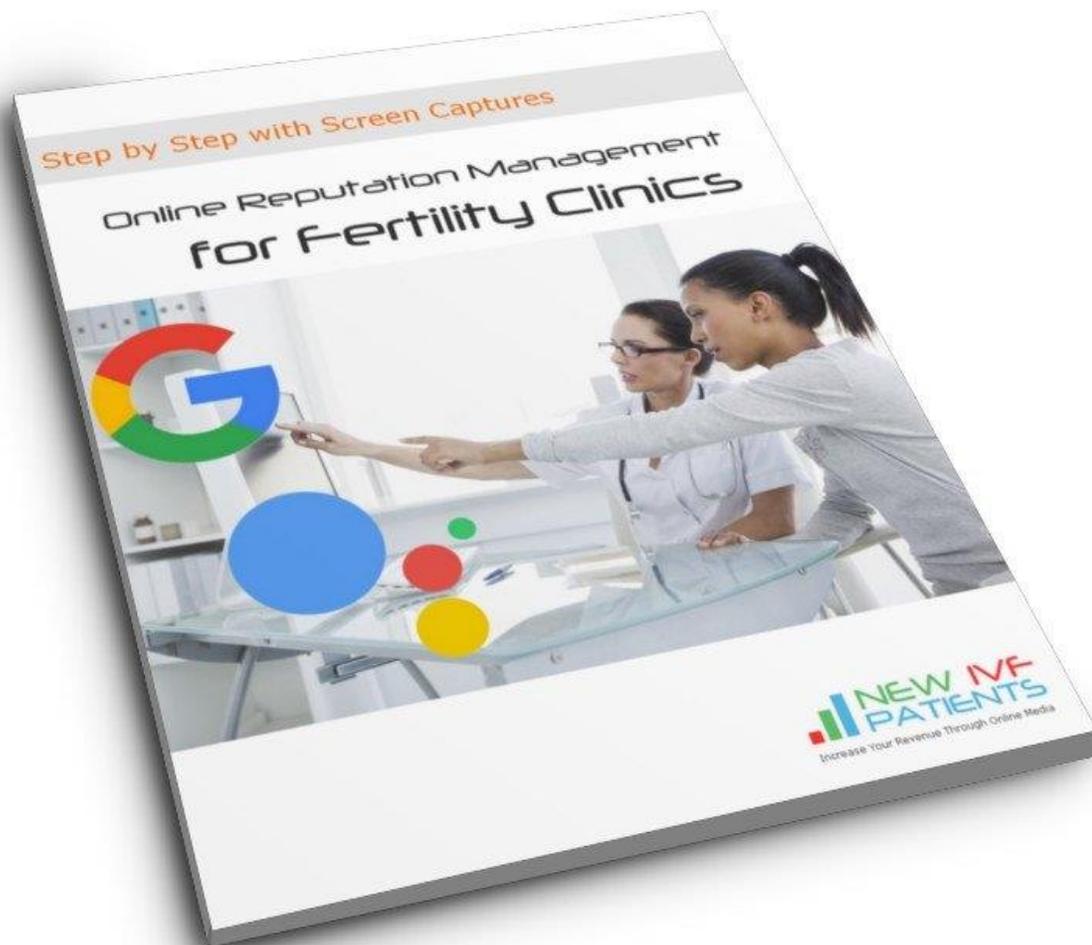




Increase Your Revenue Through Online Media

# Online Reputation Management for Fertility Clinics

*How to Manage Your Clinic's Reputation Online*





Thank you for downloading our Online Reputation Management for Fertility Clinics guide.

This guide is designed to help you manage the reputation of your Fertility Clinic online.

We have set out each step clearly and illustrated it with screen captures to make the management process as easy as possible.

