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!