



# How to Build Your Reputation Online

HOW TO CREATE, BUILD, DEFEND AND MANAGE  
YOUR ONLINE REPUTATION

# What is Your Reputation Online?

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## Do you know?

A reported **73%** of people refer to and trust online reviews as a form of personal recommendation.

If your online recommendations aren't glowing, you may be in trouble. So building a strong reputation is important.

Your outcome is to build a natural online profile with sufficient '5 Star Reviews' for your service and practice. Achieving this 'lead indicator' will help improve new patient conversions and better search engine ranking.

Online reputation management (ORM) should be one of your key marketing initiatives and when executed, will yield big benefits.

# Why is Your Reputation Important?

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Great medical practice reviews offer the following benefits:


- Reviews can answer patients questions,
- 'Real' patient commentary resonates with readers,
- Earned media engagement works,
- High rated websites rank better on Google,
- People believe credible peer commentary, and
- Transparency drives trust.

Whether a visitor is at the awareness, consideration, or decision stage, good case studies help.

# Search Engines Rank Reviews?

Google General Practice Brisbane

About 944,000 results (0.66 seconds)



**Brisbane City Doctors**  
3.9 ★★★★★ (14) · General Practitioner  
289 Queen St · (07) 3221 3366  
Open until 7:00 pm

[WEBSITE](#) [DIRECTIONS](#)

**Men's Health Brisbane | Women's health Brisbane | Vaccines Brisbane**  
[www.brisbanecitydoctors.com.au/](http://www.brisbanecitydoctors.com.au/) ▼  
Welcome to **Brisbane City Doctors**, previously known as **Brisbane City 6 Day Medical Centre**. We are a

# Reviews Are Visible

**Prof Craig waller | Knee Surgery Sydney | Orthopaedic Surgery Sydney**  
[www.hipandkneesurgery.com.au/](http://www.hipandkneesurgery.com.au/) ▼

Prof Craig Waller is a specialist in hip and knee surgery in Darlinghurst. Check more about his specialization and clinical interests offered in NSW.

**Prof Craig waller**  
Prof Craig Waller is been in practice as a specialist ...

**Contact Us**  
We are happy to hear from you. Please contact us using the ...

**General Appointment**  
General Appointment ... or click here to request an Appointment ...

[More results from hipandkneesurgery.com.au »](#)

**Macquarie University Clinic**  
Prof Craig Waller is an orthopaedic surgeon at Macquarie ...

**Staff**  
Click here to see the staff's at Prof Craig Waller's hospital in ...

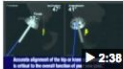
**St. Vincent's Clinic**  
St. Vincent's Clinic is one of the thirty-four facilities of the Sisters ...

**Dr. Craig Waller- Orthopaedic Hip Knee Surgeon | Facebook**  
[www.facebook.com](http://www.facebook.com) › ... › Darlinghurst, New South Wales, Australia › Medical Center ▼




Dr. Craig Waller- Orthopaedic Hip Knee Surgeon Thanks Peter. You deserves a great result from your double knee replacements. Rememer to keep moving.

**Prof Craig Waller - Macquarie University Hospital**  
[muh.org.au/Medical-Minds/Meet-Our-Specialists/A-Prof-Craig-Waller](http://muh.org.au/Medical-Minds/Meet-Our-Specialists/A-Prof-Craig-Waller) ▼

Associate Professor Craig Waller is a leading hip and knee surgeon in Sydney, specialising in sports injuries and joint replacement. He graduated from the ...

**Dr Craig Waller - YouTube**  
 [https://www.youtube.com/watch?v=nXZVHEW\\_jiU](https://www.youtube.com/watch?v=nXZVHEW_jiU) ▼  
Sep 22, 2010 - Uploaded by hipandkneesurgery  
Dr Craig Waller explained hip and knee joint replacement technology Computer Assisted Orthopaedic Surgery ...

