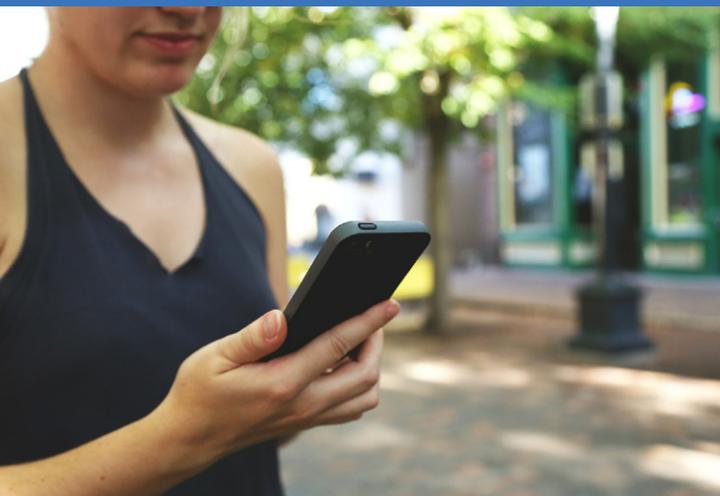


ARE ONLINE REVIEWS

# IMPORTANT?



# THE IMPORTANCE OF ONLINE REVIEWS TO YOUR RANKING & CTR

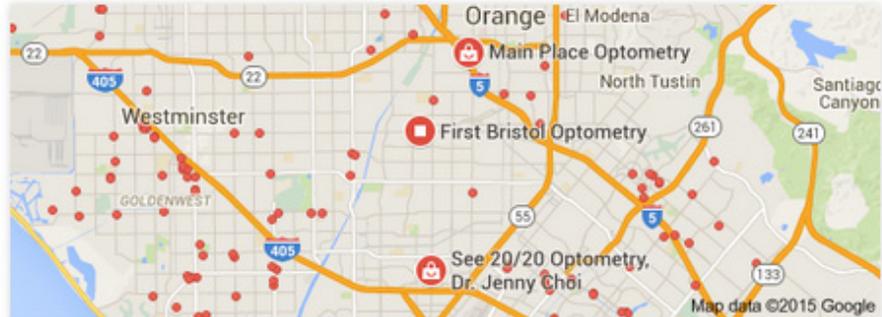
In this ebook you'll learn why online reviews are so important for your optometry practice, how they can contribute to your website's **Click Through Rates (CTR)** and how can you implement a review strategy in your practice.

optometrist santa ana ca

Web Maps Shopping News Images More Search tools

About 164,000 results (0.45 seconds)

**InStyle Optometry - Special \$80 for frame and lens**  
 Ad [www.instyleoptometry.com/](http://www.instyleoptometry.com/)  
 Sale \$20 of year supply of contacts  
[Contact Us - Services](#)



