



Getting Reviews



Reviews are an essential part of a practice's online "search profile." Two of the most impactful review platforms on which it's essential to have a page and positive reviews are Yelp and Google Plus.

Some ideas that can help you get positive reviews on these sites are:

- A. When you hear a patient say something positive, ask them if they wouldn't mind visiting your Yelp or Google+ page and leaving feedback
- B. Print out a small business card with the review page URLs that can be discreetly handed to patients when the doctor or a staff member hears something positive



- C. Email happy patients after their visit, with a note such as:

Dear ***Patient Name Here***,

Dr. Orthodontist here-- I hope you're well. I'm reaching out because I heard you mention something positive about our practice during your last appointment. Would you be open to posting your comment to Google+? Here's the link: **[link here](#)**

I've learned that positive comments like yours can have a significant impact to a small business like mine. Again, please accept my heartfelt thanks for your positive feedback.

Looking forward to seeing you at your next appointment.

All the best,
Doctor's Name Here

Pro Tip: Avoiding negative reviews can be a challenge. To ensure that only the best feedback is posted publicly about your practice, consider a software platform that allows you to collect feedback on a private site, where only the most positive reviewers are asked to post their thoughts publicly.