

What Role Do Reviews Play in SEO #104

Kelley Knott: [00:00:07] Hello and welcome to the Practice Growth Podcast with your host Kelley Knott. And this is episode 104. It is the importance of review generation and the difference it can make for your practice. So I have a super special guest with me today and someone who will definitely be interviewing as we go on in this podcast process, someone super important to me. But most importantly, the most incredible marketing genius that I know, my partner in life and my partner in business, the co-founder and president of Intrepy Healthcare Marketing. My husband, Justin Knott. Justin, is a super team when it comes to digital marketing. So, Justin, tell my audience just a little bit about who you are, what your specialty is and what we're going to talk about today.

Justin Knott: [00:01:00] Yeah, absolutely. Well, thank you for the kind introduction and oversell it, but yeah. So I as Kelley mentioned, I am the president of Intrepy Healthcare Marketing. My focus is inside of the agency are the digital marketing components, specifically SEM, so digital advertising, and SEO and with working with practices like we do. We deal a lot with localized SEO because it matters the most with practices, obviously as that 15 mile radius around the practice.

Kelley Knott: [00:01:39] And we know doctors are always asking, how are you going to get me on the first page of Google? Exactly. So but what we're talking about today, Justin, is something that I know we deal with a ton in the agency and a lot of our clients is. What about the review process?

Kelley Knott: [00:01:55] What are patient reviews and where do they rank in the overall health care strategies that you must have for your practice? Is this is just a myth or is this something that we really need to start doing?

Justin Knott: [00:02:10] Reviews have arrived. They've been here for a while now. I'd say two to three years of really prominent importance when it comes to Google. But as far as 2019 and beyond, which is what matters most, is reviews have arrived and reviews are here to stay. I would rank it as one of the most important components of a healthy, profitable healthcare marketing strategy.

Kelley Knott: [00:02:38] You're putting it up there with Web sites and social media marketing and SEO, right?

Justin Knott: [00:02:43] Oh, absolutely. One hundred percent. It's something that cannot be ignored with as localized as Google's search has become, both on mobile and on desktop. There is no denying Google has spoken and reviews matter substantially when it comes when it comes to growing your practice and getting your physicians found online. And the biggest other thing is I wanted to bring up is if you're not doing it or choose to ignore it, you're going to get crushed. And I know that's an extreme statement. But people like myself are talking to your competitor about this. They will do it. And if you don't, you're going to see your rankings fall, especially when we move into 2020 as Google's algorithm continues to shift. Right. So it's it's it's wildly important. It just I can't I can't tell you enough how important it is.

Kelley Knott: [00:03:38] So, I mean, it's super clear how important reviews are, but what would you say their role is?

Kelley Knott: [00:03:45] How do they play into the search engine process, the localized search? Are they really going to bring us patients?

Justin Knott: [00:03:50] Yeah, absolutely.

Justin Knott: [00:03:52] And and the long and short of it is they are super critical when it comes to Google's evaluation of your physicians as well as your practice's website. They play a very critical role in how Google evaluates where to put you in the hierarchy of search rankings.

Kelley Knott: [00:04:12] Can you explain that a little bit?

Justin Knott: [00:04:14] Absolutely. So really quickly, to give you a brief overview to really dumb down Google as far as you possibly can. This is such a generalized statement. But if you think about them, Google is in the search experience game and why they've put such a prominence on reviews is reviews tell a story very easily. I mean, you go on just like 80 percent of Americans are doing now. When you go to research something, whether it's a product on Amazon or it's a provider, you go and you

read what other patients are saying about whatever it is your that physician, physician or whatever in your looking for things like is a long wait times. Is it a good doctor?

Justin Knott: [00:04:59] Right. Exactly. And so moving past that, the three three of the most important components, that kind. Make up the pie chart of 100 percent of what matters the most to Google are proximity, relevancy and reviews. Proximity being if you do a search for orthopedic surgeon or or primary care doctor near me, you're gonna get somebody that's generally within a five to 10 mile max radius of where you're sitting. When you do that search. Right. So proximity is number one. That's what matters the most is where you're at at any given time. Second is relevancy is...Are you an orthopedic surgeon? I mean, right. If you're not, you're not going to get a coffee shop in your search result for an orthopedic. Right. Google is picking up on Google's algorithm, is highly intelligent. They're Rank Brain is incredibly accurate. But reviews, not only do they pray prominence just because of the positivity of having a great review score of a 4.9 out of 5 right at these reviews, it actually feeds back into relevancy. So it's kind of a double win.