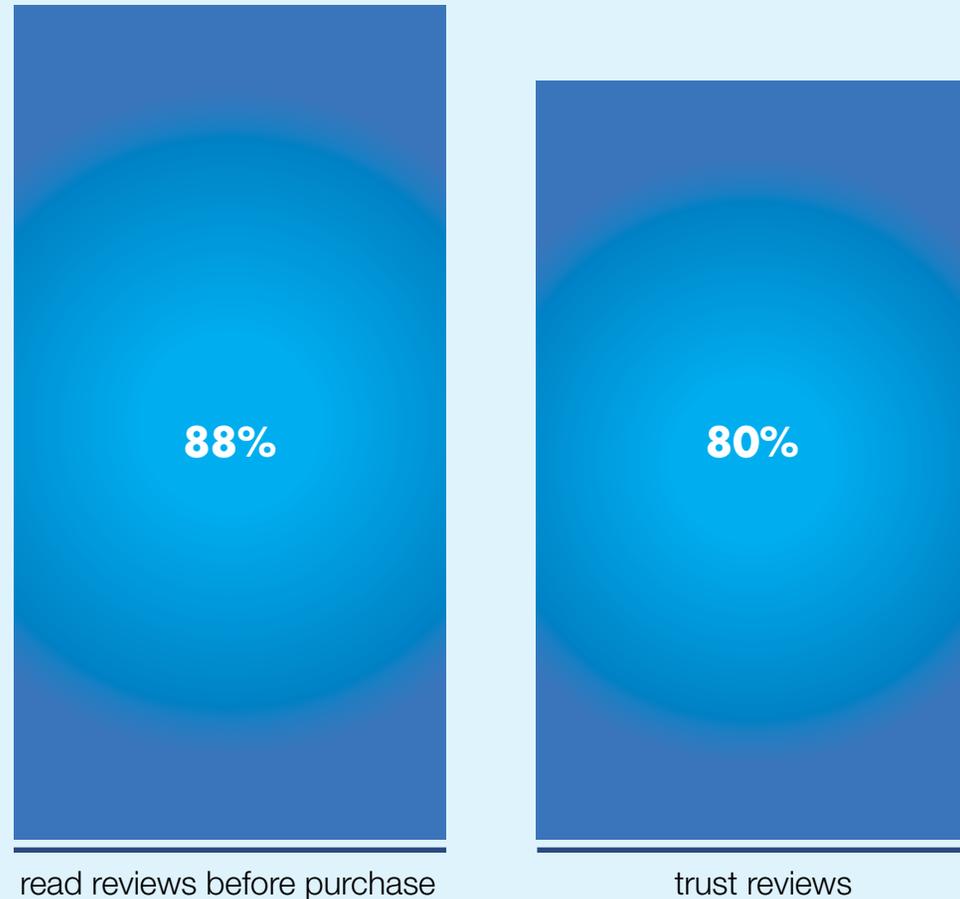
**See 20/20 Optometry, Dr. Jenny Choi**  
 4.9 ★★★★★ (8) · Optometrist  
 3930 S Bristol St #207 · +1 714-957-2704  
 Closed today Website Directions

**First Bristol Optometry**  
 No reviews · Optometrist  
 1601 W 1st St · +1 714-543-7072 Directions

**Main Place Optometry**  
 4.5 ★★★★★ (9) · Optometrist Website Directions

# REVIEWS ARE INFLUENTIAL

2014 Local Consumer Review Survey showed that 88% of consumers have read reviews before purchasing a product or a services from a local business, and 80% of consumers say they trust online reviews as much as word of mouth recommendations.

