

The Power of Reviews

Having been in Marketing and Web Programming nearly half my life I was immediately surprised by my strong gut reaction to an online review that I read on Amazon. I must make a confession, in my spare time I do like to occasionally read fantasy fiction; it's a nice escape from reality TV and the local news.

Here's a tiny piece of backstory that I feel is important. The series that I was reading was written by Christopher Paolini entitled the Inheritance Cycle. Paolini was considered a child prodigy writing his first book at the age of 15 and then self-publishing it, only to have his book 'Eragon' climb to the top of the New York Times best seller list. He continued the series by releasing two other novels each 600 – 750 pages. It was quite a time investment to read these books, but Paolini was an amazing writer and created an extremely complex world and set of characters.

Here's what Wikipedia has to say about Christopher and his series -
http://en.wikipedia.org/wiki/Inheritance_Cycle

I had waited 3 years for the release of his new book – it was the last book in the Inheritance series. I went on Amazon to purchase the book. I noticed that it only had 3 stars – so I decided to read the reviews. The first set of reviews had titles such as:

“Like a delicate soufflé, rises to an epic climax before collapsing into a tasteless pile of goop”

“Bitter taste (Safe to read, no spoilers)”

“Make it stop!”

“What were you thinking Paolini?”

Comments such as: “Paolini took longer than expected to write this book, and he ran into publishing deadlines. Pressed for time, he was forced to rush what should have been a grand finale.”

“The book seemed like it was quickly written and just shoved over to the editor.”

“I hated the ending, it was forced, left many things unresolved and appears that Paolini was afraid of becoming a cliché destroyed what could have been an amazing ending.”

The reviews stacked up like this:

410 – 4 and 5 star reviews

156 – 3 star reviews

251 – 1 and 2 star reviews

I wound up not buying the book off of Amazon. Even though I had brand loyalty, there were so many negative reviews (extremely well written reviews) that I couldn't bring myself to pushing the 'Add to Cart' button. **Yes me, a true-blue brand loyal fan** wouldn't buy a \$13.99 book.

This was actually an Aha moment for me. I was swayed by people that I had not met, people that simply shared a common interest. Yet this was enough to stop me from buying a book.

So let me ask you a question. Imagine how much a consideration a mother gives reviews before she takes her child to your practice? 7 out of 10 people actually search out reviews for products and services. I didn't buy a \$14 book – what will influence new patients to trust you for the first time?

Below is a screenshot where I searched on the words “dentist in Richmond Virginia”.


Who catches your eye in the reviews below? Who are you most likely to click on first?


Shockoe Dentistry Jason T. Lipscomb D... lipscombdentist.com/ Richmond Dentist. Dr. Lipscomb also serves Richmond with the Shockoe Dentistry office. We offer ... ★★★★★ 9 Google reviews	A 1205 East Main Street Richmond (804) 648-6684
Morrison Julius V DDS maps.google.com 1 Google review	B 530 E Main St #400 Richmond (804) 648-1305
Virginia Commonwealth University www.vcu.edu/ Virginia Commonwealth University , with two main campuses located in Richmond, Va., offers ... 2 Google reviews	C 1100 East Leigh Street Richmond (804) 828-5174
VCU School of Dentistry Home - Virginia ... www.dentistry.vcu.edu/ School of Dentistry , Medical College of Virginia, Virginia Commonwealth University. ... Virginia ... Place page	D 520 North 12th Street #406 Richmond (804) 828-0602
The Daily Planet www.dailyplanetva.org/ Since 1969, The Daily Planet has adapted the services it provides to best meet the ever-changing ... 1 Google review	E 517 West Grace Street Richmond (804) 783-0678

Most likely, your eye is quickly drawn to the **Gold Stars**. They stand out from the others and are prominently positioned.

What about this dentist's reviews?

