GOOGLE REVIEW CHEAT SHEET



01 CREATE A GOOGLE MY BUSINESS ACCOUNT

If you don't have a **Google My Business account**, *create one now!* While you're at it, add photos of your clinic and staff. People like to see smiling faces! Make sure your business name, hours, phone number, website address, and location are all accurate.

02 CREATE A REVIEW LINK FOR PATIENTS

Make it easy for patients to leave you a review! Follow these instructions to create an instant Google Review link, and then text or email the link to patients! All they have to do is click and type their review.

- Visit **Google Place ID.**
- In the "Enter a location" field, put your company name.
- Click on your company name when it appears.
- Your Place ID will appear in the popover. Copy it.
- Paste your ID number at the end of this link (after the = sign): ***https://search.google.com/local/writereview?placeid=***

Here's the result for Madden & Gilbert Physical Therapy:

https://search.google.com/local/writereview?placeid=ChIJEvajo3CyIkROmKNHXLVHmk

Voila! Now text and email this link to your patients!

03 CHOOSE THE RIGHT MOMENT!

It's important to choose the right time to ask for a review! We recommend you ask for a Google review a few weeks into your patient's plan of care, once they start seeing results. If your patients are icing, that's also a great time to ask for a review. Your patient can do it right there as they finish icing! Consider creating a poster or rack card with a QR that your patient can scan and easily leave a Google Review. Don't wait until your patient is discharged to ask—they may not remember.

04 ASK EVERY PATIENT THESE QUESTIONS

Some patients don't know what kind of review to leave. But when you ask these questions, you'll get powerful, personal Google reviews.

- "What problems were you facing before you came to PT?
- "How did pain make you feel?"
- "What changed after starting PT?"
- "What specifics can you share?"
- "What would you say to somebody on the fence about PT?"

05 MAKE GETTING REVIEWS A GAME FOR STAFF!

Have fun with review generation! Train your staff on how to ask for reviews by asking the questions mentioned in the last step, then kickstart a competition. If the team collectively gets a certain number of reviews—*it's pizza party time!*

Now get going! One of our customers got 21 reviews ***just from emailing a "leave a review" link*** to past patients. *You can do the same!*