Kelley Knott: [00:06:07] I think that is so interesting. So not only are you saying like obviously the patient experience, we're going to look at something a lot closer that has a ton of really positive 5 star reviews but you're saying it's actual part of this Google search ranking.

Justin Knott: [00:06:24] So if you look at really this is a pretty general be accurate across the board for whatever you're searching. But if you search orthopaedic surgeon near me, more than likely in that local 3 pack, which is those three Google my business listings that are attached to the map kind of toward the top, you're going to see in that orthopedics search result. Either one of two things. It's either going to say their website mentions orthopedic surgeon or there will be a snippet of one of those providers that's in that 3 pack one of their reviews and in bold orthopedic surgeon will have been extracted out of their page by Google's algorithm. And that right there speaks volumes for the prominence that Google is saying: how important reviews are.

Kelley Knott: [00:07:18] So you're saying if a patient comes in and lets say we're starting to really improve this regenerates process, not only are we gathering these good reviews, but you're saying if they're actually writing, especially for maybe some

specialty surgeons with specialty services. "I had a hip replacement here I couldn't tell you how amazing Dr. Jones was and how specialized the care was." And if you're saying they're actually using some of these words or "he is the most incredible orthopedic surgeon I know" that this is really going to improve things.

Justin Knott: [00:07:47] In the long run you will see a direct correlation between because the patient mentioned hip replacement between the keyword hip replacement and search queries and a positive trend on the ranking of his Google My Business page in correlation to that.

Kelley Knott: [00:08:05] That's pretty huge. That's a great way for physicians listening out there. And even liaisons trying to get their practice noticed is we know that we want patients to be liking their experiences and sharing their story, but that is something we should really think about as well.

Justin Knott: [00:08:21] Oh, for sure. I can just imagine. To reiterate our local search. Just to reiterate, kind of drive the point home of how important rankings are in our reviews are in the ranking process when it comes to a localized SEO strategy that we add Intrepy are implementing for a client. I would never say it's an almost non-negotiable that there is not some type of and it's not a taker relieved like they have to use our review software if they've got a great even first person party review process in place. But the point is they must have something proactive in place to grow reviews in their practice, whether it's us doing it, another software they already have in place or they've got just this killer front office person that ask every single person on, check out their success and deliver it. My point is that comes part of the package or we're just not going to have long term success. And so we want a lot of times take on you.

Kelley Knott: [00:09:23] As an agency we have turned down clients that won't play ball when it comes to the review generation.

Justin Knott: [00:09:28] And that's just again, drive home the point of that title. We found that we see their role reviews play in the overall grand scheme of things.

Kelley Knott: [00:09:37] So we've talked about the more detailed and Google approach to reviews. And just quickly, before I ask my next question, how important is it for patient proof?

Justin Knott: [00:09:47] Social proof? Yeah. I mean testimonials have been around for a really long time. Reviews are kind of another form of a first party testimonial.

Kelley Knott: [00:09:56] Justin is not only is the review king marketing wise, but let me tell you guys we can't make a purchase without him going through hours of review research and if I buy anything on Amazon as small or as large it is. He always asked me, what did the reviews say? I'm like I don't know Justin. I didn't read all those hours of reviews.

Justin Knott: [00:10:14] To pull this all in with the video content. We just bought a new camera at the SD card that goes inside of the camera.

Kelley Knott: [00:10:22] I think he spent how long?

Justin Knott: [00:10:23] About a day and a half. Yeah, about a day and a half. But I found a killer one, thanks to the reviews. I don't know who you are out there in the stratosphere, but it helped make a purchase.

Kelley Knott: [00:10:35] So true. I didn't mean to get you off subject. You were talking about social proof when it comes to reviews and making decisions, how it's going to drive patient to a practice.

Justin Knott: [00:10:41] Absolutely. I mean, I gave a speech in early June at a healthcare marketing symposium in Atlanta and talked about this just showed one simple graphic because I think most people listening have had reviews beaten into their head at some level. They need to at least know, OK, I get it. It's important, right? So we're trying to break through the why here. It's important. And all I did was show one simple graph that broke down eight different specialties inside of healthcare. One of them being surgeons. And the statistic was 79 percent. So essentially, we'll call it eight out of 10 patients read reviews before ever booking an appointment. That's a staggering

number if you're listening to those and hoping it goes away, that will go to 82. Then 84, then 86 percent. That will only continue to increase.