Reviews WRITE A REVIEW

 Jun 14, 2009
★★★★★ **Pain free dentistry and beautiful results** I have never been a big fan of dentists. When I went to see Dr. [REDACTED] with a bad tooth ache, he and his staff made me feel welcome and comfortable. I never felt the shot, either. He saved my smile and made me a believer. My whole family goes to see him now. I am so glad I found this doctor!
1 out of 1 people found this review helpful. Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

 Mar 4, 2009
★☆☆☆☆ **Find yourself another dentist** He sent me a bill for \$700 that I did not owe. To make a long story short I ended up in court twice. He lied and now I have a judgement against me. Do yourself a favor and stay away from this guy. I have talked with others who have had similar experiences.
0 out of 2 people found this review helpful. Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

Do you think you would go to this dentist? It's a 50/50 chance that the review is true. Also notice that his last reviews were in 2009, it's 2012. You should consistently be trying to get new reviews every month.

Helpful Hint: Don't try to get a 'slew' of reviews right away – it doesn't look good to all of the sudden have a lot of '5 star reviews'. Think of consistency – try to get a couple of new reviews each week.

Bad Reviews – Think Before You Hire A Fix-Em-Up Company

If you have bad reviews, please don't hire a 'reputation management agency' to add 5 star reviews for you. People reading your reviews aren't dummies. Let's look at the reviews below. There are 2 five star reviews and 2 one star reviews.

We can see that 'Shannon' is posting in retaliation against the other one star reviews, and unfortunately 'Guillermo' I suspect is a hired gun. I say this for several reasons. His review isn't written like the typical review, and after I researched 'Guillermo' it looks like he visited 3 dentists the same day and left reviews the same day. (Check out the screenshot after this one).

Reviews

WRITE A REVIEW



Guillermo - Oct 4, 2011



Very friendly and considerate! I will recommend him to all my friends. The staff in the office is extremely helpful and warm. See Olga in the front desk, she is wonderful. All the assistants are very professionals and friendly also. Prices are very affordable and they will help you to get a monthly payment agreement if your insurance do not cover all. This is the place to go in Clermont, FL if you need a dentist!

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)



Shannon - Apr 7, 2011



DOES WONDERFUL WORK, AND THE STAFF IS KIND AND CONSIDERATE

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)



moonlv - Mar 11, 2010



wow, the smile on the website is deceiving! I read about and checked out many area dentists. One thing that stood out about [redacted] was his warm smile. That not being the deciding factor, we went to him for a chipped tooth. He never even acknowledged me or even introduced himself to me since we were new to his office. He rarely looked at me as he worked on my child. He mumbled. And when he was done he walked away without saying good-bye. And I am disappointed with his work! The line of the break is noticable but I am not sure I want to put up with his attitude to get it fixed.

1 out of 1 people found this review helpful. Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)



RN80 - Jun 29, 2011



Went to this dentist for the first time today.. [redacted] did not introduce himself, and didn't even say hi. He was rude and arrogant. Then it took the lady at the front desk forever to schedule my follow up appointment!!! She went to the back without saying a word, then when she came back to continue helping me, she had a carrot hanging out of her mouth. [redacted] saw me for all of 30 seconds and didn't even talk to me... Probably won't be back

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

He must really have some problems, looks like he visited 3 dentists on the same day giving 2 of them 5 stars and then one of the practices a 1 star review. This is common amongst hired guns. Practices will hire an agency, they will create fake Google accounts and post positive reviews for their clients and leave negative reviews for their competition. Fortunately these people can be reported to Google.

Reviews

Sort by date - [Sort by rating](#)

[Redacted name]

★★★★★ - Oct 4, 2011

Was this review helpful? [Yes](#) - [No](#)

[\[Flag as inappropriate\]](#)

[Redacted name] ullevard,

Clermont, FL 34711-1957

★★★★★ - Oct 4, 2011

[Redacted name] is a true professional! Very friendly and considerate! I will recommend him to all my friends. The staff in the office is extremely helpful and warm. See Olga in the front desk, she is wonderful. All the assistants are very professionals and friendly also. Prices are very affordable and they will help you to get a monthly payment agreement if your insurance do not cover all. This is the place to go in Clermont, Fl if you need a dentist!

