

How to Get More Online Reviews

Review requests from the practitioner will usually be more effective than those with front desk staff. So if a patient gives you the opportunity, take it! I suggest the following 3 step process for maximising your online reviews. However, remember that if you're doing it right, only around 25% of patients who agree to leave you an online review actually will. So don't be frustrated when not everyone does!

1. When the patient expresses positivity for the treatment or their results, ask them if they would mind sharing that in an online review "so that other people who are suffering like them can find help too". Making it about helping others provides an additional altruistic incentive.
2. After they agree, thank them and let them know that the front desk can email them a link to your Google Maps page. Mention this to the front desk in front of the patient: "Sue has kindly agreed to leave us an online review - could you email her the link?". The staff member on the desk should do this immediately, and let the patient know - "I've just sent that, it should be with you now".
3. If they don't leave a review, the next time they are in, the reception team can ask if they received the email. However, make a note somewhere on their file that you have asked to avoid asking again. If they don't end up leaving one, don't ask twice - it will make you seem needy.

If they do leave a review, make sure to leave a note somewhere to thank them on their next visit!



[Review email template](#)

Following up the conversation with an email provides an additional reminder once the patient gets home, and removes the need for them to look you up online (it's enough of a hassle to make all the difference for some!). Including a brief outline of what to say is also important - many patients will simply not know what to put otherwise, or leave a blank 5* review.

Save the template on your system or in a word doc, so that it only takes a few seconds for your reception staff to copy and paste into an email.

Dear Sue,

Thank you for agreeing to leave us an online review. We would appreciate a quick review mentioning why you came to see us, your experience with our Chiropractors, and the difference this has made to you.

You can find our google review page [here](#) [link to your clinic's google maps listing].

We love hearing how Chiropractic has benefited members of our community, and your review lets other people with similar issues know they can be helped too.

Thank you in advance for your review,

The Sevenoaks Chiropractic Team



Give your reviews an extra boost

Scan your diary for the next week or two, and list at least 10 enthusiastic patients you will ask to leave a review. Ask reception staff and other team members to do the same (if you both list the same patient, clarify who will ask!).

Repeat this step every 2 weeks until you have the most reviews in your area.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