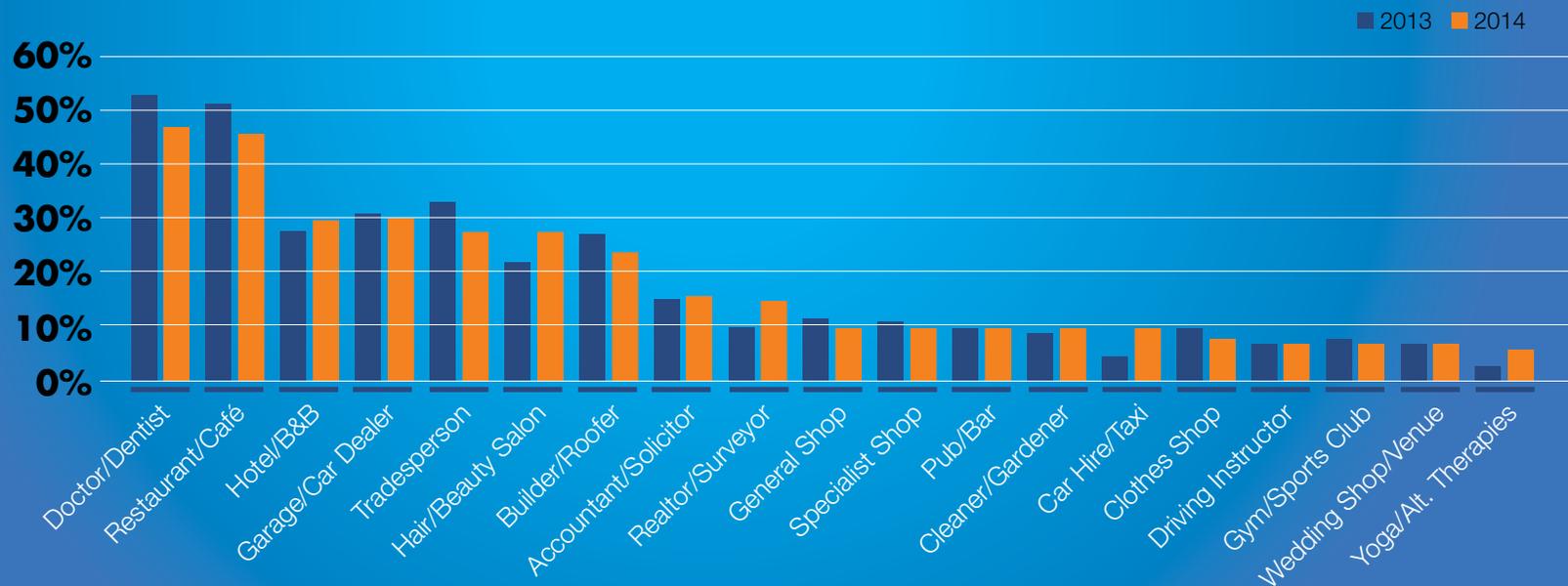


# MAKE FINDING INFO EASY

People search online for information such as your practice location and working hours. This is the main reason for having a well designed and optimized website. But before scheduling an appointment at your office potential patients would like to learn about the experience others had at your clinic, and a

positive review profile online will most likely make them schedule that appointment.

Another interesting fact raised in this survey was that reputation matters the most for those who search online for **Doctors!**



\*From 2014 Local Customer Survey

# POSITIVE ONLINE REVIEWS CAN AFFECT MANY THINGS

## YOUR VISIBILITY IN SEARCH ENGINES

Did you know that “Review Signals” such as quantity of reviews, star rating, velocity of reviews, etc., contributed 9.8% to local ranking power? Therefore positive reputation will most likely help your website rank better.

PRACTICE WITH  
OVER 5 REVIEWS

PRACTICE WITHOUT REVIEWS

SEARCH TERM

Google optometrist santa ana ca

Web Maps News Images More Search tools

About 229,000 results (0.59 seconds)

**The Best 10 Optometrists in Santa Ana, CA - Yelp**  
[www.yelp.ca/search?cflt=optometrists&find\\_loc=Santa+Ana%2C+CA](http://www.yelp.ca/search?cflt=optometrists&find_loc=Santa+Ana%2C+CA)  
 Top **Optometrists** in **Santa Ana, CA** See 20/20 **Optometry**, **First Bristol Optometry**, **MainPlace Optometry**, **Mel Honda, OD**, **Family Optometry**, **In View Optometry**, ...

**First Bristol Optometry - 19 Photos - Optometrists - Santa ...**  
[www.yelp.ca](http://www.yelp.ca) > **Health & Medical** > **Optometrists**  
 ★★★★★ Rating: 5 - 23 reviews - Price range: \$  
**First Bristol Optometry - Santa Ana, CA**, United States. I like their Coach. Vianey V. I like their Coach and Rayban. by Vianey V. **First Bristol Optometry - Santa ...**

**Family Optometry - Optometrists - Santa Ana, CA - Reviews ...**  
[www.yelp.ca](http://www.yelp.ca) > **Health & Medical** > **Optometrists**  
 ★★★★★ Rating: 4.5 - 12 reviews  
 12 Reviews of **Family Optometry** "Its been a little over 2 years since I've been to the **optometrist**. I was referred here by one of my best friends LT. She's been ...

**Bristol Optometry - Optometrists - 903 S Bristol St - Santa ...**  
[www.yelp.ca](http://www.yelp.ca) > **Health & Medical** > **Optometrists**  
 Rayban. **Bristol Optometry - Santa Ana, CA**, United States. **COACH Bristol Optometry - Santa Ana, CA**, United States. **D&G Bristol Optometry - Santa Ana, CA**, ...

