



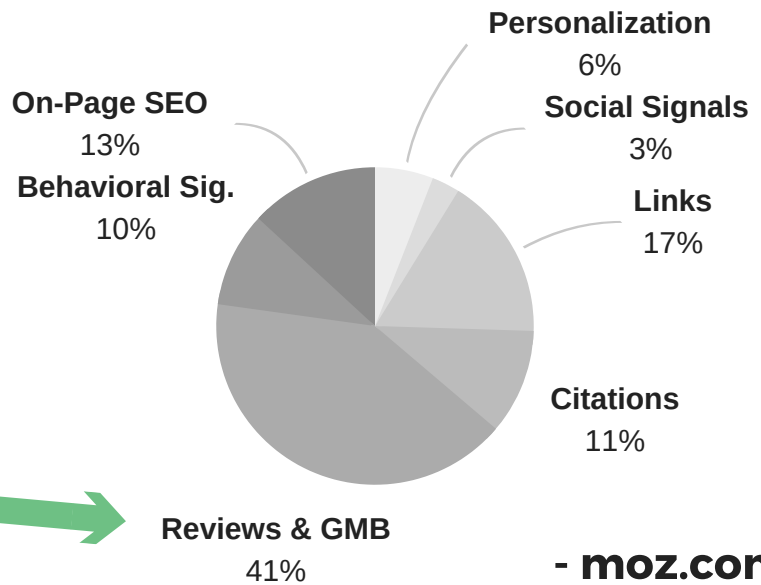
## **Dental Review Generation and Local SEO**

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# Why Online Reviews Matter to your Dental Practice

Getting reviews improves your local SEO, public perception, and ultimately increases revenue.

## Google's Local Algorithm



- moz.com

Increase your Google search ranking quickly

## How Reviews Influence Potential Patients

- 93%** of all consumers now use online reviews to guide their path to purchase. <sup>3</sup>
- 88%** of customers trust online reviews as much as they trust a personal recommendation <sup>1</sup>
- 98%** of patients choose a dentist on page 1 of search results <sup>3</sup>
- 12%** increase in brand advocacy results in a 2X increase in revenue growth <sup>5</sup>

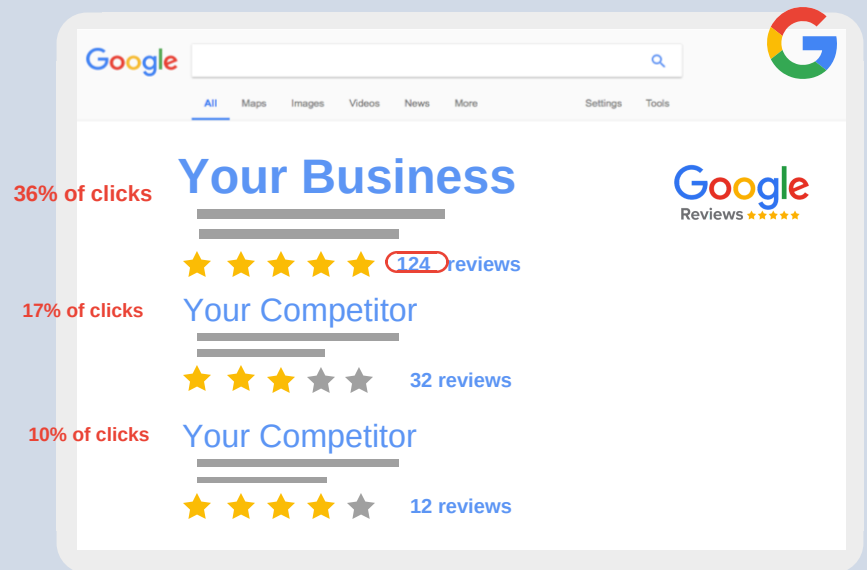
**More Reviews**

**=**

**Higher Google Rank**

**=**

**More Customers**



## We now live in the Trust Economy

**What are customers looking for in online reviews?**

● **Number of reviews**



● **Recency of reviews**



● **Consistency across review sites**



● **Overall rating**



**"Quantity of reviews is the 2nd most important factor when evaluating a business' online reputation"**

BrightLocal

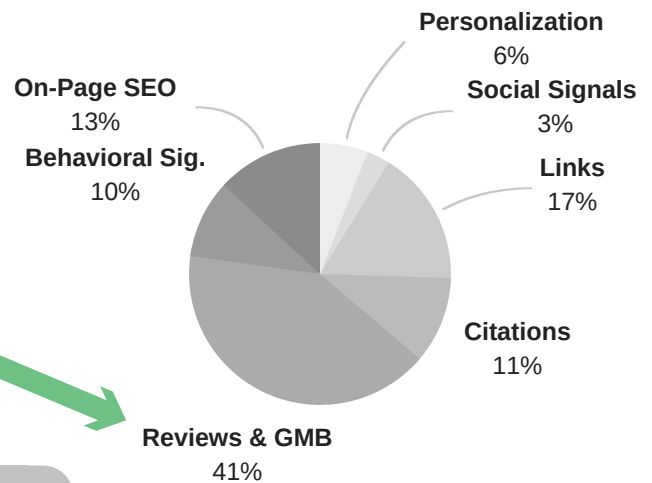
**"On average, a one-star increase in Google ratings equals a 5-9% increase in revenue."**



