



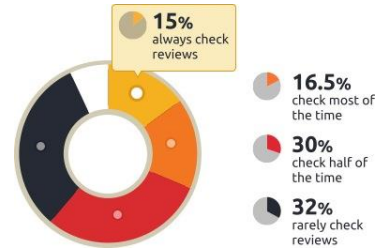
# **How To Get More 5-Star Reviews & Amplify Your Practice**

Presented by: Optimized

# Why You Need Reviews

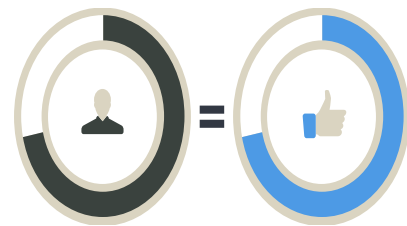
## Almost Everyone Reads Reviews

Before deciding, **93%** of U.S. consumers check online reviews at least some of the time.



## Reviews Are Trusted

**72%** of consumers trust online reviews as much as recommendations from friends and family



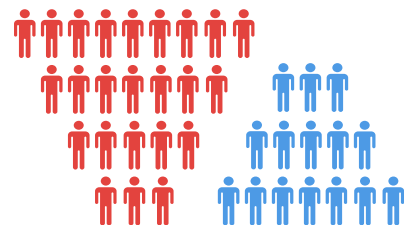
## Reviews Are Influential

**4 out of 5** consumers have reversed a purchase decision based on negative online reviews.



## Good Reviews Are Under-Represented

Unhappy customers tell an average of **24** people about their experience. Happy ones tell **15** people.



## Good Reviews Are Waiting to Happen

**90%** of typical U.S. consumers read online reviews; **6%** write them



# Reasons Why Happy Patients Don't Write Reviews

*"Writing reviews is too tedious"*

*"I forgot to write the review"*

*"I have no time"*

*"No one asked me"*

*"I didn't even think about it"*

*"I don't know where to write the review"*

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## How to Convert More Happy Patients Into Reviewers

### **Step 1.**

Ask them to write a review

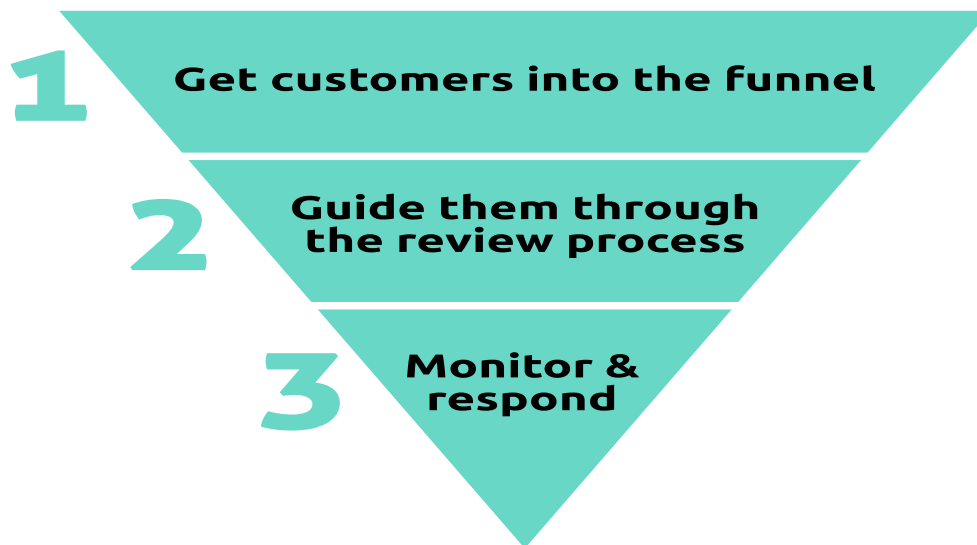
### **Step 2.**

Make the process easier

### **Step 3.**

Follow up with them in a convenient way

# The Reputation Solution: A “Review Funnel”



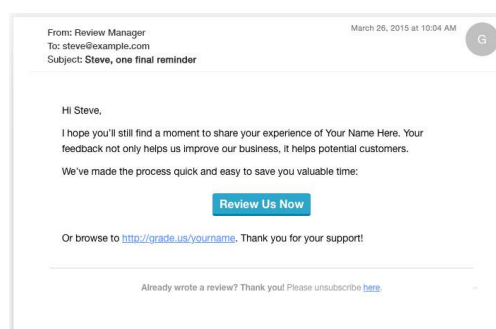
## How a Review Funnel Works

- 1) Ask and remind patients to share their experience online
- 2) Drive patients to a destination designed to convert them into reviewers
- 3) Guide each reviewer through selecting the best review site and completing a review

# Use Multiple Channels To Drive Patients Into The Funnel

## Email Drip Campaigns

Automatically email your patient with a drip sequence to encourage reviews!



