

A Bigger, Better presence on Google

There are three areas to focus on when trying to increase your presence on Google.

- 1) Website SEO (you don't have to pay for it!)
 - a. Unique and relevant content is key and frequently adding to your content is a must
 - b. Videos on your website are essential
 - i. Professional videos representing your practice, dentistry and team
 - ii. Patient testimonials – these can be recorded with your smart phone
 - iii. Videos should be placed on your YouTube channel and your website
- 2) Google Business listing
 - a. Make sure your listing and location are correct (and that you only have one)
 - b. Take time to complete all of the information on your listing and update as things change
 - c. Make sure a link to your Google page is on the TOP of your website on all pages
- 3) Request Google Reviews
 - a. Use automation (think Revenue Well, Solution Reach, Demand Force, etc.) to email patients after their visit a link directly to your Google page with verbiage similar to: It was a pleasure seeing you today in our dental office. It is important to us that we provide excellent service and care to all of our patients, and our team thanks you for the confidence you place in us. When you have a moment, we would appreciate your feedback on our Google Review page. Please click the following link which will take you directly to our Google Page (your Google link here).
 - b. Consider using a third party to help facilitate increased Google reviews. I have seen fantastic results with Swell. You can check them out on their website and call for a demo. <https://www.swellcx.com/>

What should you do if you receive a negative review?

Well, two things that are a must. You should absolutely respond to a negative review and a POSITIVE review.

When you receive a review, you should respond immediately (ideally within 24 hours).

For a **positive review**, give them a genuine and specific thank you. Here's an example - If they complement your dental assistant, in your thank you, say something like, "We appreciate

hearing your experience with Sarah. We take great pride in our team and value their commitment to providing only the best for our patients.” This way you turn it into a marketing opportunity for when future viewers of the review read it, they see what a caring team you have.

For a **negative review**, a genuine response is needed here as well. Depending on the circumstance, your response will differ. I have found many times, there is a case of mistaken identity (meaning they are not even a patient of record). If this happens, I recommend stating just that – As we research our patient database, it appears you have not visited our office. Perhaps you visited a practice with a similar name.

If the reviewer is a patient in your practice, apologize if there was a misunderstanding and offer to speak with them directly. Additionally, you may include something like, it is always our intention to offer excellent customer service and patient care, and I am sorry that was not the perception of your experience with us. We would love the opportunity to make it up to you.

One **note of caution**, because of HIPPA, be very cautious with your words in your response. You don't want state names or reveal anything about their care with your practice.

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