**Dr. Craig Waller - Sydney, NSW - Orthopedic Surgeon - RateMDs**




**Professor Craig Waller** ★


5.0 ★★★★★ 71 Google reviews  
Orthopedic surgeon in Darlinghurst, New South Wales


**Address:** 438 Victoria St, Darlinghurst NSW 2010  
**Phone:** (02) 8382 6199  
**Hours:** Open today · 9am–5pm ▼

[Suggest an edit](#)

**Reviews**

 "I have absolutely no hesitation in recommending **Dr Craig Waller.**"

 "I had a double hip replacement 7 weeks ago and I am now totally **pain free.**"

 "I had a **double knee replacement** and the outcome has been fabulous."

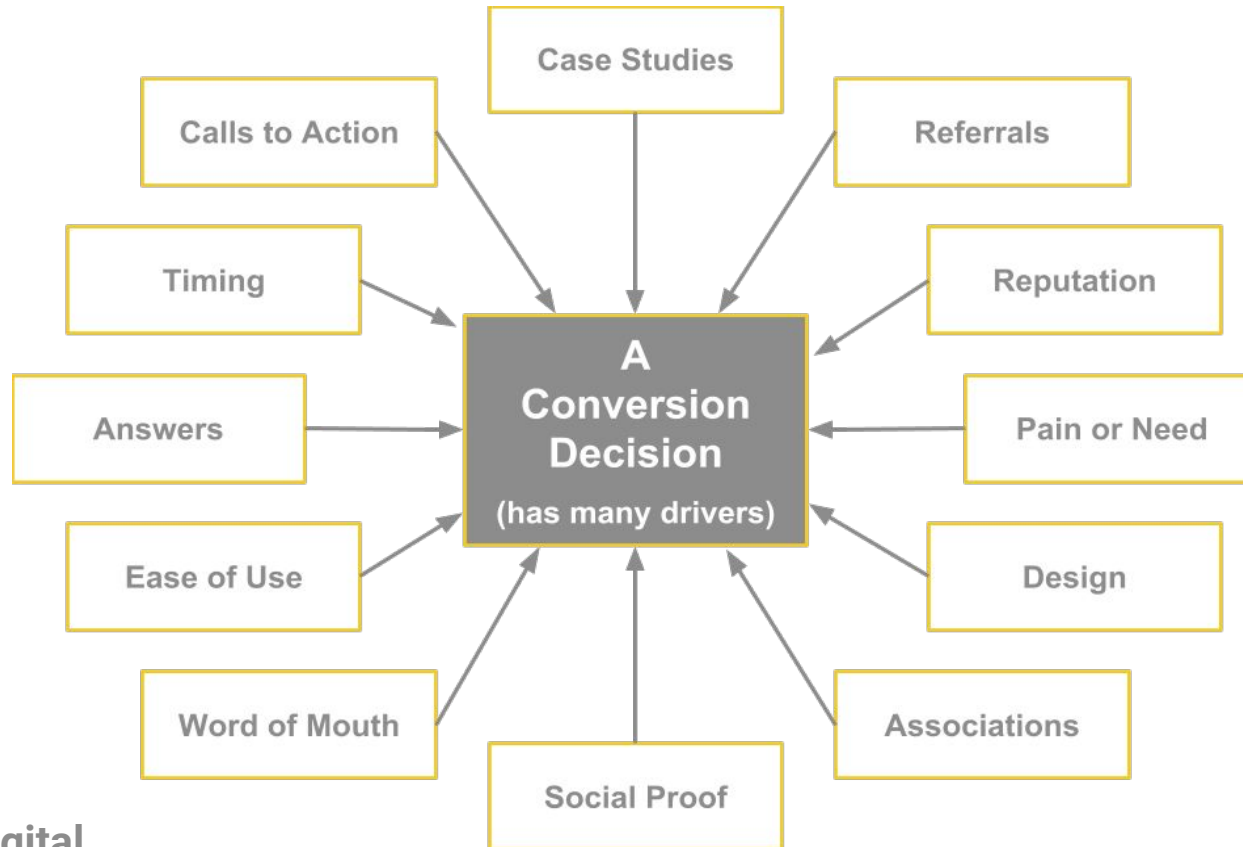
[View all Google reviews](#)

[Write a review](#) [Add a photo](#)

[Website](#) [Directions](#)

# A Patient Decision Journey: Reputation Drives Enquiry

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# Online Reputation Can Close the Trust Gap?