# HELP YOUR PRACTICE STAND OUT FROM YOUR LOCAL COMPETITORS



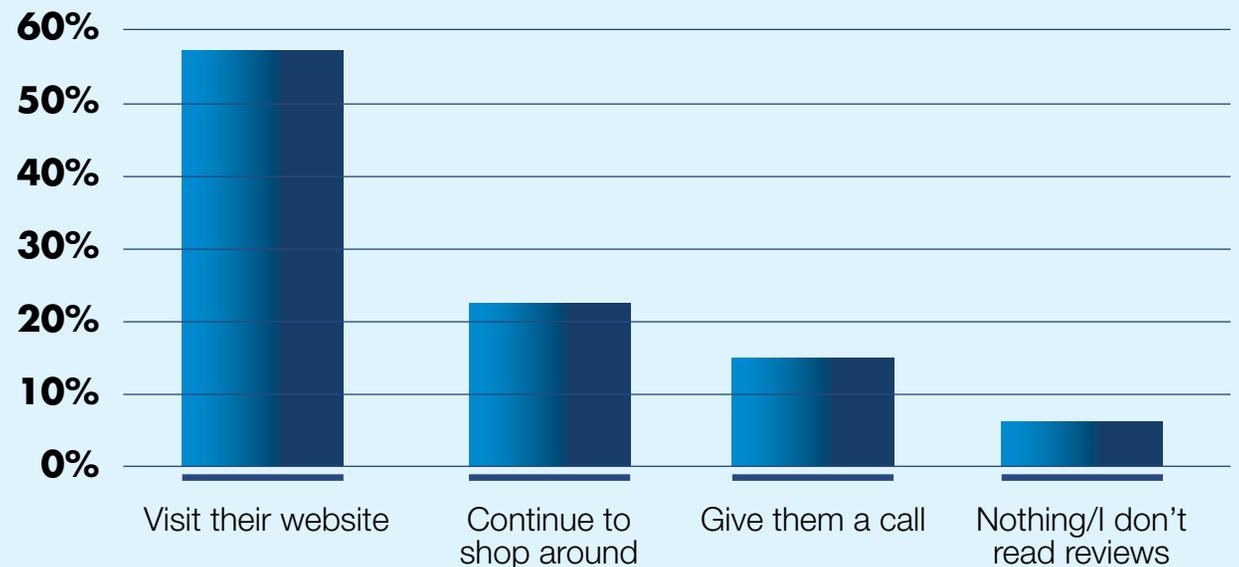
Local businesses who have over 5 reviews on their Google+ page will be shown with the star rating in the local search results.

The “star rating” attracts the eye and bring more attention to your practice. Most users are likely to click the “star rated” listing, than a listing that has fewer or no reviews.

# REVIEWS CAN MAKE THE DIFFERENCE

In most cases reading reviews will be the last stage before the patient calls your practice to book an appointment or visit your website to book it online.

If your online reputation is very positive and you have a large number of recent reviews, most patients will choose your practice even if your competitors offer same services with lower prices, but no online reviews.



From 2014 Local Customer Survey

# REVIEWS = TRUST

According to surveys customers will spend *31% more* on your goods or services if your business has positive reviews online.

**POSITIVE REVIEWS BUILD CUSTOMER TRUST,** therefore individuals are willing to spend more in a place they trust.

# CONCLUSION

*By asking your patients for reviews, you can start collecting genuine feedback, that can persuade consumers into choosing your practice over your competitors.*