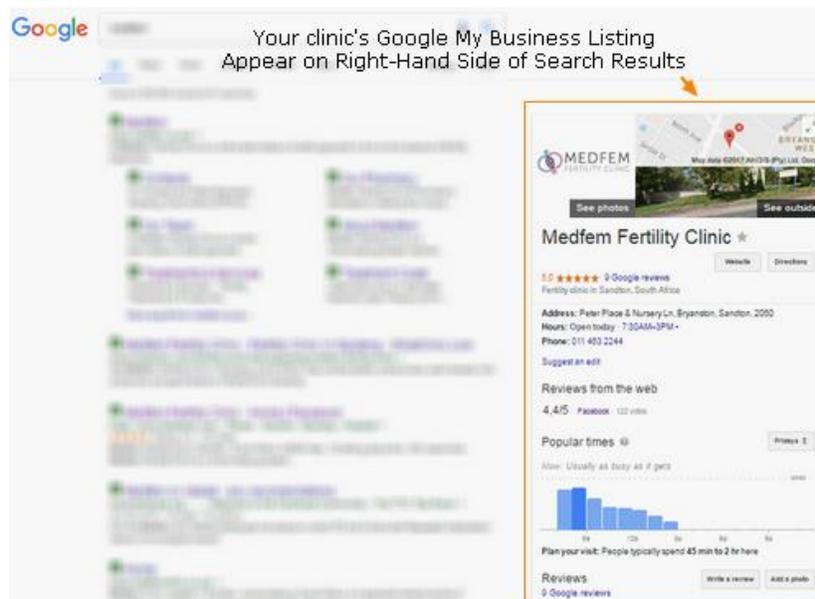
Should you, however, find the learning curve a bit tedious and time consuming, let us do it for you. We have created a professional reputation management service for Fertility Clinics which you can [find here](#).

It has become standard for consumers to search for companies in Google. Whether to find reviews, learn about a company or simply find contact details, what they find in the search results about your clinic is what determines the perceptual value that the consumer perceives about your brand. It is therefore crucial to take control of and manage your clinic's reputation online.

Let's look at each aspect of reputation management to create a positive brand value for your clinic.

## I. Google My Business Listings in Search Results

Every time someone searches for your clinic's name in Google, your clinic's Google My Business listing appears on the right-hand side of the search results.



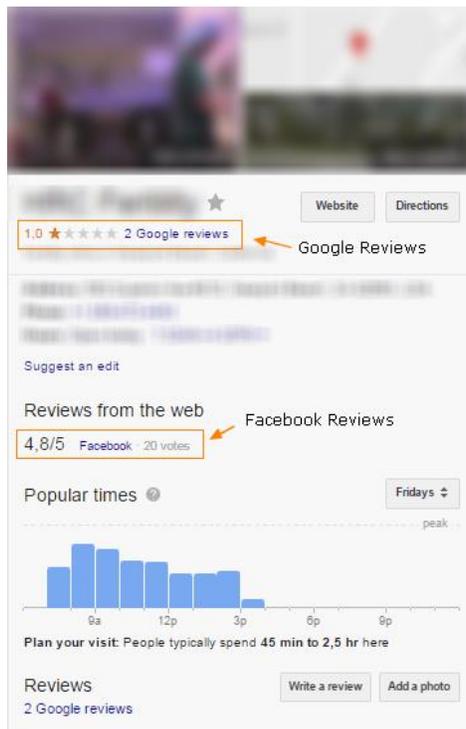
The perceptual value of your clinic lies in the reviews that are left by previous patients. Studies show that consumer behavior is heavily influenced by the perception of a product from others people's feedback. Reviews count far more than what a company can say about itself. As they say "the best form of advertising is word of mouth". In terms of online marketing, customer reviews is the word of mouth.

Research has also shown that bad reviews are 10 times more likely to be placed than positive feedback. People are more likely to have an emotional reason to vent their anger if they thought they had received bad service and justify it by thinking that they are "pre-warning" others of their bad experience.

Therefore, it is likely that the reviews for your clinic are skewed toward the negative side. And no amount of advertising will increase your sales unless you take care of bad reviews first. After all, if you are not managing your online reputation, somebody else is – don't leave it to chance.

