



PERFECTING YOUR ONLINE REPUTATION

How to manage, respond to, and gain positive patient reviews.



First and Foremost **Ask Patients**

The best way to get more reviews is to simply ask! Hang signage in your office, train staff to request a review from patients before they leave, and include links in your post-appointment follow-up emails.



Don't Forget to **Always Respond**

It's easy to take the simplest things for granted. Whether it's a positive or a negative review, make sure to be gracious and appreciative of the feedback.



Always **Be Genuine**

It's easy to be authentic when you receive a positive review. But, even with negative reviews, be sincere when apologizing so that other readers see you take pride in your work and have true concern for the oral health and wellness of patients.



Make Sure to **Say "Thank You"**

When happy patients take time to leave a review, make sure to thank them personally, either in an email or at their next appointment, for taking the time to leave kind words about your practice.



When Appropriate, **Flag as False**

Occasionally, you will get a false review from a competitor or an online troll. If this happens to you, report the review and flag as false. Most websites will work with you to promptly remove false reviews.



Utilize **Multiple Channels**

Today, there are many places online that patients can read and leave reviews. We recommend gaining a healthy mix of reviews across all channels including your website, Google My Business, Facebook Business Page, and Yelp.

**Make a Positive
First Impression Online!**