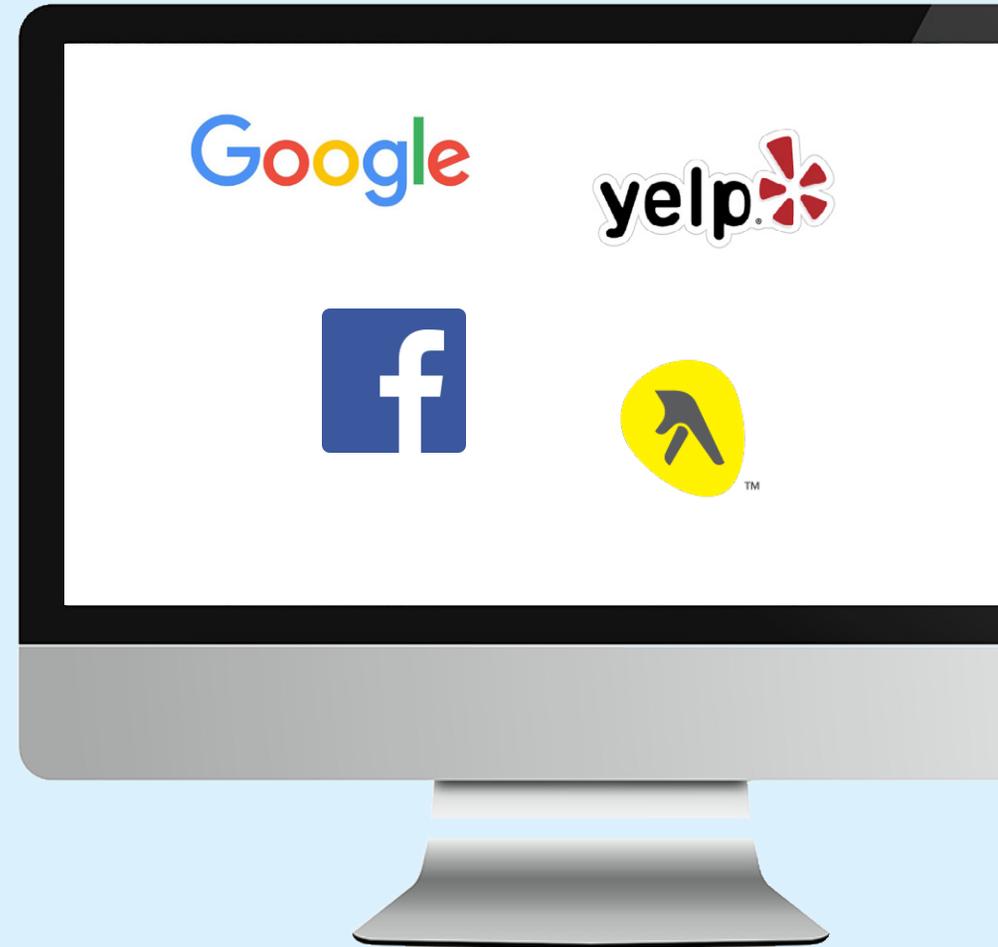


# WHAT ARE THE MAJOR REVIEW SITES?

**THERE ARE QUITE A HANDFUL OF  
REVIEW SITES ONLINE, SUCH AS:**

1. Google
2. Yelp
3. Facebook
4. YellowPages
5. Citysearch
6. Angieslist
7. Healthgrades
8. Foursquare

The first step to any good review strategy would be to make sure your practice has a profile on each of these review sites. Having reviews on many different websites is something that every optometrist should work to achieve.



## TRY FOR REVIEWS ON **MAJOR REVIEW SITES**

On one hand, it's best to let your patients pick their favorite review site for their review of your service, but on the other hand, reviews can help your practice more on some websites than others. For example, Yelp and Google get more traffic than Citysearch or Foursquare, therefore we advise you to concentrate your efforts on obtaining positive reviews from major review sites.

# BUILD YOUR REVIEW STRATEGY TODAY!

Having a working review strategy is extremely important to any optometry practice. Reviews are an important indication of your reputation and professionalism to both search engines and users. If you are ready to dive into the “Review Game” here are a few steps that will help you build a solid review profile online.



1

## LIVE PROFILE ON ALL MAJOR REVIEW SITES

Having a live and verified profile on Google, Yelp, Facebook and other review sites is the first step to any review strategy. Make sure that your business name, address and phone number on these profiles are correct in order to make the review process as smooth as possible.

### Google+ Reviews

Were you happy with your patient experience? Please help us spread the word by leaving a review on [Google+](#). Write a review, it's as easy as 1, 2, 3...

1. Sign in or sign up for a Google account—it's free!
2. Go to our Google+ page (see flip side)
3. Click the pencil icon  and write your review

**We appreciate your time & thank you for your business!**

Were you happy with your customer experience?

Please help us spread the word by leaving a review on Yelp. Write a review, it's as easy as 1, 2, 3...

1. Go to our Yelp web page (see flip side).
2. [Sign Up or Log In](#) at the top right of the site. It's Free!
3. Click on the "[Write a review](#)" button.

We appreciate your time and thank you for your business!