## Website Widgets

Put a review widget on your website or thank you page to encourage reviews.

YOURBRAND

We value your feedback! Please rate your experience!



## Printed "Invites" & Takeaways

Add your link and/or QR code to your next appointment reminder cards!

Help us. Help others. You're invited to review:



Please take a moment to review your experience with us. Your feedback not only helps us, it helps other potential customers.

Scan me!

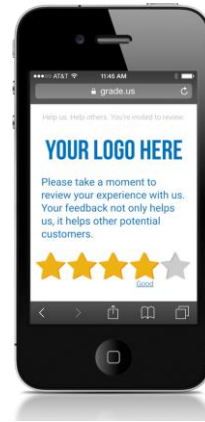


<http://Real.Reviews/Accupro>

# Convert Patients Into Reviewers

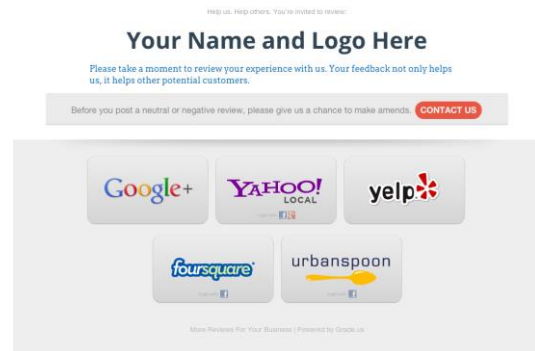
## Step 1: Ask For The Review

With a easy-to-use clean landing page, we ask a for a review. Here, we pre-qualify the review to make sure it will be positive!



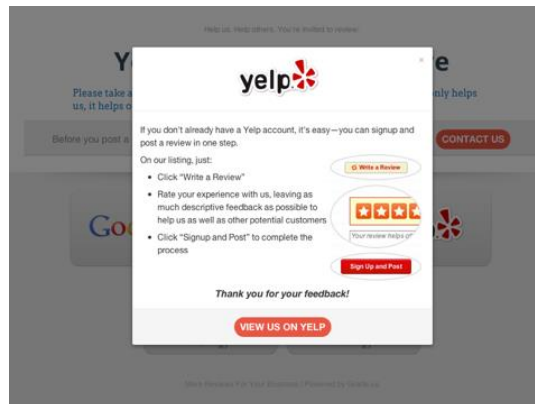
## Step 2: Review Site Options

Next, we present options on where we want the customer to leave a review.



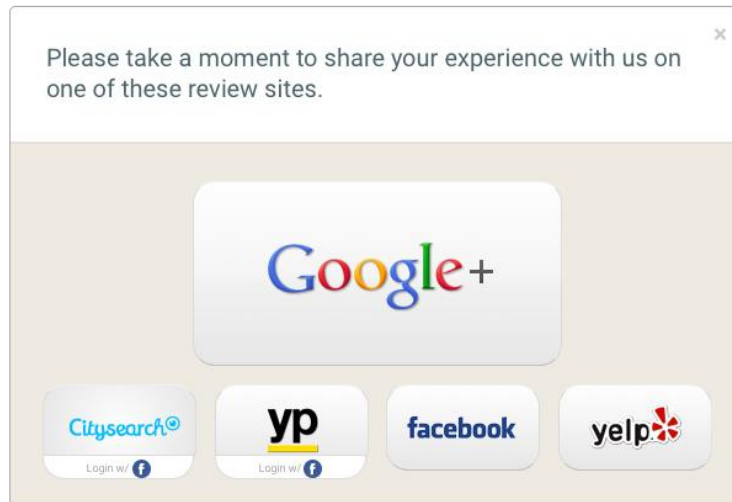
## Step 3: Review Complete

The patient selects a site and leaves a review.