Kelley Knott: [00:11:38] Not only should you physicians be paying attention, but my liaisons. Listen to that. We are in the field busting our but yet making these referral relationships, we may take it 90 percent of the way. And if our review game is not strong, we could lose a lot.

Justin Knott: [00:11:53] Just to have your provider's reputation trip them out the finish line. And that's what's unfortunate in a self referral world that continues to grow. Even if it's not a direct line self referral, say you've done your killer job, you met with the referral coordinator, they gave the patient a card before they ever book an appointment, even if it's kind of a slam dunk, quote unquote, because they've been given the card, they're probably going to go online and do it at least their own little bit of kind of market validation.

Kelley Knott: [00:12:23] Look, who are they seeing?

Justin Knott: [00:12:24] Exactly. And unfortunately, what can occur even to no fault of the provider, they can end up with a really low overall reputation score. They can end up with like a two out of five on Google. And we see it a lot because it's one of the major push backs that we get when we discuss review generation and reputation management with a potential client or even a current client.

Kelley Knott: [00:12:50] Which is totally normal just for anyone listening. If you are hearing this and you're like, wow, I really need to get on my review game, but you are feeling like I just don't know.

Justin Knott: [00:13:00] Or the physician looks like they get a little green under the gills when you talk about it.

Kelley Knott: [00:13:06] It is so normal. I can tell you as healthcare marketing specialist, how many clients are not always ready to jump on board? Not because they don't believe in the power of reviews, but because of this really, really common obstacle. And what is that, Justin?

Justin Knott: [00:13:22] That is the landscape of healthcare is very different than majority of other industries is we see a lot of providers lose control of their reputation without any fault of the actual one to one patient care, which is what matters the most.

Kelley Knott: [00:13:43] Right.

Justin Knott: [00:13:44] Because and I know for a lot of listeners out here, this is an all too common theme. Is the patients complaining because they got a bill from their insurance and they didn't understand it no matter what you could have done to preface it with good processes to make sure the patient understood what the potential charges are. They end up pissed. Or they spent too much time in the waiting room. Whether it's something you internally need to address to create better patient flow or it could be surgery went over and you were busy saving a life or whatever it could be.

Kelley Knott: [00:14:17] You're talking about this is a risk if you don't implement a strong review generation. So he's saying liaisons. Just so you're listening. Not only can this really negatively affect the hard work we put in the field because these patients are going online and we haven't done a good job about our reputation. But he's saying it's even identifying internal structures because this is something I teach my students, Justin in my course. And I know he's so sick and hearing about Physician liaison marketing when it comes to training. This is something he talks about that I think is really important and I train my students. If you are seeing negative reviews, especially with internal structure. So the front desk was rude. No one called me back. I got jumped from department to department. I waited in the room for two hours. They canceled my appointment. This means that if your patients are vocalizing this in your review process, then your referring physicians are experiencing the same thing. So he's talking about the risk of not having a strong review generation can affect you, not only in finishing the hard work you've put in the field, but it may be telling you something that you're referring physicians are not vocalizing. Yeah. So this is something that could be a huge hurdle in your liaison marketing. Physicians this isn't something you sweep under the rug. I know you're busy with patients, but if you're front desk is causing you issues with getting patients through the door, we need to create structures.

Justin Knott: [00:15:43] Got to address it. I mean, that's a big thing is all too often physicians get so beaten down with this review process over several years, period of time and it's gone unaddressed that they've pretty much thrown up their hands. Unfortunately, it's like there is there is always going to be issues that can arise. Whether you have a proactive review gen process or not.

Kelley Knott: [00:16:07] We have had clients in plenty of health care systems that always get a negative review but how many more positive reviews do they have?

Justin Knott: [00:16:14] You got to stand up, man up, deal with it, address it and then make sure you respond to it accordingly, which will get to a little bit later. But that's the big thing is, is people just they've just a lot of doctors, just like I just I can't deal with that. Like I've got too many negative reviews. And all it is, is patients talking about stuff that doesn't have anything to do with my patient care. There's nothing that I can do about.