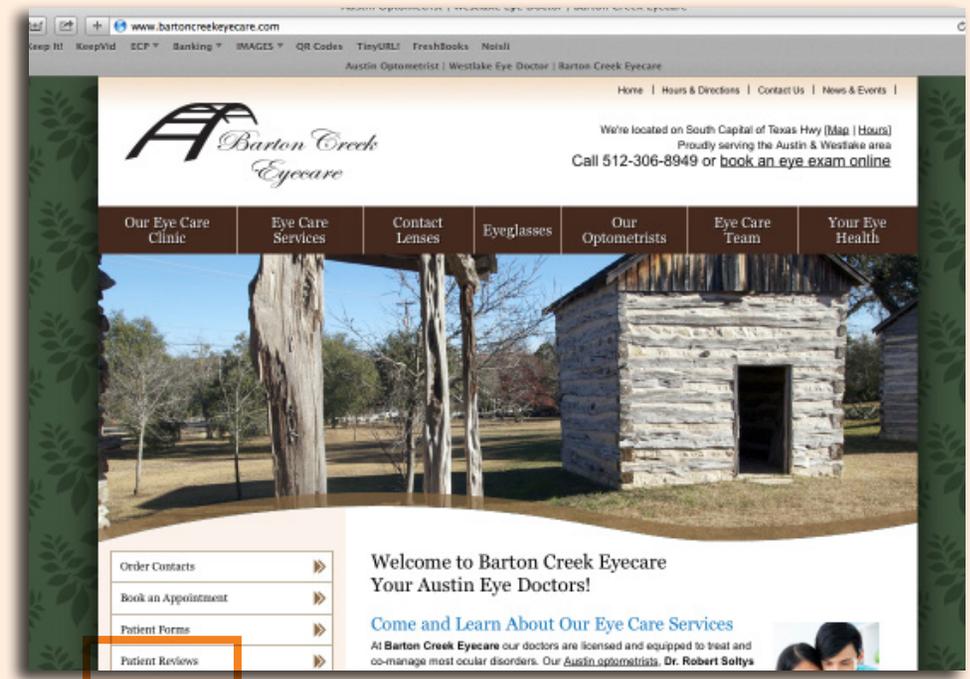
Reviews Help  
EVERYONE

yelp 

2

## DON'T BE AFRAID TO ASK FOR REVIEWS

Most of your patients understand the importance of reviews to your practice, and as long as they are happy about your services, they won't be annoyed if you ask for a review. However timing is important — patients are likely to provide feedback right away. Review cards your office manager will give the patients is just one option to ask for a review. Here are a few review cards suggestions on the following pages.



WE ARE HERE  
**TO HELP YOU!**

Our experts are happy to help, **click here!**

# ③ FOLLOW UP

## YOUR REVIEW REQUESTS

Did you know that a lot of practices don't follow up on their review requests? Many of your patients want to review your eye care service, but they may forget or run out of time. Don't be afraid to remind them! The response rates to second or third review requests are usually quite high.

If you want to take your review strategy one step further don't send your client a standard review follow-up email. Make the email more personal and ask them about the service or product they just purchased at your clinic. Show your patients that you care and then ask for review, your review rates will be much higher.

④

## MAKE THE REVIEW PROCESS AS STRAIGHTFORWARD AS POSSIBLE

EVEN IF A PATIENT WAS VERY SATISFIED WITH YOUR SERVICE,  
**THEY ARE NOT GOING TO SEARCH FOR YOUR BUSINESS ONLINE  
IN ORDER TO LEAVE A REVIEW.**

