



# THE DENTAL MANAGER'S GUIDE TO GETTING **REVIEWS**

Presented by **Roadside** DENTAL MARKETING

## INTRODUCTION

As an office administrator, you've got a lot on your plate. Managing the day-to-day affairs of a busy dental office is time-consuming and stressful. When you add on top of that the need to market your business, well, it can just seem overwhelming.

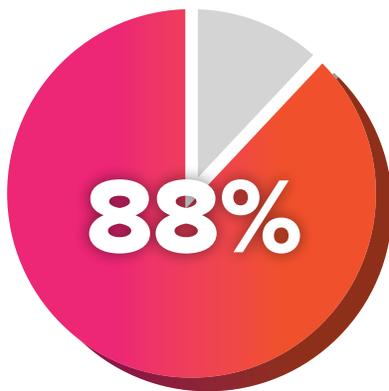
This guide, “**The Dental Manager’s Guide to Getting Reviews**” was written to make your job a little easier. You’ll learn:

- ✓ Which sites to focus on obtaining reviews on
- ✓ How to get more reviews
- ✓ How to get your team involved (and excited!)
- ✓ What to do if you receive a bad review



**But first**, you may be wondering if reviews are really that important in marketing your business. A positive reputation is one of the most powerful marketing assets that your practice has. Why? It convinces new patients to trust you and then contact you.

Medical and healthcare businesses were ranked by consumers at the top when it came to how important a good reputation is when choosing a business.



*of people trust online reviews  
as much as a personal  
recommendation from a friend.*

Just think about that for a minute. The fact that people will trust the opinion of total strangers when making significant purchases or choices shows how influential online reviews can be.

*Conversely, a lack of current reviews can negatively affect a potential patient's view of your practice.*



## WHY ARE REVIEWS IMPORTANT FOR SEO?

You've been told that reviews are important for your SEO (Search Engine Optimization). But what does that mean?

### Here's a simple explanation:

Search engines love reviews because consumers love reviews. The job of a search engine is to give people the information they want. And the staggering fact is that **92% of consumers consult online reviews**.

In other words, reviews have a strong impact on whether your practice is found on page 1 or page 23 when potential patients are searching the internet. Since the majority of people do not search beyond page 1, it's important for your practice to be found there.



## WHERE SHOULD YOU BE GETTING REVIEWS?

There are so many places today that your patients can leave reviews; it truly is impossible to cover them all. It's important to get the most from the limited time you have to market your practice, right? So, which review sites should you be concentrating your marketing efforts on?

Reviews on sites like Google, Facebook, and Yelp carry a lot more clout than reviews on blogs, lesser-known review sites, or your website. Having positive reviews spread across these power sites adds to your brand.

Try focusing on a specific reviews site for a month or two at a time and then switch to another one. For example, your strategy could look like this:

### REVIEW FOCUS SCHEDULE



Jan - Feb

Focus on:



March - April

Focus on:

facebook



May - June

Focus on:



## HOW MANY REVIEWS DO YOU NEED?



Statistics reveal that a business needs at least ten reviews to even be considered legitimate by potential clients. But really, that's just the bare minimum. Ultimately, the more reviews, the better!

Also, having current reviews (from within the last three months) is important. People want to know about the state of your practice NOW, not six months or a year ago.

**One word of caution:** Too many reviews too fast could be a red flag to these review sites. They may penalize those reviews by hiding them from public view. A slow and steady increase should be your goal.

## HOW TO GET REVIEWS

We know what you must be thinking: “Okay, so reviews are important for my practice. But I already have a full schedule and I don’t have a lot of time to spend on this.”

We understand. And you’ll be glad to know there are quick and easy ways to get quality reviews from your patients.

It can be as simple as just asking for them. **Did you know that if asked, 70% of customers will leave a review for a business?** That’s a powerful marketing tool that YOU can control.

There are many opportunities to ask for a review from happy patients; here are a few you can start using in your office right away:



Your office email newsletter. Include a link to one or more of your review sites such as Google, Facebook, Yelp, etc. and ask for your clients’ honest feedback. **They’ll love you for asking for their opinions!**



Your email signature can have a permanent P.S. that says “Did someone on our team give you outstanding service? Please share it with us!” and embed a link to a reviews page.