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Google, Facebook, Tripadvisor etc all understand the enormous value of what we call the Review Culture and Google calls “shared endorsements”.

People receive so many messages everyday, they may tend to be a little sceptical and jaded when it comes to your message.

Regardless of the suitability of the approach, nowadays, many patients use reviews as part of their decision process.

Having no reviews or worse, having bad reviews can undermine this decision journey. Conversely, having great, authentic and numerous reviews will certainly close a patient's trust gap.

# What Can Happen if Things Go Wrong?

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We all have the odd bad day, but in medicine or surgery, no one wants that to happen to them.

While reputational prevention is the best strategy, if you attract even one bad review **PAY ATTENTION**

We have seen just one patient bring a practice to its knees.

Even if you have a number of reviews and on balance, most are positive, many patients will consider your reputation tarnished.

A mixed reputation as a warning sign and many patients will 'walk on by'.



# How Can You Change a Negative Review?

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So it is important to monitor your online reputation and to maintain its excellence, but what can be done if you attract a negative review?

In most cases, the review sites only allow you to respond, not remove.

Often just addressing a patient's problem can resolve the issue, sometimes not. Depending on the nature of the commentary and its impact, an appropriate response can require careful consideration.

In summary, addressing a poor reputation can be harder than successfully building a solid '5 Star Reputation'. So let's see how.

# The 7 Stage Reputation Plan

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While there are a number of approaches the outcome is the same:

Stage 1 | Develop a Review Culture

Stage 2 | Create Your Reputation Platform

Stage 3 | Establish Review Process

Stage 4 | Involve and Educate Staff

Stage 5 | Target Your Happy Patients

Stage 6 | Execute Review Tactics

Stage 7 | Thank Patients When They Post Reviews

## Stage 1 | Develop a Review Culture

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While the following steps work, the most important lead indicator for creating great reviews is your **Practice Culture**.

Professional, happy and attentive staff is critical. A practice where you all:

- Make eye contact with your patients,
- Engage patients in a warm and caring fashion,
- Proactively keep patients informed of key issues,
- Professionally answer questions in a friendly fashion, and
- Demonstrate patient respect by minimising waiting times.

Will inspire a positive experience. Staff commitment and enthusiasm can be seen as a marker of general sentiment and practice culture.

## Stage 2 | Create Your Reputation Platform

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Typically most doctors already have several online profiles, but assume nothing. Establish a reputation platform by:

- Performing a full Reputation Audit,
- Taking control of all existing review listings,
- Ensuring all important review sites are also claimed,
- Fully populating all review websites with consistent data, and
- Ensuring all links and keywords are accurate.

Some key reputation websites to populate are listed next

# Common Reputation Websites

Review Websites	Website Link
Google+	<a href="http://www.google.com.au/business">www.google.com.au/business</a>
Facebook	<a href="http://www.facebook.com">www.facebook.com</a>
TrueLocal	<a href="http://www.truelocal.com.au">www.truelocal.com.au</a>
Doctoralia	<a href="http://www.doctoralia.com.au">www.doctoralia.com.au</a>
RateMDs	<a href="http://www.ratemds.com.au">www.ratemds.com.au</a>
Yelp	<a href="http://www.yelp.com.au">www.yelp.com.au</a>
HotFrog	<a href="http://www.hotfrog.com.au">www.hotfrog.com.au</a>

## Stage 3 | Establish Your Review Process

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There are many ways to collect reviews from happy patients some are:

- |                                  |                                 |
|----------------------------------|---------------------------------|
| I. Front Desk Review Signage     | VI. Email Signatures with Links |
| II. Paper Review Request Cards   | VII. Mobile App Notifications   |
| III. Google & Facebook Pages     | VIII. Post Care Review Emails   |
| IV. Multiple Website Page Links  | IX. Survey Auto Requests        |
| V. Email Review Request Directly | X. iPad Survey & Reviews        |

Often, ongoing touch points as part of your patient relationship can include email communications as well.