## 2. Where Review are Shown in Google My Business

The reviews are shown in two key areas of the Google My Business listing. The first and most important is the Google Review that appear at the top of the listing and the second are Reviews from the web, in which Facebook Reviews is the most prominent. Other review sites can also appear here like Yelp.



The Google reviews area is the most important because of its prominence and at-a-glance evaluation with their 5-star system. The reviews are represented by stars, with 5 stars being the highest and 1 the lowest.

## 3. How to Manage Reviews

Fortunately, managing your online reviews is not a very difficult process.

What is needed is the implementation of an in-house review management program:

### 3.1 Put someone in charge of your clinic's reputation management.

Give the task to a member of your administration staff and give them clear instructions on what to do.

### 3.2 Encourage patients to leave reviews.

Encourage people who have made use of your services leave a review for the clinic.

This then forms part of your after-sales program. Usually after a patient has been to the clinic, you will send them a "thank you" email for having chosen your clinic.

In order for someone to leave a review, you just need to add a line to your "thank you" email, where you request a review.

The message could read like this:

"Thank you for having chosen our clinic...

Please may we ask you to leave a review for the clinic in Google so we can measure our performance and others can see what you thought of the service. [Please click here to leave a review](#) - scroll down on the left pane and click on Write a Review."



To find the link to your clinic (for the "Please click here..." part of the message), you can go to <https://www.google.com/maps>, search for your clinic's name.

Then copy the URL



And make that the link to the "Please click here..." part of the message.

### 3.3 Answer reviews.

You can rest assured that other people will be reading the reviews and that they will pay far more attention to these than to any online advertising campaign or sales promotion on your website or social media pages.

You need to thank the people that leave positive reviews, as this reinforces the fact that you care about patients even after they have visited the clinic. The person reading the review assumes that she can expect a similar experience.

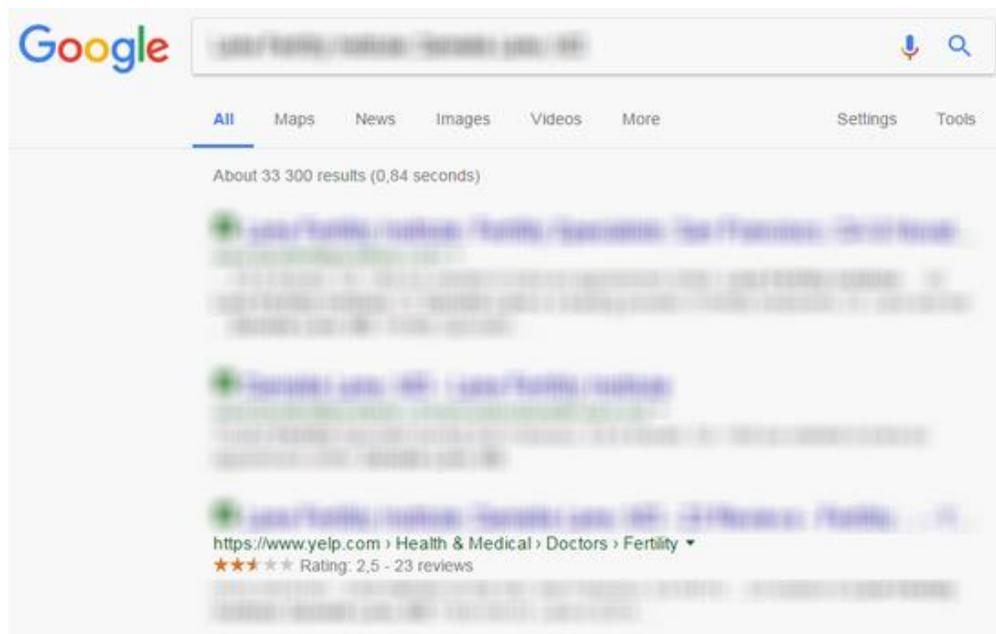
You also need to address the issues raised by negative reviewers. If their review is left unattended, they will get even more incensed by the perceived lack of care from the clinic. People reading these reviews will commiserate with the writer of the review. This is actually a great opportunity to show that the clinic cares about its patients and is doing something about the reviewer's concerns.