Kelley Knott: [00:16:40] Like insurance processes that understanding their own policies. So again, for any of you listeners out there, it is 100 percent normal, not only to be a little bit. What would you say? Hesitant to jump on the review board. But also, let me tell you, I don't think we have a single health care client that doesn't have a negative review about an insurance policy issue where a patient just feels so jaded because they didn't understand their own insurance policy and now they have this bill. So you guys, that is really, really normal. But that doesn't mean you can't jump in the review game. And it is about building positive reviews and managing this reputation.

Justin Knott: [00:17:19] I can't even explain to you how drastically the pros of having great reviews and having active review gen, just just absolutely blows out of the water. Right. Potentials of bad or what already could exist out there. It just there's not even there's not even a close.

Kelley Knott: [00:17:41] Well, why don't you tell me about a recent example.

Justin Knott: [00:17:43] Yeah, absolutely. So we got a client, a very large orthopedic practice in the south east. They've been having fantastic success over the years. They've grown substantially. They just brought in four new surgeons over the last just six weeks. And they're in the fight for their lives, so to speak, from a digital standpoint

with the other major orthopedic player in the space in their kind of region. They're trying to establish and kind of grow elbow room, so to speak, with a competitor and even more specifically down to a micro level with a couple specific surgeons in the specific niches that they're really after. And this shows the impact that good reviews can have. So we have a provider in particular that has voiced to the marketing manager of the practice a sense of high level urgency of what he would like to see. He specializes in hand and wrist. He does general ortho, but he specializes in hand and wrist. It's a simple, simple task that I want to show up for hand surgeon and hand specialist in search results. I'm nowhere to be found. Nowhere.

Kelley Knott: [00:19:04] And that by the way, is a super common issue, right?

Justin Knott: [00:19:08] For sure. Oh, absolutely. Because while people find me if they type in my name. But more than often, people are looking for my specialty, what I do, not who I am. So what we did was simple is he was newer to a territory, but the territory just so happened to be the main city. He had another listing that was performing really well and a smaller city in a suburb area. But the other location is in the main metropolitan area. We'll say Dallas, for instance.

Justin Knott: [00:19:45] That's going to carry a lot more weight on a near me search because it's got the city of Dallas in the address. So I knew when we looked at it, he had zero reviews, a goose egg and was showing up for like less than 10 searches a month, essentially non-existent. What I call he wasn't even in the race to try win over the competitors, not even in there, I mean, if you're sitting in the 50 a search result...

Kelley Knott: [00:20:11] What do they say?

Justin Knott: [00:20:13] The best place to hide a dead body is on the second page of Google. But so what we did is we put a huge focus that pulled the review gen, away from a focal point of his other practice location and put all of our eggs in one basket. On this one. With the review generation just showing the power of what starting to get proactive and reviews can do. We are about three weeks into review gen at this location. He has seven positive five star reviews now. We checked today. I had a call with a client actually today.

[00:20:49] He is up 834 perfect in map listings and over a hundred percent on search listings from where he was three weeks ago. That's an enormous number.

Kelley Knott: [00:21:03] I mean that is huge. You're talking about this isn't just patient proof. He's not talking about it. And if you look at insights, it's this.

[00:21:09] He had a surgeon near me, hand specialist, orthopedic surgeon. It's the stuff that he wants. He's in the race with his niche. And he was even more validating. I looked at his Google search console and it was all over the board like he'd show up for one search result in the 50th position, one day a week. And now every single day now it's early in the game. So he's showing up save a twenty, twenty fifth and thirty fifth position. But now he's showing up in every search result for hand doctor near me. And what that says to us is Google has tipped their hat and said, you're in the game. And now we can take his on page SEO and couple it with his review generation. And we can go after search results and amp it up. It all started with positive review generation.

Kelley Knott: [00:21:56] So what do you expect two weeks from now for this client? What are some goals that we have as an agency to get him where he wants to be?

Justin Knott: [00:22:04] Well, I want to get him into the playing field of the second page, because that's what we're really pushing the needle. If we can get another set of five to seven positive reviews, especially even more beneficial, we can't control what the patient puts on there. But if we get a home run with "I got hand surgery from him or he was the best hand surgeon I've seen", one of those will just catapult him.

Kelley Knott: [00:22:33] Because of this review generation process we've put in place. That's that's a guarantee.

[00:22:37] That's it's a it's a very strong possibility for sure.

[00:22:41] Google scares me to death with the word guarantee. That again, because I don't own Google and you're saying it a little bit over a month.

[00:22:48] You have definitely put him in his niche searching for his Upper extremity and before is easier search before we do now and have city and imagined where we'd be.

