publishing, add Instagram's native Link sticker inside the four corner marks. On a phone, check the controls leave it visible and tap it to test the destination.

For customers, every route must open your salon's verified Google review form. In this fictional kit, every QR opens https://example.com/. View all five designs on p. 9 · Get a review link

IMPORTANT — GOOGLE REVIEW POLICY

Never offer incentives for reviews, selectively request reviews from satisfied customers, or pressure guests to leave a review while staff wait. Invite genuine customers to share honest feedback voluntarily, regardless of whether their experience was positive or negative.

SOLUTION 03 · REUSABLE REPLIES

Write in the salon's voice

Use one true detail from the guest's own words. These starting points are separate from the three dated replies on the next page.

POSITIVE FEEDBACK

The guest describes something that worked.

> Thank you for sharing how [specific detail] turned out. We're glad it suited what you had in mind for your visit to Aurelle.

MIXED FEEDBACK

The guest mentions both a good experience and a concern.

> We're glad [detail they liked] worked for you. Thank you for telling us about [concern] as well. If you'd like to discuss it, our manager is available through the salon number on this profile.

NEGATIVE FEEDBACK

The guest describes a disappointing experience.

> Thank you for raising [concern in their own words]. We'd like to understand what happened. If you're comfortable, please call the salon number on this profile and ask for our manager.

Before using a template

01 Read the original public review and check whether someone has already replied.

02 Replace bracketed wording with a detail the guest actually mentioned. If the review gives only a rating, keep the reply brief and avoid guessing what happened.

03 Keep names, timing records, invoices and remedies out of the public thread. If needed, offer a conversation with the manager through the salon number on the profile.

> OWNER SIGN-OFF
>
> The verified salon owner or authorised manager checks the final text and submits it. Recheck the public review after Google processes the reply.

Public replies and review availability follow Google's current rules. Manage customer reviews

SOLUTION 03 · AUDIT FINDING 03, P. 6

Three replies for approval

Match each draft to its date and rating on audit p. 4. Check the visit privately before posting a reply.

1 NOVEMBER 2026 · 3 STARS

The guest liked the cut and reported waiting about 25 minutes.

> We're glad you liked your haircut, and we appreciate you mentioning the 25-minute wait. If you're comfortable calling us on the salon number listed here, our manager can check the timing with you privately.

25 OCTOBER 2026 · 2 STARS

The guest said the colour bill was higher than the verbal estimate.

> Thank you for flagging the difference between the colour estimate and your bill. Please call the salon number on this profile. Our manager can go through the estimate and bill with you privately.

12 OCTOBER 2026 · 1 STAR

The guest reported leaving before the appointment began.

> You made time for an appointment and describe leaving before it began. We understand how frustrating that would feel. If you'd like us to look into your visit, please ask for the manager when you call the salon.

PRIVATE CHECKS FOR THE MANAGER

For 1 November and 12 October, check the appointment and arrival records privately. For 25 October, compare the estimate, the agreed work and the bill. Confirm the private contact route before approving each reply.

SET EXPECTATIONS AT THE DESK

Delay: "Your stylist expects to be ready at [time]. Does that still suit you?" Price change: "That would change the estimate to [amount]. Would you like us to go ahead?"

If a response has appeared since the snapshot, re-read it before taking action. Never ask a guest to change or remove a review in exchange for assistance.

ACTION PLAN · ALL FIVE FINDINGS

Seven days to put it into use

Assign one lead each day. Keep any unverified facts or pending Google edits on the owner's follow-up list.

Day / lead	Action and tool	Done when
Day 1 Owner	Before any invitations or QR placement, record the public review count and rating. Set up the supplied booking link. Monthly review · Solution 01, p. 3	Starting figures are dated in Monthly review. Test the route to your appointment page on a phone.
Day 2 Owner	Review the five public-menu descriptions. Submit each in the relevant supported service field. Solution 02 · p. 2	Submitted entries are dated; unavailable fields and pending edits are recorded.
Day 3 Owner	Approve and submit the description explaining the colour consultation and estimate. Solution 04 · p. 2	The approved wording and its processing status are saved.
Day 4 Manager	Match the three drafts by date and rating. Check private records before responding. Solution 03 · pp. 6–7	Each concern has a submitted reply or a recorded reason to wait.
Day 5 Owner	Take the approach and doorway photographs. Check privacy and upload the clearest pair. Solution 05 · p. 3	Both arrival views are submitted, or the missing shot has a date and lead.
Day 6 Reception	Test the prints, square graphic and Story before sharing. Practise an optional invitation. Guest tools · pp. 4–5, 9	Each QR, shared link and Story sticker opens your salon's Google review form.
Day 7 Manager	Record the first weekly count and rating. Check which submitted updates are public. Daily log · Day 7 checkpoint	Day 7 is logged. Each unfinished task has a lead and a follow-up date.