# Identify Unhappy Patients Before They Write A Review

Happy patients are presented with review site options:



Unhappy patients are taken to a private form where you can handle the complain privately via email:

**We strive for 100% satisfaction. If we fell short, please tell us how so we can make amends.**

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Your Name

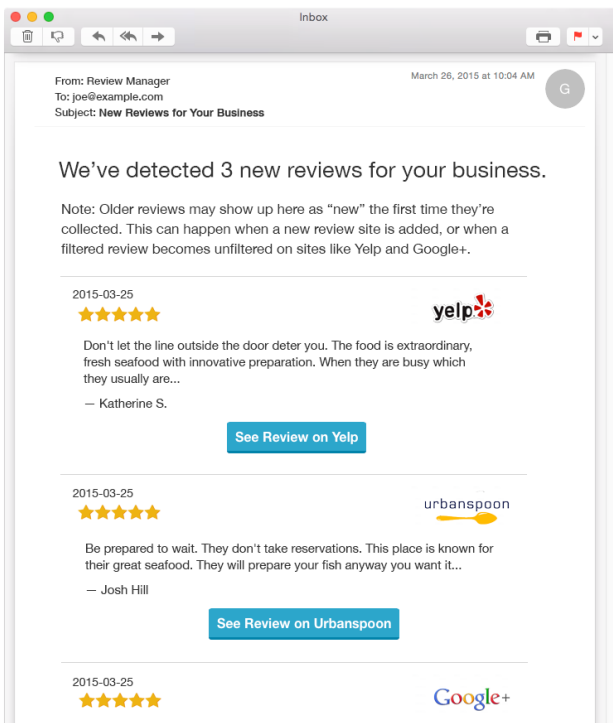
Phone

Email

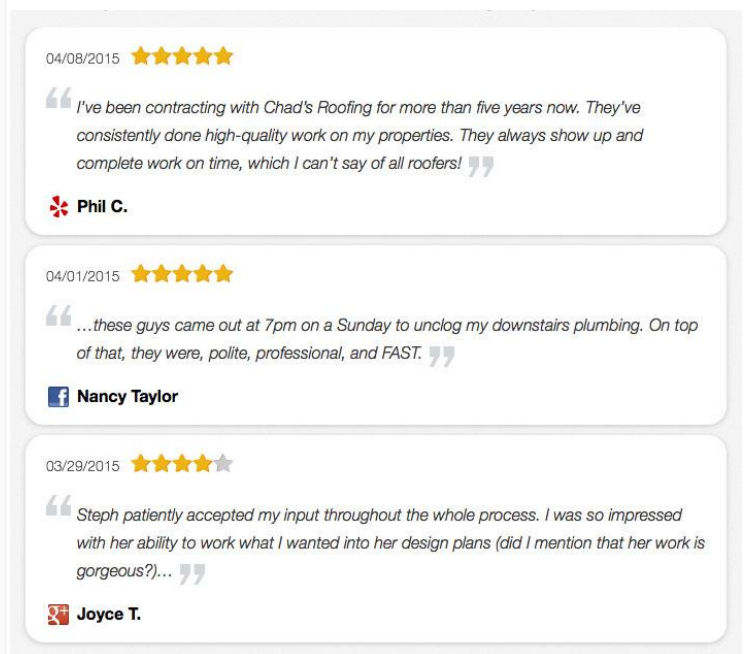
**Message**

Message

# Monitor & Respond To Reviews & Promote Your Positive Reviews



Get email alerts for new reviews.



Display your positive reviews on your website  
to increase conversions!



# Awesome Reporting To Track Progress

## Review Volume & Distribution

Total Reviews (Estimate)

# 117

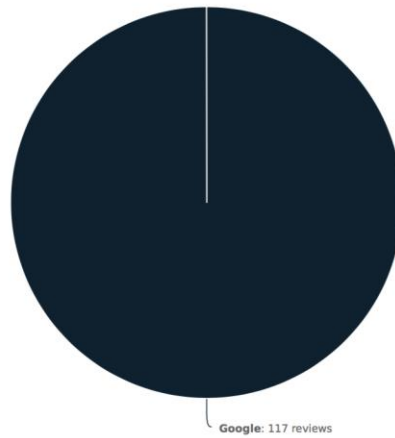
For its one location, **Attracta** has a total of about **117** customer reviews across **3** individual profiles on **3** different online review sites.

Social "Likes" and Checkins

Attracta has **0** likes and **0** checkins on social media.



