

### **GOOGLE REVIEW VERBIAGE**

Our website ranking on Google depends purely on the number and quality of the Google Reviews that we receive from our patients. Moving forward in this competitive market, we must encourage our long standing patients to give our practice a Google Review.

Most people do have a Smart phone and can access the link directly taking them to the Google Review page in a matter of seconds, thereby making it an easy task to complete *whilst they are still* in the clinic. Once they have left, it is almost guaranteed that they will not do it.

Our aim is for each Dentist/OHT to get ONE Google Review per day and for the discussion to begin in the surgery. They are to choose the patient that they believe would be happy to do a review and then direct them to TC or FOC to continue with the process by sending an SMS or email with the direct link.

If they do not have a Google account, then a Review can also be made via their Facebook account and this will also appear on the Google search for the clinic. SMS/email templates will need to be created and saved and sent according to what method they have access to.

#### **1. PROVIDER VERBIAGE IN THE ROOM**

*'How was your appointment today???' Mrs Smith, it would be such a huge compliment to our practice and the service that we provide if you could write a Google Review for us. It would really allow our community to know more about us and allow others to know about your experience here. We would really appreciate your support'*

#### **2. PROVIDER TAKING THE PX TO TC OR FOC**

Provider: 'Lauren, this is Mrs Smith'

Lauren: 'Hi Mrs Smith. How are you today?'

Provider: Do the usual Professional handover first and then finish by saying 'I have asked Mrs Smith if she would be happy to do a Google Review for us and she is kindly willing to do one for us. I will leave you with Lauren who will set that up for you straight away and it will only take a moment of your time'

Lauren: 'Mrs Smith, thank you so much for offering to do a review, we really appreciate it. Do you have a Google account, in which case I can quickly send you an SMS with the direct link to the page and it will take less than a minute whilst I get your account up and ready'

Then Lauren can send the pre-set SMS or email depending on how the conversation unfolds and the aim is to get the completed review whilst in the clinic, there and then. Once they have left, consider it forgotten. Instruct them to click on the link in the SMS and that will take them straight to the Review page and then 'Post'.

From here, I believe it is vital to put a 'pop-up' patient note informing staff that they have completed a Google Review and should not be asked again...that is not very professional!

### **3. SMS:**

Hello [patient.title] [patient.firstname] [patient.lastname],

We appreciate the trust you place in us and we hope that you enjoyed your dental experience at [practice.name]. As one of our valued patients, the greatest compliment you could offer us is a review on our Google+ Local page. If you are willing to do so, just click the Google Link to get started. <https://goo.gl/9xo9Xd>

Warm Regards,  
[practice.name]

And we can set an SMS up with the link for the Facebook Review should they not have a Google Account. If they have a Facebook account then you can always say that we have a Facebook page and

### **4. EMAIL:**

Hello [patient.title] [patient.firstname] [patient.lastname],

We appreciate the trust you place in us and we hope that you enjoyed your dental experience at [practice.name]. As one of our valued patients, the greatest compliment you could offer us is a review on our Google+ Local page. If you are willing to do so, just click the Google Button or Link below to get started.

#### **The direct links for each clinic for each type are below**

##### A. Google Review

Dentistry on Marlston: <https://goo.gl/X6OBWN>

MAD - Subiaco: <https://goo.gl/9xo9Xd>

MAD - Lesmurdie: <https://goo.gl/1WCDPU>

MAD - Mandurah: <https://goo.gl/0Ka9Ei>

One Dental Rossmoyne: <https://goo.gl/pwQMtF>

Whitfords Dental Centre: <https://goo.gl/IRL8Ty>

##### B. Facebook Review

Dentistry on Marlston:

MAD - Subiaco: <https://goo.gl/buVG2Y>

MAD - Lesmurdie: <https://goo.gl/gE3sQ5>

MAD - Mandurah: <https://goo.gl/CshaJ9>

One Dental Rossmoyne: <https://goo.gl/EjXw5n>

Whitfords Dental Centre: <https://goo.gl/FV8gC1>

### C. Facebook Like

Dentistry on Marlston:

MAD - Subiaco: <https://goo.gl/Bgk4zc>

MAD- Lesmurdie: <https://goo.gl/ePggJs>

MAD - Mandurah: <https://goo.gl/owzHjA>

One Dental Rossmoyne: <https://goo.gl/d7LTB0>

Whitfords Dental Dentre: <https://goo.gl/gsjxzH>