# I - Create a Framed Reception Signage

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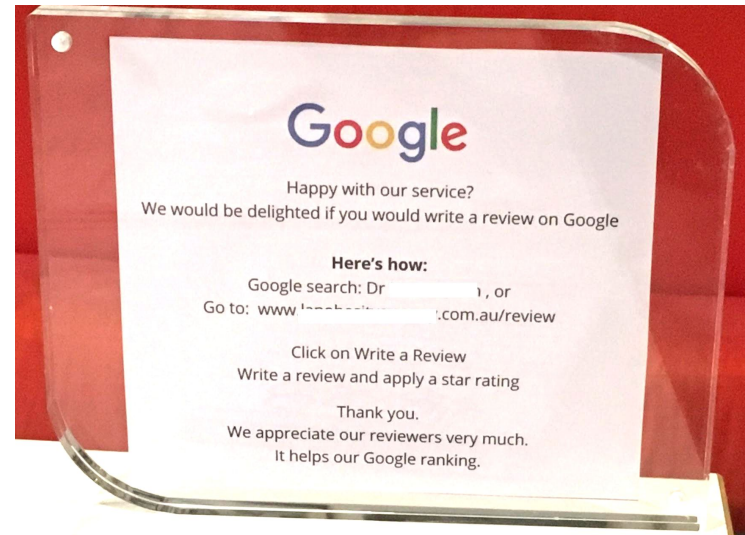
Reception signs work when your practice has a great service culture. And your staff are educated and aligned with your clinic's reputation program.

## Create Your Reputation Sign

- Design and print
- Frame the sign
- Place on Reception Desk

If printed the sign we suggest

- Paper Weight: 150gsm card
- Paper Size: 127 x 178mm
- Perspex Frame - [here](#)



## II - Create Cards for Review Requests

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The most effective method is to create Review Request Card.

When patients express their satisfaction and willingness to acknowledge you - personally hand them the card.

Your patients are invited to go to a link page on the website and share their thoughts.

Easy



**Happy with our service?**

We would be delighted if you would write a review on Google

**Here's how:**

Google search [Dr First Name Last Name]

Or goto

[www.yourdomain.com.au/review](http://www.yourdomain.com.au/review)

Click on Write a Review

Write a review and apply a star rating

Thank you.

We appreciate our reviewers very much.  
It helps our Google ranking.



# III - Create Your Website Review Page

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**THANK YOU FOR BEING A GREAT PATIENT**

**HAPPY WITH OUR SERVICE?**

WE WOULD BE DELIGHTED IF YOU WOULD WRITE A REVIEW ON GOOGLE

(CLICK THE GOOGLE LOGO)



BY WRITING A REVIEW AND APPLY A STAR RATING, YOU HELP US AND OUR GOOGLE RANKING.

(TO COMPLETE THIS PROCESS YOU WILL NEED A GOOGLE or GMAIL ACCOUNT)

**NO GOOGLE ACCOUNT?**

A QUICK ALTERNATIVE WOULD BE A FACEBOOK REVIEW



**WE APPRECIATE OUR REVIEWERS VERY MUCH.**

**THANK YOU**

## IV - Create Web Page With Choice of Review Sites

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# V - Email To Patients Review Request

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Dear Mark

Thank you for your kind words.

We really appreciate your time and completing our survey.

In the modern world people find doctors online and they also look for great patient reviews. If I could ask you to do one more favour.

Could you:

1. Copy your comment below, then
2. Click on the links below, and
3. Paste your words in the websites below. Each have a review/rating section.