**Harvard Business Review**

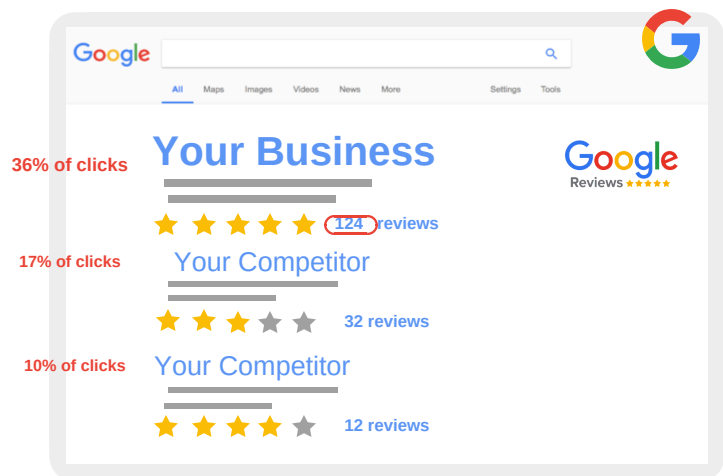
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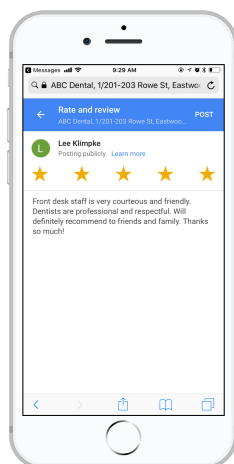
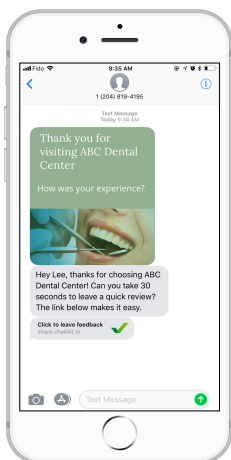
**More Reviews**  
=  
**Higher Google Rank**  
=  
**More Customers**



## How it works works

Customer clicks link, sent directly to their phone through text message.

Customer can easily leave a new review (on multiple review sites) in less than 30 seconds!



## Our Client Results

Users experiences an average of:

↑ 19%

Web Traffic / Leads

↑ 162%

Organic search

↑ 6%

Revenue

# The Problem:

We now live in the Trust Economy, where customers do research before buying products and services.

Most people don't think to leave a review on their own - which means most dental clinics end up with reviews left by very happy or very angry patients.

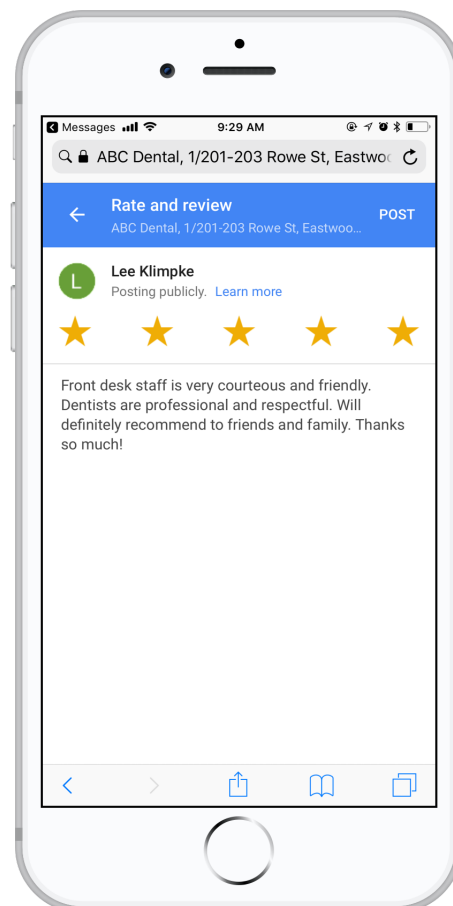
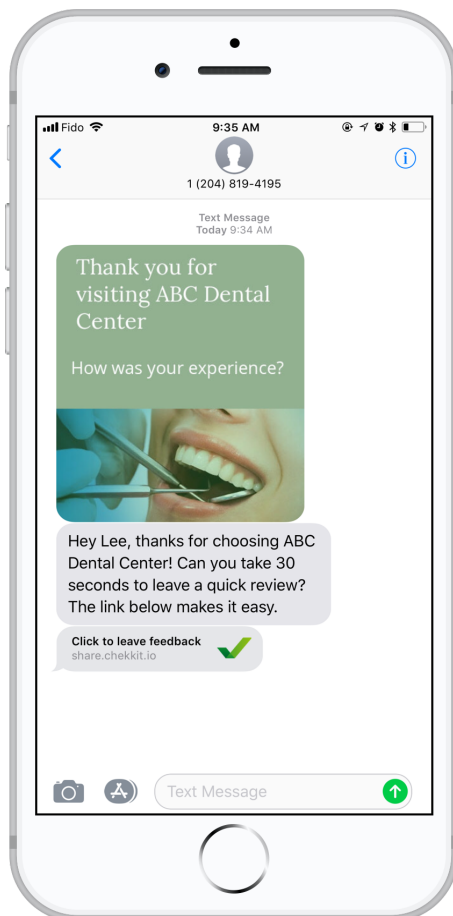
Businesses need a way to get found, and be the preferred choice online

## How it works



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Patient can easily leave a new review (on multiple review sites) in less than 30 seconds!



# Our Client Results

Our clients experiences an average of:

 **19%**

Web Traffic / Leads

 **162%**

Organic search

 **53%**

Maps searches

 **15%**

Web Conversions



+

Thousands of users can't be  
wrong







# THE TRUST ECONOMY IS NOW HERE

The way we do business has fundamentally changed

## References

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5. [searchengineland.com/google-says-near-me-searches-have-doubled-this-year-221771](http://searchengineland.com/google-says-near-me-searches-have-doubled-this-year-221771)