

Make SURE Your Google+ Reviews Get PUBLISHED!



CHECKLIST

- Ask patients for reviews personally, or have the front desk scheduling coordinator do it for you.
- Ask patients to post reviews on THEIR OWN PHONES or COMPUTERS.
- Emphasize that patient should communicate an honest opinion.
- Request an Online Review or Recommendation When Scheduling the Next Appointment - immediately following the procedure or treatment. (Use discretion, only your & your staff know who to approach and whom to leave alone - ex: asking for a review after a wisdom tooth extraction might be a reach as the patients is probably concerned with easing pain and recovery....a shiny new teeth whitening or cosmetic smile makeover...Oh YEAH...that's a good review candidate!)

Then follow up with another request for review/recommendation as part of any post-treatment or regular office communications.

- Ask No More Than 5 Patients per Week.
- Keep the 5 Patients per Week Consistency - Make that the Goal.
- Emphasize that Any Length or Amount of Detail is Fine.
- Ask for Reviews on Sites Other than Google+ (IMPORTANT)
- Ask Patients Up Front If They Have a Specific Site They Post Reviews On - Tell Them to Use That.
- Request that Patients NOT RE-POST their Google+ Reviews on ANY OTHER SITES.
- Don't Give ALL of Your Patients the Direct Link to Your Google+ Page.
- Communicate that Any Type of Device is OK - desktop, laptop, tablet, mobile phone...
- Request Reviews at Different Times in the Day. (some patients are morning people, others not so much)

NEED HELP? CALL US & WE'LL DO IT ALL FOR YOU!

