

7 TIPS FOR

# Getting Reviews

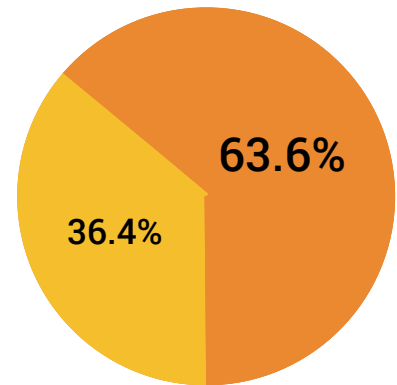


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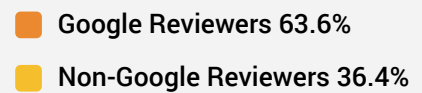
## Why Reviews?

Statistically speaking:

- 63.6% of consumers say they are likely to check online reviews on Google before visiting a business.
- 85% of consumers trust online reviews as much as personal recommendations.
- Consumers read an average of 7 reviews before trusting a business.
- Consumers look for volume of reviews, recency and overall rating score.



Source: Google Analytics



### 1 The Best Way To Ask

It's a little known secret that you can send and receive text messages using your landline phone number. You just need to work with your landline phone carrier to set it up, and you'll need a provider that offers the platform to send and receive texts. Once setup, you can send and receive texts from the phone number your patients already know and have familiarity with! This will also increase your response rate on all of those text messages.

### 2 Should You Answer Reviews?

Why answer reviews? We recommend answering reviews for the patient who posted it, for the prospect who will read your response, and for Google (that will index the additional content). Simply put - ALL of the above.

### 3 Negative Reviews

This is something so many people ask about immediately after they get their first negative review. They are angry, mad, hurt, etc. The business owner may protest that the review isn't true, it's full of lies, it didn't happen, etc. First, take a breather

and think about this. Someone trusted you enough to come to your practice and possibly pay for your services, and they're not happy with the outcome. Can you learn from this, and possibly still help this person? I recommend taking this off-line and talk to the person to see what can be done to rectify the situation vs answering online to defend your actions or procedures.

## 4 Where To Get Reviews

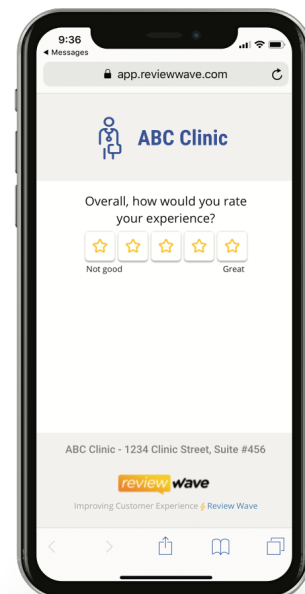
There are lots of places to collect reviews, but few that actually matter. It's like going to the grocery store and seeing the big BRAND names vs the generic/store brands. The brand name costs more; the generic costs less. Always. Because nobody knows or trusts the generic brand. So why would you want to collect reviews on generic/untrusted sites? Get your reviews on sites that people know and trust...Google, Facebook, Yelp. Maybe Bing and Yahoo too.

## 5 What To Do With Reviews

Show your reviews everywhere you can: on your website, in your office, on your print ads, billboards, TV ads, postcards, social media, newsletters, etc. Then style them to look like they do on the actual site (Google, Facebook, Yelp).

## 6 How Many Reviews Do You Need?

Your immediate goal should be twice as many reviews as your nearest competitor. Honestly, there is no cap on the number of reviews to get. You should never stop collecting reviews online. Prospective patients will look at the most recent reviews, in addition to the total number, and if there are no recent reviews, it would be a bad indicator.



## 7 Best Of Town Award

These are something that can be used in the same way as reviews in the sense that, if you have these it's social proof that more people liked you enough to vote for you over all the other doctors in your local area. If you can get these awards multiple years in a row, you've got something truly powerful. If you won the award just one time, and it's been more than a year since you won, I would not recommend displaying it, as it shows you didn't win the award again.

For more information on how to get reviews for your practice, , visit:  
[www.ReviewWave.com](http://www.ReviewWave.com) and request a *Free Demo*.