Terrific results, could not recommend Dr I highly enough

Thank you in anticipation

Please paste to my online practice listing at the links below:

[Google +](#)

[Start Local](#)

[Hotfrog](#)

[Facebook](#)

[Doctoralia](#)

[Rate MDs](#)

[LinkedIn](#)



Thank you in anticipation

# VI - Add Review Request to Your Email Signature

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(not always advised unless you are sure 99% are really happy)

**Accounts Administrator**



**LIKE OUR SERVICE?  
WRITE A REVIEW  
ON GOOGLE +**

Level 29 Chifley Tower  
2 Chifley Square  
Sydney NSW 2000 Australia

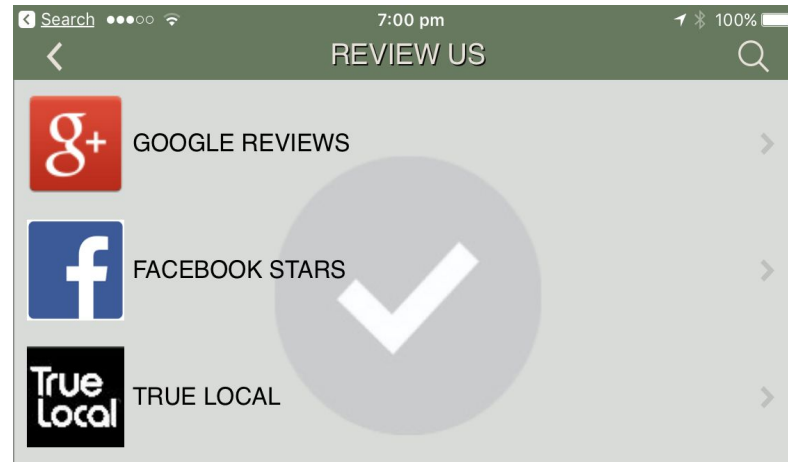
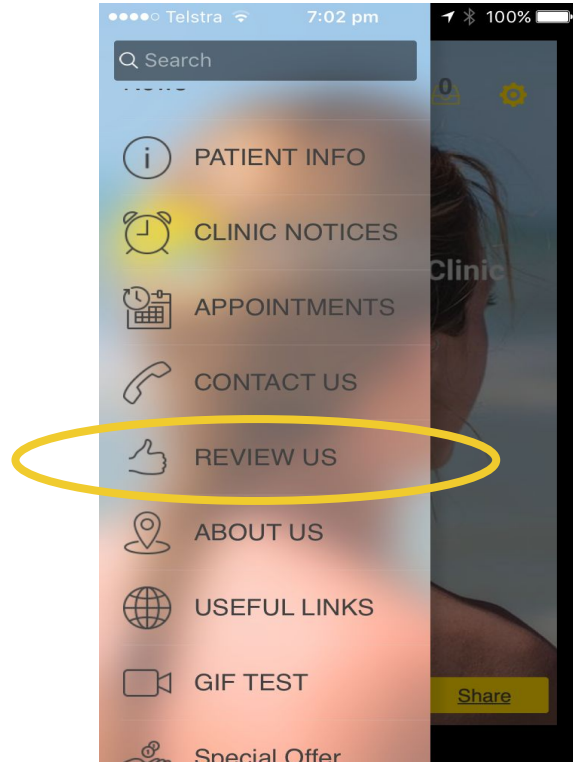
**T [+61 2 9375 2440](tel:+61293752440) F [+61 2 9375 2121](tel:+61293752121)**

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**[SERVCORP.COM.AU](http://SERVCORP.COM.AU)**

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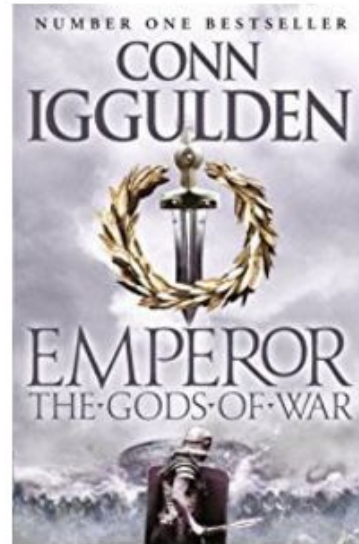
## VII - Create Mobile App with Links and Notifications



## VIII - Post Transactional Email Request

amazon.com.

what do you think? Please share your opinion with others on Amazon.com.



