

M5: REPUTATION MANAGEMENT

Jumpstart Your Practice Online Program

How would I know?

Opening our selves up to bad reviews?


What should I do?


How do I protect myself?



INSIGHTFUL DATA

 67% read online reviews

 69% trust online reviews as much as personal recommendations

 49% more likely to use a business that has positive reviews



REVIEW CHECKING & TRACKING

The Google logo is centered on the page, rendered in its characteristic multi-colored font.

ABC Vet Clinic NS veterinarian review



Google Search

I'm Feeling Lucky

REVIEW FOUND? NOW WHAT?

By [novasen](#)
June 26, 2011

DO NOT BRING YOUR PETS HERE!!!!



Dr. Doe takes pride in gouging the senior population with terrible veterinary bills, taking advantage of their loneliness and dependency on their pets.

Dr. Doe demands outrageously high prices for services that make no sense - procedures on very old pets, imaginary diseases that "need" shots, exposing pets to unneeded vaccinations and their loving owners to provide payment for them.

The clinic staff are rude and will hang up the phone on customers if they don't get their way. Be aware!

Was this review helpful? [Yes](#) [No](#) | 1 of 1 (100%) found this review helpful.

Business Owner? [Respond](#)



TYPES OF REVIEWS

Neutral or Positive

Just Negative

Malicious or Offensive Language



4 DO'S FOR RESPONSE

- ✓ Listen & Take Ownership
- ✓ Show You Are Taking Action
- ✓ Offer Further Communication
- ✓ Write To Your Prospects



4 DON'Ts FOR RESPONSE

- ✘ Don't Respond With Emotion
- ✘ Never Be Defensive
- ✘ Never Discount For Reviews
- ✘ Never Write Your Own Reviews



GOOGLE ALERTS

Practice Name

Veterinarian Names

Competitor Names



REPUTATION **PROPHYLAXIS**

- S**ocial Media
- C**ustomer Service
- A**lerts thru “Google Alerts”
- L**isting Verification
- P**ress Releases
- E**ngaging Website with Blog
- L**earn Local Regulations



TAKE ACTION!

Evaluate your current reviews

Set up Google Alerts

File Notes for Future Use