**1** Put **Review Us** banner or buttons on your website with links to the major review sites such as Google and Yelp.

**2** Put direct links to your review profiles in your follow-up email.

**3** If your practice sends out monthly newsletters you can add a Review Us banners at the bottom of each newsletter.

**4** Add a nice review us line even on your receipts.

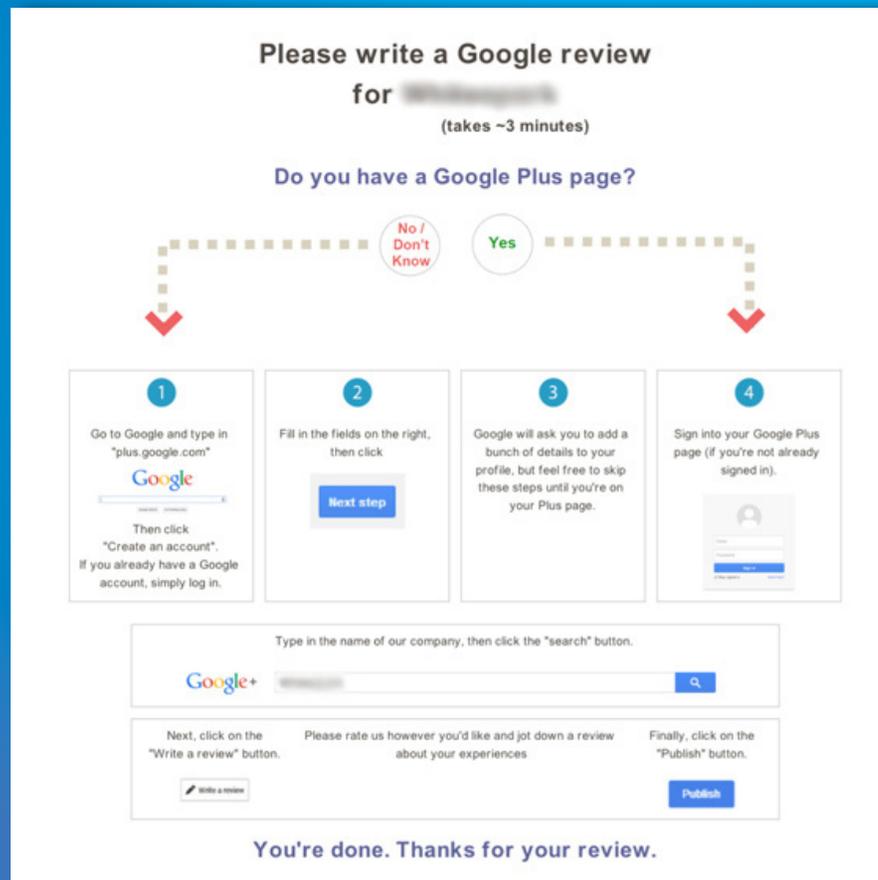
It's advised to include a set of instruction on how to review your practice online.  
A great and easy to use tool for generate this set of instruction is provided by Whitespark.

## 5 TRAIN YOUR STAFF

Obtaining reviews needs to be a top priority for all your staff. Your office manager can remind the patients to review the service when she schedules their next appointment, or during a follow up call they have with the patient. Reward your staff for reviews they receive in order to make them more engaged in the process!



# THIS IS WHAT THE GOOGLE REVIEW PROCESS LOOKS LIKE:



q [blurred]  
 ★★★★★ a year ago  
 Worst, bad, I won't go to it again, never

**Response from the owner** - 5 months ago  
 Hello [blurred] and thank you for your feedback. It is our goal to treat every person who walks through our doors as a VIP patient. When our team falls short of that standard and a patient walks away dissatisfied, then we have a real problem. We want to apologize for your less-than-outstanding experience and would like to invite you back in to show you just how amazing our team can be.

q [blurred]  
 ★★★★★ 6 months ago  
 Great experience, excellent service, they know how to make it happen.

**Response from the owner** - 5 months ago  
 Hello [blurred], and thank you for your feedback! We consider all of our patients VIP members and it's great to hear that your experience was excellent. I hope we can continue to provide you with exceptional service. Thanks again!

# RESPONDING TO REVIEWS

Being proactive and resolving the issue if the patient is unhappy before they post an online review is extremely important.

**35%** of consumers post a review when they've had a bad experience, compared to **23%** who had a good experience.



review after bad experience



review after good experience

# HOW & WHEN TO RESPOND TO REVIEWS

If a bad review was published online, try to contact the patient and resolve the issue. Once they see that you care about their experience they might revise their review. If you see that your online profiles on the review sites start to have a pattern of negative experiences, investigate the root of the problem and involve your staff in finding the solution.

When it comes to responding to reviews the timing is also important. Responding to a 3 month old review doesn't really show your patients that you care about their experience in your practice. Make a habit of checking your online profile once a month and respond to reviews.

**DON'T FORGET TO THANK YOUR PATIENTS FOR A POSITIVE REVIEW AS WELL, POST A REPLY FOR ALL YOUR REVIEWS!**

# HOW MANY REVIEWS SHOULD I HAVE?

Obtaining positive feedback is an ongoing process, **DON'T STOP AFTER 5 OR 10 REVIEWS.** To get the client to choose your practice over your competitor's you have to have recent reviews, so be consistent and always ask for reviews.

# CONCLUSION

As you can see, building an online review strategy is a process that requires an effort for both you and your staff. For practices with great customer service and a friendly approach it shouldn't be too hard to have a 5 star online reputation.



WE KNOW IT'S IMPORTANT TO KEEP ON TOP OF THINGS!  
**THANK YOU FOR YOUR TIME.**

Talk to someone who understands **how confusing this can be.**