

Freshfield Digital Launches Dedicated Google Review Management Service for Vehicle Rental Companies

Specialist vehicle rental SEO agency Freshfield Digital has expanded its service offering with a dedicated Google review management solution designed to help car and van rental businesses build stronger reputations and improve local search rankings.



Southport, Merseyside Feb 20, 2026 ([Issuewire.com](https://www.issuewire.com)) - Freshfield Digital, a digital marketing agency that exclusively serves the vehicle rental industry, has announced the launch of a dedicated Google review management service aimed at car and van rental operators across the UK. The new

service is designed to help vehicle rental businesses turn customer feedback into a measurable driver of local search performance and direct bookings.

The service, which is available to operators of all sizes — from independent local businesses to national fleet companies with multiple branches — addresses a growing challenge in the vehicle rental sector: the increasing influence of online reviews on both customer decision-making and Google's local search rankings. Research consistently shows that consumers read reviews before making purchasing decisions, and Google factors review quantity, quality, and engagement into its local pack and Google Maps rankings.

At the centre of the offering is the company's proprietary Review Response System (RRS), which ensures that every customer review — positive or negative — receives a professional, personalised response. For multi-location operators, [Freshfield Digital](#) also provides branch-level monitoring, enabling consistent brand messaging and customer engagement standards across all locations simultaneously.

The service extends beyond response management. Freshfield Digital works with clients to implement review acquisition strategies that encourage satisfied customers to share their experiences online, alongside reputation crisis management protocols for handling negative feedback swiftly and professionally.

Monthly performance reporting tracks key metrics, including review volume, average star ratings, response rates, and the correlation between review activity and organic search traffic growth.

"Vehicle rental companies are competing in a heavily localised search environment, and Google reviews are one of the most direct signals that influence rankings and customer trust," said Martin Davies, Director at Freshfield Digital. *"Our review management service gives rental operators a structured, professional approach to something that is often left unmanaged — and the results feed directly into better local visibility and more direct bookings."*

Founded in June 2021 and based in the Northwest of England, Freshfield Digital works with vehicle rental businesses across the UK, United States, and Ireland, delivering SEO and digital marketing strategies tailored specifically to the rental sector.

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