[00:22:58] And two months from now and before we didn't even have data to make decisions because he wasn't showing up for anything. Now we have a feed back on what we need to be doing to move the needle even more and outrank the competitors. And it started with as simple as seven reviews over a two to three weeks.

Kelley Knott: [00:23:17] So I have to ask this, Justin, because we are a healthcare marketing agency. I will have a totally another podcast. You can learn so much about us together about that. But what we focus on is the healthcare experience.

Kelley Knott: [00:23:29] We understand the clinical experience. And one of the big things we have talked about reviews, Justin, is what about HIPAA?

[00:23:36] Yeah, that's that's definitely a concern. And one of the main push backs that we get is hip. Is this this scary judge in Nigeria that kind of lords over whether or not on about new generation process with HEPA? So the biggest thing that's not to too much of a concern, really the biggest thing that we run into and I think people give too much weight. And don't let me dumb down the importance of being happy with stuff. But I'm saying in the review world, they put too much onus and emphasis on staying hippo compliant. The biggest thing that where Hippo can enter the world of review generation, where they need to be careful really comes down to review response.

[00:24:19] Ok. So it's really early. I know my mom's sons are the ones responsible for responses.

[00:24:25] And again, I'm not trying to generalize things too much. But all too often when you read the one in a thousand horror story with reviews and HEPA, it really always ninety nine point. I'm sure the time boils down to following best practices in response. Google's best practice policy is always respond to reviews, both positive and negative. It increases your trust score with Google shows that you're proactive and engaged, and statistically it's shown about seven out of 10 patients create a better no like in trust relationship with a company that responds to reviews. So first and foremost, you should always respond. But when you keep hip in mind, things that you need to consider is you want to frame your review to never put the patient inside your office. That sounds very confusing to me. Give us an example. Yeah, absolutely.

[00:25:24] So say a patient responds with my my green is feeling much better. Thank you, Dr. Smith, for seeing me. If you're a neurology practice, the biggest thing is that's a fine review, right?

[00:25:40] That's totally fine. You the review because we have my brain in there.

[00:25:43] Absolutely. You would never want to say we're so glad that you enjoyed your visit. Thanks for coming into the office.

[00:25:49] So you're saying the response the response is what matters? They can. And that's why another thing we get is. Isn't that jive? That's their first and last name when they leave a review. They have consented to out themselves, so to speak, from a patient information perspective on their own, completely outside of anything that you on. So. But where Hippo can get involved is if you make it P.A. Guy. And how you do that is by putting them in the practice as a repeated patient. And what I mean by that is responding to that review with something like I'm. Thank you so much for coming to the office. I'm glad that your headaches are feeling better. You just in that context, proved they were a patient and proved they came into your practice. So now in the one room, anyone reading it can instantly deduct that is their first and last name and that the patients here are confirming angels are confirming it.

[00:26:51] You can thank them, right?

[00:26:52] You can thank them. You can say something like like, thank you for your thank you so much for your review. Our practice strives to perform at the highest levels.

[00:27:03] And but you something I don't want to talk about, a specific instance in which they were in the clinic and how you treated them, right?

[00:27:11] No, absolutely not. And if it's I mean, no, it's to thank them. We want to make sure we are not saying you want to keep it.

[00:27:17] We love general and as pretty much as general as you can, to be honest. Better safe than sorry you do in respond, but you want to say pretty much like. Thank you so much for their kind review.

[00:27:27] Happy. I enjoyed your experience. Yep. And that's it. And if you get a negative review, you never want to get into a back and forth with a patient. I mean, that's kind of where we can leave it is if it is something that needs to be addressed. It's a very serious matter. Take it immediately off line. Get it out of the review section, even if you feel like you have to defend yourself.

[00:27:50] Right. Even if you have to then drive a crazy patient. But they're just totally in the wrong and they're they're just blasting your practice.

[00:27:59] Then you have to say something like like we're sorry to hear about X, Y and Z and would love to help. It's our policy to protect patient information and discuss these matters off line. Please call us at X, Y and Z and we'll help you right away. That's immediately removing yourself from an online confrontation that could potentially put you in a position to out them as a patient. Which you do not want.

[00:28:25] Love that. I think we're going to have to put that for our listeners for sure.

[00:28:28] I can see it since April. So you want to respond? Always a positive. A negative. Put yourselves in the shoes of in this context, does it connect them to us directly as a patient like thanks for coming into our office that shows they came into the office. So that's kind of the general rule of thumb is keep it semantics.

