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?

Author: DVMelite Web Development

Brought to you by:
67% read online reviews

69% trust online reviews as much as personal recommendations

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

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**REPUTATION PROPHYLAXIS**

S - Social Media
C - Customer Service
A - Alerts thru “Google Alerts”
L - Listing Verification
P - Press Releases
E - Engaging Website with Blog
L - Learn Local Regulations

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TAKE ACTION!

Evaluate your current reviews

Set up Google Alerts

File Notes for Future Use