Daily log
Record first invitations and follow-ups separately.

Weekly check
Record the count and rating. For zero reviews, leave the rating blank.

Monthly review
See totals and unfinished checks.

In this fictional sample, all five QR codes intentionally open example.com.

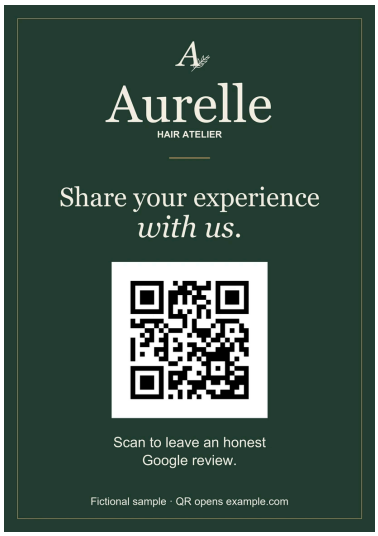
On Day 1, enter the starting figures in Monthly review. Aurelle's worked example opens at 86 reviews and 4.6. Enter zero for no activity and leave unknowns blank.

A change in the public count cannot tell you which invitations led to reviews.

INCLUDED TOOLS · BRANDED ARTWORK

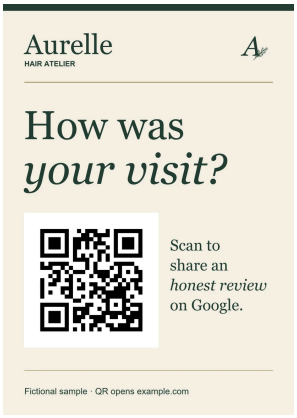
Your branded review collection

Aurelle Hair Atelier · Five finished formats. Choose by placement. Use the separate PDF or PNG for printing or sharing.



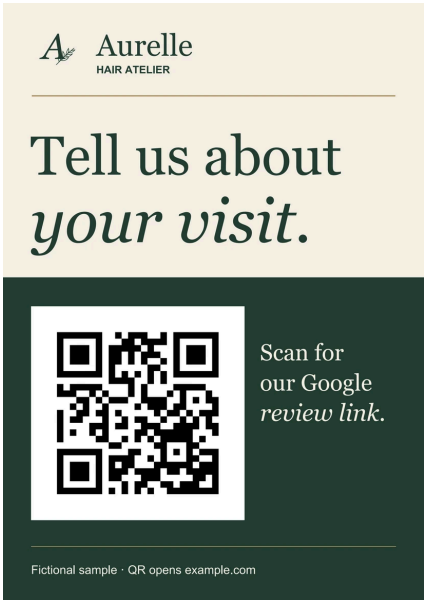
A5 reception sign

Display in a desk holder.



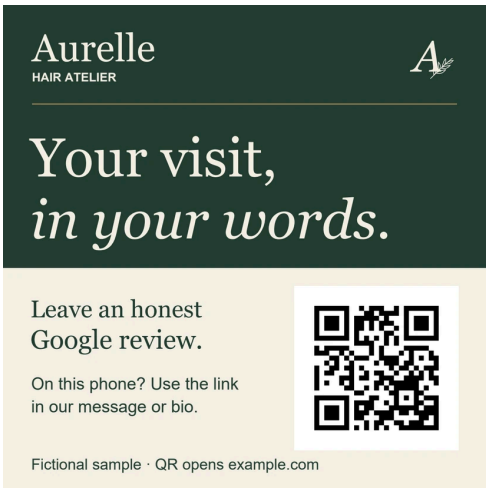
A6 counter card

Keep a card within reach.



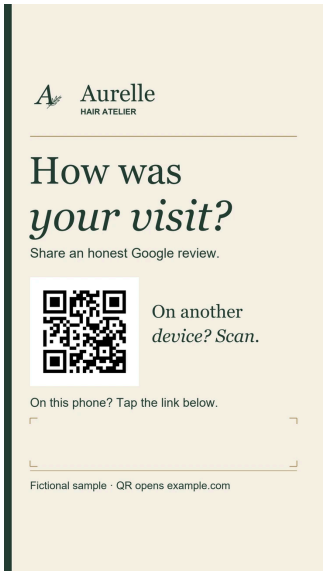
A4 wall poster

Place at a comfortable scanning height.



Square · 1080 × 1080

Send the link alongside the graphic, or use the salon's profile link.



Story · 1080 × 1920

Add the native Link sticker inside the four corner marks. Guests can tap it on the same phone.

Fictional sample · All five codes open example.com. Your finished designs use your salon's verified Google review link.