[00:28:48] Yes, exactly. Semantics.

[00:28:50] Well, Justin, we talked about the importance and I'm really getting an even better understanding. And this is why you are definitely the digital marketing genius. But where can my listeners, these physicians and even my liaisons when they're approaching the subject to their CEOs and doctors, where can they begin this process of really getting these reviews to help them bring in patients, drive leads and and improve their local search?

[00:29:14] Yeah, absolutely. So the biggest thing and there's so many options out there and everything, but the best place to start is to just get started.

[00:29:24] And I know we've got a lot of really how you're life.

[00:29:27] I'm sure they'll definitely understand a lot of our a lot of our listeners just like this reference from Dr. Phil. I know the ladies out there that shows it that I'm definitely a married man. That's what he likes to say is the worst thing that you can do is kind of like to not doing reviews. He always says about a relationship for one year is doing it for one year in a day. That's really good. So that's what I mean by that is get started. If you don't ever review generation software in place or you are looking for one, just start putting it in. Your office managers and check out people's vocabulary where you're asking patients. Did you enjoy your time? Oh, great.

[00:30:13] They're in a good mood. Make sure they're in a good mood. That's all. Yeah. Read the read the room when you're checking them out if they're not happy. Don't ask. You've made them wait too long. They make my point as lenders ask him for review.

[00:30:24] Keep it front of mind and you'll be surprised. A lot of happy, satisfied patients will leave a review. And yes, you may prefer it to be a Google, but you've got to have a Gmail to leave a review. And if they're happy to pull out their phone and leave it on Facebook, take it wherever you can get it. Take it. It's better to spread the wealth. You priority is Google, but Facebook is your why poor diet. Yelp is super important. Health grades and vitals because they're niche level directories and their provider focused are very important. But honestly, the biggest thing is it sounds it sounds very simple. But get started, make it a priority when your next Monday meeting or whenever you have your team meetings say we're getting started today on reviews mean I know this isn't going on now and will follow later. But today is the first day of the rest of this when it comes to reviews.

[00:31:15] And as you mentioned earlier in this podcast, I mean, this is a huge part of the health care marketing strategy and your competitors are doing it. I promise you that we are. You have seen it even as patients yourselves.

[00:31:27] And I know you guys as physicians would really want to get this started. But Justin, how do practices implement this patient review process?

[00:31:36] Yeah, absolutely. So kind of three three main things. As far as the biggest advice that I have for now that we talked about, just get out there and start doing it. Is your competitors are doing it. So you need to get out there. I mean, it just kind of drives home again is why you need to get started. The biggest thing is don't overcomplicate the process of implementation, especially if you're looking at a review general or a review generation software, which I do highly recommend we use as. Yeah, absolutely health.

[00:32:09] And the reason why we use it is its practices are way down already so much.

[00:32:17] There's a million things that go on every single day from the provider level to the practice to the office managers, their advice position. These are all well aware. Oh yeah. I have had an oh absolutely. So adding review generation into the mix is just one more thing. And all too often it's one of the things that we tried it and it just ain't going to happen. It's just one more workflow component. Maybe check out process what I want out of it. It stops. Exactly. So what I always recommend is I think that really drives home the importance of creating some level of automation in the workflow I think is really important. And that's why there's a lot of good solutions. It's why we made this a big focal point of kind of going. The extra mile is in a great, if you can, your review gen process into your EMR.

[00:33:10] I think what it does is it eliminates the manual component of having to send an email or send a text review request. But just when you check the patient out, you have automation workflow in place.

[00:33:22] You're not relying on that front desk that physician know, and it's not a one in order thing to do.

[00:33:27] So it's gonna get done and it's going to happen. So say you have it set for an hour after they check out at the office, they get a text message for a review request, whether it's a first party review on your website, kind of like a survey or it's sending them to Google or Facebook for a review. And then if they don't, maybe you send something

else a follow up like 48 or 72 hours, these review generations like that, we use it entropy.

[00:33:52] That's why it works, right? Yeah, absolutely. We're setting them up for six hours. Success. There's no overhead of manpower, like you said, distraction. We're creating a process that is automated that is pushing this in front of patients in a positive way. We're able to capture this insight. And don't get me wrong.