Emperor: The Gods of War  
(Emperor Series)  
Conn Iggulden

Start by rating it



# IX - Make Review Process Easy



Mr Stink

David Walliams

Click the stars to rate it



✓ Rating posted. [Clear](#)

Headline or summary for your review (required)

Write your review here (required)

Consider:  
Why did you choose this rating?  
What did you like or dislike?  
Who would you recommend this product to?

[Hide tips and guidelines](#) | Headline & 20 more words required.

Submit

You must be over 13 in order to write reviews on Amazon. Your review will be marked as an Amazon Verified Purchase. We will email you as soon as your review is processed.

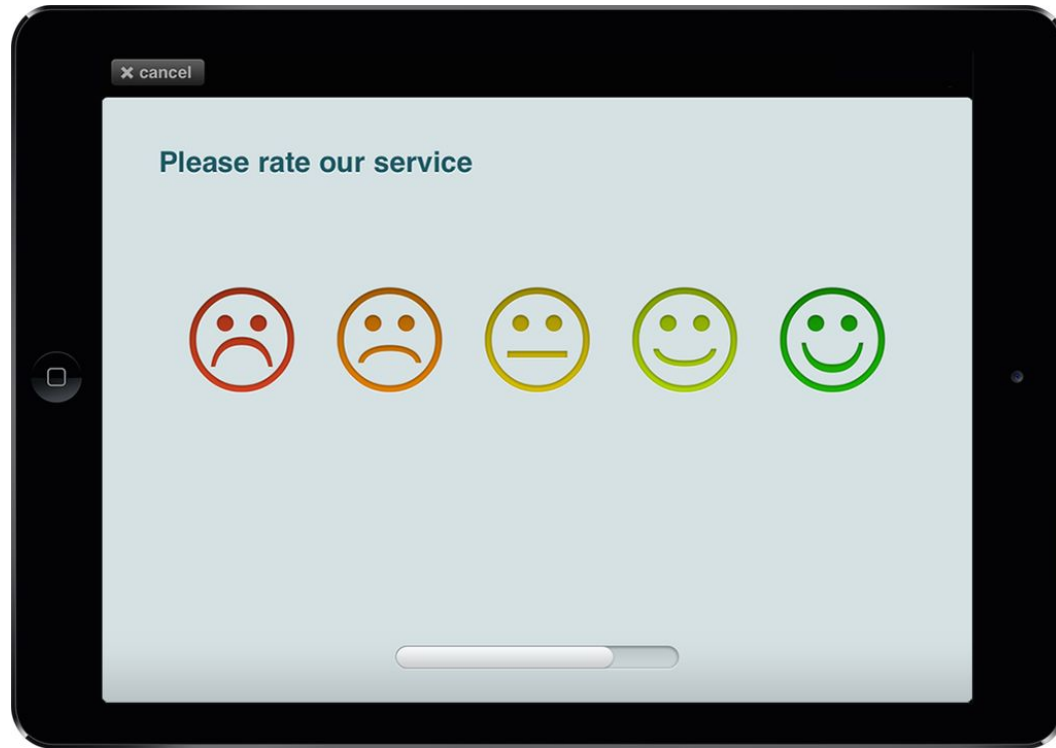
Here are some tips for writing great reviews:

- **Do** explain **why** you liked or disliked this product.
- **Do** compare to **similar** products and share how long you've used this product.
- **Do** identify specific **attributes** (e.g. comfort & fit of a shirt or the battery life of a camera) and whether they met your expectations.
- **Don't** describe your seller or shipping experience (you can do that at [amazon.com/feedback](https://www.amazon.com/feedback)).
- **Don't** include promotional content of any kind or reviews written in exchange for compensation.

To see the full guidelines for writing reviews on Amazon, go [here](#).