Share a printed handout with easy-to-follow directions on how to leave a review. Offer it to patients who have had a great visit and are bursting to talk about it.



Use a **software platform that allows you to text your happy patients** with a link to one of your review sites. The more convenient you make it for patients to leave you reviews, the more likely they’ll be to actually do it!

## GET YOUR TEAM INVOLVED

Getting reviews for your practice needs to be a team effort. But how do you get an already busy staff on board with asking for reviews? Here are a few suggestions that have been effective in many offices:

- 1. Use morning huddles to get the team pumped to talk about reviews.** Your team is working the day-to-day and may not even think to ask for reviews. Ask for their help and let them know how important online reviews are to your business. Use morning huddles as an opportunity to talk about reviews. Look at the schedule together and choose patients to talk to about leaving a review.
- 2. Celebrate together!** When you get a good review, read it out loud during a huddle! This is a great way to get the entire team excited and to remind everyone WHY you do what you do.
- 3. Run a fun team contest.** Giving a reward to the employee who collects the most reviews in a month is a great motivator. A little competition can be fun! Depending on the size and dynamic of your staff, you could offer a prize to an individual or set a group goal and offer a prize for the entire office. For example, if, as a group, you can get 20 Google reviews within a month, buy lunch for the entire team or give everyone gift cards to the local coffee shop. Choose prizes that will really motivate YOUR team!
- 4. Give them a “script” and a prepared handout.** Giving your employees some opening dialogue can help make asking for reviews much easier. Print out the following template for your employees:

*“I’m so happy to hear that you were pleased with our service today!  
I have a favor to ask. As a small practice, online reviews are a very  
important way for new patients to learn about us and the services we offer.  
Would you mind writing us a review on Yelp or Google?”*

## WHAT IF YOU GET A NEGATIVE REVIEW?

Many practices don't push for reviews because they are concerned about getting negative ones. But the truth is, the benefits of getting lots of reviews far outweigh the possible problem of an occasional bad review.

Even the best practices may at times get a less-than-flattering review. If this happens to you, don't panic! This underscores the need to steadily get LOTS of reviews - if you have 50 reviews, and one is poor but 49 are awesome, your practice looks real, authentic, and potential patients will view you in a positive way.

**Additionally, a negative review gives you the opportunity to respond in a positive way that will reflect well on the practice.**

So, how do you respond to negative comments in a review? **Keep your response simple, short and sweet.** Here are a few responses that many have found effective:

***“Thank you for sharing your feedback. We’re normally known for our exceptional attention to detail, and we regret that we missed the mark. My name is [name], and I am the [Owner / Manager]. If you’d like to discuss this further, please contact me at [phone number /email].”***

***“Thank you for taking the time to leave us feedback. We have reached out to you directly to try to resolve the issues.”***

(If you know exactly who the person is, pick up the phone and call. A little personal interest and acknowledging the issue goes a long way!)

If you've been able to remedy the situation, you can politely ask the customer to update their negative review. Realistically though, some customers won't be consoled. But, a constant supply of positive reviews will bury any negative ones.

## CONCLUSION

We hope we've helped you to understand why reviews are important. Reviews affect the reputation of your practice, your SEO, and influence potential patients to trust and choose you over your competition.

Getting and managing reviews doesn't need to be complicated or time-consuming. Try some of the practical suggestions we've outlined in our eBook. We know they will help make your job as a practice manager much easier!

## FEEDBACK IS IMPORTANT!



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Can we actually **AFFORD** a new website?

Can you show us if our current **WEBSITE** is still doing its job?

Can I really market my practice in just a few **MINUTES** each week?

Are there tools that can help us get **REVIEWS**?

Can we **RANK HIGHER** on Google?

**Yes!**



*Shannon*

*Then:* Dental Office Manager  
*Now:* Roadside Co-Founder

**Yes!**



*Angela*

*Then:* Dental Office Manager  
*Now:* Director of Client Services

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