Reviews Distribution By Site



## Listings Strength

Site	Reviews	Average Rating	URL	Notes
Google	117	★★★★★ (4.8)	<a href="https://www.google.com/search?">https://www.google.com/search?</a>	

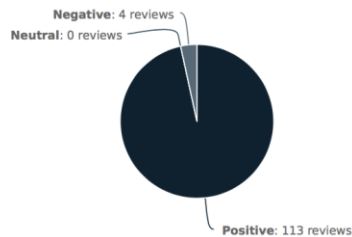
## Reputation Overview

Overall Average Rating



**Attracta** has an aggregate star rating of **4.79 stars** out of 5 across all monitored review sites. Of the 117 reviews and ratings evaluated, **96.6%** of the ratings are positive, **3.4%** are negative, and **0.0%** are neutral.

Ratings Distribution By Sentiment



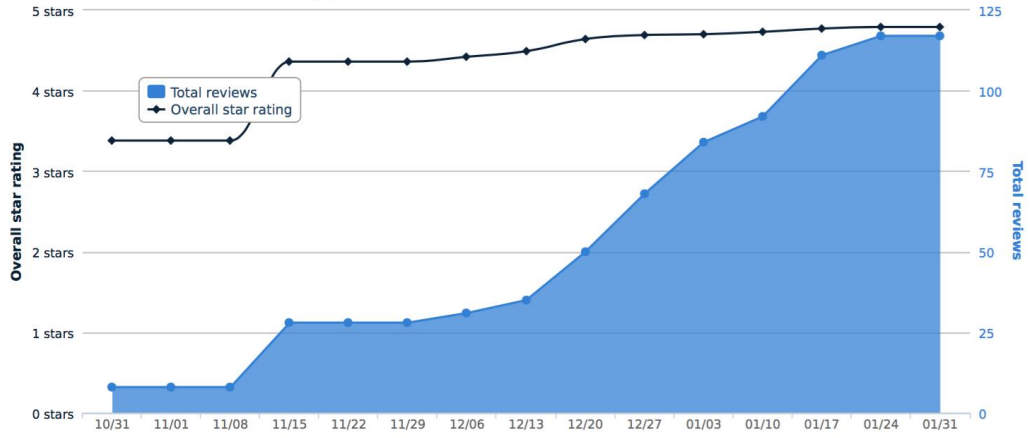
Ratings Distribution By Number of Stars



# New Reviews

2016-10-31-2017-01-31

Total Review Count and Overall Star Rating by Week



Total New Reviews

**109**

Average Rating of New Reviews



New Reviews By Site

Google	109
<b>TOTAL</b>	<b>109</b>

From 2016-10-31 to 2017-01-31, garnered **109** new reviews with an average rating of **4.89 stars**. These reviews effected a **↑ 1.41-star (+42%)** change in its overall star rating and a change in total review count of **+1363%**.

# Unbeatable Features

<p><b>Review Acquisition</b></p> <p>Collect reviews with a customizable landing page</p> <ul style="list-style-type: none"><li>Custom website widget</li><li>Email footer widget</li><li>Mobile Friendly experience</li></ul> <p>Generates reviews on major review sites</p> <ul style="list-style-type: none"><li>Industry-specific sites</li><li>Collect Reviews On Site</li></ul>	<p><b>Review Funnels</b></p> <ul style="list-style-type: none"><li>Automated Email Funnels</li><li>SMS messaging optional</li></ul> <p>Printed review invites for offline integration</p>
<p><b>Review Monitoring</b></p> <ul style="list-style-type: none"><li>Sends alerts when new reviews are published</li><li>Alerts include review info and link for response</li><li>Comprehensively monitors all reviews</li><li>Monitors all review sites</li></ul> <p>Includes major, minor and industry-specific sites</p>	<p><b>Review Marketing</b></p> <ul style="list-style-type: none"><li>Auto-share positive reviews to social media</li><li>Auto-publish reviews to your website</li></ul> <p>Embeddable rating with rich-snippet markup</p> <ul style="list-style-type: none"><li>Easy Embed Code</li><li>Includes aggregate reviews</li><li>Custom control over review publishing</li></ul>
<p><b>Reporting</b></p> <ul style="list-style-type: none"><li>PDF and web-based performance/trend reports</li><li>Aggregate reports for large, multi-location businesses</li><li>Reports sent automatically on any schedule you want</li></ul>	

**Ready to get your reviews?**

**Contact us!**

**Optimized, LLC**

**859.888.0841**

**[Results@GetOptimizedNow.com](mailto:Results@GetOptimizedNow.com)**

**<https://www.Optimized.Design>**