# X - iPad Survey and Review Request

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## Stage 4 | Involve and Educate Staff

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All your staff need to buy in, without this it make the job harder. They need to be aware of the approaches used and the benefits for them:

Print a List of Rep Assets

Explain Processes

Answer Staff Questions

Create an Offline Checklist

Reinforce their Role

Confirm Commitment

**Setup Staff Rewards**

Inform New Staff

Further, your staffs commitment and enthusiasm can be seen as a marker of their general sentiment and the practice culture.

## Stage 5 | Find Happy Patients by Surveys

Systematic patient surveys can isolate happy patients, but also problems. That's good news. Setup surveys using email, paper, or your website.

A "15 Second Survey" form with a decorative background of light green floral patterns. At the top, there is a dark grey button with a white checkmark icon and the text "15 Second Survey". Below this, the form asks for "Your Name:" and "Email:" with corresponding input fields. The next question is "Were the staff friendly and helpful?" with three radio button options: "Not Really", "Avg", and "Terrific". The following question is "Were you happy with the service?" with two radio button options: "Yes" and "No". The final question is "In a few words what brought a smile to your face when visiting Gentle Dentistry?" with a large text input area. A dark grey "Submit" button is located at the bottom right of the form.

# Curate Happy Patients Profiles

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Just because their happy may not be enough. When choosing candidates to ask for a Review, maybe select patients that offer the following:

- |                                     |                                |
|-------------------------------------|--------------------------------|
| Represent your 'ideal patient'      | Are socially aware and not shy |
| Offer great outcomes and stories    | Can be identified early        |
| Are aligned to clear benefits       | Have experienced great value   |
| Are happy to represent your service | Will celebrate their journey   |

After you have your list of target patients, all that is required is to communicate your Review Request

## Stage 6 | Execute Review Tactics

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After you have curated your list of happy patients, it is now time to take action.

Often the process of attracting reviews can be slow. The lead actions or communications previously outlined is part analysis and part a numbers game, but also reliant on 3rd parties personal motivation.

Many doctors do not like asking directly, so they outsource the task to technology or reception staff. This can work, but typically is a doctor asking a happy patient directly works best.

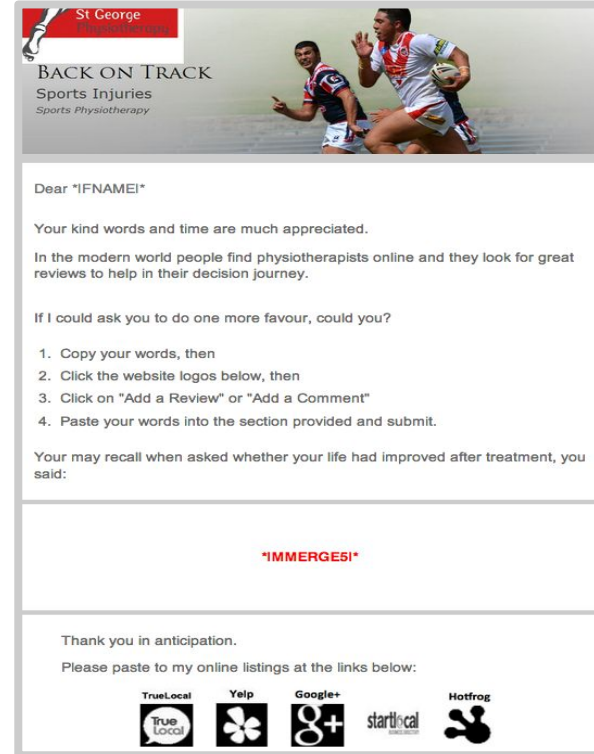
Regardless, a gradual increase in your Review Profile should be seen. Do not stop until you have atleast one hundred '5 Star Reviews'.

# Collect Your Happy Patient's Sentiments

Also, when a patient unilaterally offers a compliment or sends a thank you card, it is worthwhile directing these sentiments to your online review assets.