When answering a negative review, no matter how unfair or unjust it may be, always remember that the person writing the review is venting frustration and is showing more who she is rather than being a reflection on you or your clinic.

- \* Never take a review personally.
- \* Don't answer right away if the review has angered you, give yourself a cooling off period.
- \* Don't try to resolve the issue in the review site. Contact the person and try to come to a resolution.
- \* Talk only about the concerns raised and what steps have been taken to resolve the issues.
- \* If at all possible, offer some sort of reparation.
- \* Giving away something for free might cost you a certain amount, but the benefit of placating a disgruntled patient will pay itself many times over in future business.
- \* Always remember that what is said online will be read by future potential patients.
- \* Once the matter has been resolved, politely ask the reviewer to write about the positive outcome or remove the listing.

### 3.4 Other first page search result reviews.

Now that we've taken care of your reputation in Google My Business, we need to look at other review results that may crop up when searching for your clinic's name in Google.



In the above example, we see that this company has a Yelp review result, third from the top when searching for the clinic name. The rating is low at 2.5 out of 23 reviews. This search result is causing major damage to the company's reputation and bottom line without the owners being aware of it.

To take care of this situation, you need to create an account with the review site and answer the people who have left positive and negative reviews. Please refer to the handling of reviews discussed above.



## 4. Managing Your Online Reputation in Real Time

Managing your clinic's reputation in Google is the first and foremost step to take.

However, there are also other places where bad reviews might be posted or bad feedback might be published about your clinic, without you knowing it.

You need to stay abreast of mentions of your brand anywhere online, whether it is in news outlets, websites, blogs, forums or social media networks.

Fortunately, Google makes this easy through their Google Alerts service.

Google Alerts is a service that sends you an email whenever any topic is written about online. You can use this service to receive email alerts whenever your clinic and doctor's names are mentioned online.

Setting up Google Alerts is easy. While logged in to your Gmail account, go to <https://www.google.com/alerts>.

Add your clinic's name, then click the drop down arrow, choose your options and hit Create alert. You can repeat this process with the names of each of your clinic's doctors.



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A screenshot of a web interface titled 'Alerts' with the subtitle 'Monitor the web for interesting new content'. It features a search bar containing 'medfem fertility clinic'. Below the search bar are several dropdown menus for configuration: 'How often' (At most once a day), 'Sources' (Automatic), 'Language' (English), 'Region' (United States), 'How many' (Only the best results), and 'Deliver to' (a blurred email address). At the bottom left is a blue 'Create Alert' button, and at the bottom right is a 'Hide options' link with a downward arrow.

With these steps, you will be able to actively manage your clinic’s online reputation and improve the perceptual value consumers perceive about your brand.

Thank you for reading and please remember to use and implement the techniques given in the guide. Remember that nothing is gained without putting action behind it.

We know that not everyone has the staff, time or inclination to do their own reputation management, so we have created a package that takes care of it all for you.

## 5. Our Service Offer

We have developed a package for Fertility Clinics to eliminate the time, guess work and learning curve associated with managing your clinic’s reputation online.

This allows you to rest assured that your clinic’s reputation is being professionally managed in real time by a company that is geared toward your business success.

It frees up your time so can carry on with your core business - giving couples the great gift of parenting.



## The package includes:

### 1. **Google My Business Listing**

We create a professionally designed Google My Business Listing for your clinic, including the graphic design, to ensure a professional look for your brand in Google that makes a great first impression.

### 2. **Review Management**

We monitor reviews in Google, in social media and in other review sites that may appear in the first page of search results in Google. We respond to these, either thanking people for their good review or fielding negative reviews with your answers. If we find a negative review, we send it to you and post the answer you send us back.

### 3. **Real-time Online Media Monitoring**

We monitor any mentions of your brand online using Google Alerts and send you any mentions of your brand that need to be taken care of.

You receive a monthly report with your listings interaction statistics as well as links to websites that have mentions of your clinic.

[Please click here to find out more.](#)