[00:34:08] There's there's I've I've seen it firsthand in our agency as well as it whether you than other agencies. There's plenty of clients that have tremendous success by doing it manually and asking patients. But in reality, there's just too much on the plate of a provider practice. You I highly recommend to automate this program. It just had at will and kind of almost ensure a high likelihood of success in this.

[00:34:38] Well, then let's talk about that. So we know that an injury, health care, marketing, this is something we absolutely do for all of our clients when we are talking about and they come to us about their goals and getting on the first page of Google and driving in leads to new patients.

[00:34:52] This is one of our biggest strategy. But what is some of their questions? And I know one that I want you to answer. Is this affordable? Because we've talked about this and sometimes people get confused. Is this a huge budget project or is this something? We can all be small practices to large hospital systems. It's really easy to implement in a form, right? I mean, it's totally.

[00:35:11] Yeah, absolutely. The barrier to entry when it comes to the kind of sass based solutions that are out there are low. I mean, it's not like below every website or something like that. It's usually a low level commitment every single month. And the value is just tremendous. No brain area. Absolutely. And that's what going back to the kind of the last point which kind of reiterates what we're talking about right now is what those can do. And even if you are doing it manually, but what review software can do and even when Google my business provides is when you're building reviews is monitor the success of the program, because all it's going to do is fuel the fire.

[00:35:50] It's going to show you direct correlation between since we started doing reviews, we've gone from five people visiting our Web site to 50 people to 500 people. So we're driving real traffic and we're growing real rankings as a result of the review generation that we've put into place. And that's really that's going to speak for itself as far as getting back what you're putting in from an investment standpoint, cause it's an investment. It's not a budget line expense. It's a long term investment into growing the practice, reaching more patients and ultimately getting them through the door and having them book an.

[00:36:29] That's absolutely true. And one last thing for you guys. It's position these on. I read all my reviews of all my clients before I ever worked as a physician. These on because it gives you incredible insights on what is going on. And I know as soon as I say that other people are going to start using it and I hope you guys do as these ones, you really need to investigate and reviews tell you a lot about what's going on and what you're referring physicians are experiencing.

[00:36:53] So I want to wrap it up today and I want to leave it off with Justin. How are these listeners going to connect with you? Because you are the digital marketing genius and you definitely create the most effective online strategies for these practices. And where can they find more content, more resources? How are they going to find you? Where can they connect with you?

[00:37:11] Yeah, absolutely. So me personally, I'm very active on Twitter. My handle is Justin D, not keynote t t. One of the good things that really goes kind of hand-in-hand well we were talking about today is I actually put together a very in-depth downloadable e-book or guide, however you want to call it, about localized SEO specifically for medical practices so they can read more. Oh yeah. It's one of the most in-depth guides you're going to find specifically with step by step instructions. And it's on how to optimize and improve your Google. My business listening is completely free. All right. Best way to find it is if you go to our blog and choose the FCO category, pretty much every one of the SEO blog posts that I have written and created on have a link to that guide inside of it. So it's very accessible. I'd highly encourage you to download it. And then obviously from a connection standpoint is we're out there on social, I'm out there on Twitter and then entropy. Our agency is very active. We have a healthy following and we're on Instagram, we're on Twitter, we're on YouTube, we're on Facebook or on

LinkedIn or we're all over the board. I'm sure you all know that by what Kelly's got going on on on that linked to social dot com I and T R E P Y dot com. Yeah. Shoot us an email if you have any questions about what we talked about today.

[00:38:42] Info at entropy dot com or if you're interested and using entropy to help you on this review generation game and really get that competitive edge. So we've talked a lot today and we are full of more resources. Feel free to connect with us. Feel free to join us on our website and social media platforms. And we will be continuing this conversation because it is not over. And we definitely need to talk about listings next. So Justin will be joining me very frequently as we do some of these podcasts. And again, you guys, if you ever want to find more information on these health care marketing strategies, it is entropy dot.com. Check out our blogs and that killer SEO guide. It is going to be a step by step walkthrough full of amazing information. And I really advise you guys definitely diving into this game. Then you learn a little bit more about this CEO and we're going to have information on there, of course, about reviews. So thank you guys for listening. And Justin, do you have any last words you'd like to give our listeners?

[00:39:41] That's that's about it. I hope you'll find a very insightful look forward to be kind of being a part of this journey from the health care marketing side and lending some of my digital marketing knowledge that I've gained over the years in the health care space. So you look forward to it. And thanks again for having me on.

[00:40:00] All right. Thank you guys again for listening. Until next time.