

Review Monitoring & Alert Setup Checklist

The DIY version of our Review Alert Bot — turn on every platform's own notifications, properly.

A review that sits unseen for a week isn't just a missed reply — it's a missed early-warning sign. Every major platform has a real notification system; most businesses just haven't turned it on properly.

Google Business Profile

- [] Download the Google Business Profile app and make sure notifications are enabled on the device you actually check daily
- [] In the app: Menu > Settings > Notifications > make sure "Customer reviews" is on
- [] Add a second admin if you're ever away, so nothing sits unseen

Trustpilot

- [] Log into your Trustpilot Business account and check Settings > Notifications
- [] Enable email alerts for new reviews, not just weekly digests

Facebook Page

- [] Page Settings > Notifications > turn on alerts for new reviews/recommendations
- [] Check who has admin access and whether notifications reach a real, checked inbox

Everything else (Bing, Apple, allAgents)

- [] These generally don't offer push notifications — set a recurring calendar reminder to check them weekly instead

What counts as urgent

A single average review can wait for your normal reply window. Treat it as same-day-urgent if: it's your first 1 or 2-star review in a while, or you get 2+ negative reviews within a few days of each other — that's a real pattern, not noise, and it deserves an immediate look, not just a reply.