Simply repeat their own words, and ask them to post them on ranking review sites.

A 'Thank You Card' is nice, but having the same grateful sentiment expressed online, working for you 24/7 and, reaching thousands of prospective patients for years, **IS BETTER**



The image shows a template for a 'Thank You Card' from 'St George Sports Injuries'. The header features the business name and a photo of two athletes. The main body contains a pre-filled letter of appreciation and instructions for the patient to post the message on various review sites. At the bottom, there are logos for TrueLocal, Yelp, Google+, startlocal, and Hotfrog.

St George  
Sports Injuries

BACK ON TRACK  
Sports Injuries  
Sports Physiotherapy

Dear \*IFNAMEI\*

Your kind words and time are much appreciated.

In the modern world people find physiotherapists online and they look for great reviews to help in their decision journey.

If I could ask you to do one more favour, could you?

1. Copy your words, then
2. Click the website logos below, then
3. Click on "Add a Review" or "Add a Comment"
4. Paste your words into the section provided and submit.

Your may recall when asked whether your life had improved after treatment, you said:

**\*IMMERGESI\***

Thank you in anticipation.

Please paste to my online listings at the links below:

TrueLocal Yelp Google+ startlocal Hotfrog

# Stage 7 | Thank Patients When They Post Reviews

## Thank Reviewing Patients

Recognising reviews, as well as personally and publicly responding, can add enormously value to an already beneficial event

5.0 ★★★★★ 91 reviews

Sort by: Most helpful ▾



2 weeks ago · 📍

★★★★★ I had a total (dual mobility) hip replacement on the 9/4/15 followed soon after with both left and right total knee replacements on the 7/5/15 . I was 51 yrs old at the time. I was back at work full time driving semi trailers and riding motorcycles, carrying out all of life's daily functions pain free and happy, by the beginning of Sept 2015. Just 4 months later. Quite amazing considering I could barely walk or even put my shoes and socks on prior to the operations. A testament to the absolutely fantastic work carried out by Dr Waller and his amazing team. I could not have been more happier with the professionalism and care awarded to me by those wonderful people. It has been 2 years to the day as I write this review that I had the first operation. I basically live a normal life now with no restrictions , but I do take precautions. Well sometimes anyway. I have been riding motocross bikes with my teenage son for the last 12 months but I think perhaps I may be getting a little old for that now, and doing jumps is risky. For anyone considering as many procedures as I had so close together, may I just say rehab can be challenging at times, pushing yourself to do the exercises, but I felt it was extremely important and it paid off. I have no hesitation in recommending Professor Waller and his wonderful team. Many thanks, Terry Moore.

👍 Helpful

**Response from the owner** a week ago

Hey Terry it is great to hear from you. I am thrilled that you are back on the bike with your son. Your hip and knee replacements are very sturdy and up for all the punishment that you dish out to them so go for it...

Although at 53 years of age perhaps it's time to leave the super long jumps to the young ones. You are a total legend and it's been a pleasure looking after you.

## WARNING: Don't Take Short Cuts

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You can't post your own reviews.

Review websites use algorithms and filters that at best delete all reviews posted from:

- Suspect computer IP's
- Tagged IPs including multiple geo locators

Where search engines see systemic fraud or 'black hat' tactic they can remove your website entirely from their search algorithm.

Practices need a system or process that attracts great authentic reviews and over time effectively builds your reputation online.

# DIY or Outsource

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Either do Online Reputation Management yourself or ask us.

Our program involves both the setup of any of the listed methods and reporting on your reputational growth.

Remember it can only take one bad review to cause significant damage.

- ✓ Attract New Patients
- ✓ Educate and Engage Patients
- ✓ Get Found Online
- ✓ Increase Demand for Services



# Reputation Summary

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When considering your service, many patients look to third party references to help on their decision journey.

Getting a positive online reputation can be helpful. A crowdsourced reputation confirmation can lower a new patient's decision barriers.

**QUESTIONS?**

Call  
1300 880 230



**MEETING**

Book  
By clicking icon