Was this review helpful? [Yes](#) - [No](#)

[\[Flag as inappropriate\]](#)

[Redacted name]

★★★★★ - Oct 4, 2011

Probably the worst dentistry office I ever been. Run away from them! Extremely expensive and not friendly at all. They just want your money no matter what. Go to any other dentist office. I recommend [Redacted name]. He is an excellent dentist and very affordable, maybe the best in Clermont Fl.

Was this review helpful? [Yes](#) - [No](#)

[\[Flag as inappropriate\]](#)

Not a damaging enough example?

Here's a great example of a practice using a hired gun. 'Gloria' the supposed reviewer is quite the world traveler. On the 13th she went to a thrift store in NY, found enough time to fly to LA the same day and go to the dentist, then flew on the 14th to TN to get her nails done. Feasible right? I mean it could happen.

The 11th was a busy busy day, first she went to the salon in Winnipeg Canada, then she had the pest control guys come out in Ontario, then she had a remodeling company in California help her out. This is only a small sampling, Gloria has about 90 reviews, seems she also lives in Texas, Florida and a few other states and countries.

Top Nails 84 Dover Crossing Road, Clarksville, TN 37042-4111

★★★★★ - Oct 14, 2011

I really love this place! The staff is sooo nice and friendly and they do a marvelous job each and every time that I come to get my nails done. And the results are fantastic. My hands look so much better. A very professional service.

3 out of 3 people found this review helpful.

[Flag as inappropriate]

Was this review helpful? [Yes](#) - [No](#)

Hometown Thrift Store 9505 Airport Plaza, Dansville, NY 14437

★★★★★ - Oct 13, 2011

I have found so many good books here, it is a real treasure trove for me! Thank you for being there.

1 out of 1 people found this review helpful.

[Flag as inappropriate]

Was this review helpful? [Yes](#) - [No](#)

[REDACTED], Los Angeles, CA 90004

★★★★★ - Oct 13, 2011

Fast, professional, top of the line treatment!! This is what I have found at [REDACTED] Center every time that I come here.

Was this review helpful? [Yes](#) - [No](#)

[Flag as inappropriate]

Facebook Inc 1601 S California Ave, Palo Alto, California 94304

★★★★★ - Oct 11, 2011

Facebook is for losers that don't have any friends in real life!

0 out of 8 people found this review helpful.

[Flag as inappropriate]

Was this review helpful? [Yes](#) - [No](#)

VIXIN Salon + Beauty Bar 123 Princess Street, Winnipeg, MB R3B 2K8, Canada

★★★★★ - Oct 11, 2011

This salon stands out in Winnipeg as one of the classy ones. It provides high quality services at affordable prices.

1 out of 3 people found this review helpful.

[Flag as inappropriate]

Was this review helpful? [Yes](#) - [No](#)

Kubassek Pest Control 245 Bishop St S, Unit 1, Cambridge, ON N3H 5N2

★★★★★ - Oct 11, 2011

Summer or winter these guys can provide top notch service! They know exactly what to do with any pest.

2 out of 2 people found this review helpful.

[Flag as inappropriate]

Was this review helpful? [Yes](#) - [No](#)

Regal Contraction & Remodeling, Inc 7050 Owensmouth Avenue #207, Canoga Park, CA 91303

★★★★★ - Oct 11, 2011

Thank you so much for helping us out at such short notice. Helped us out a lot.

1 out of 1 people found this review helpful.

[Flag as inappropriate]

Was this review helpful? [Yes](#) - [No](#)

If people report to Google that you have fake reviews – and Google determines that you are doing this on purpose they can ‘and they will’ close down your business listing. I saw a prominent practice go “bye bye” with nothing left but a message from Google saying this business page no longer exists.

Google will also remove your reviews... It really isn't worth putting up fake reviews.

You Need Reviews ... You Need Reviews

Doesn't it make sense to make sure that you get legitimate reviews and that you get them where they are going to be seen. If over 80% of your new patients are finding you online, doesn't it make since that you would be proactive in getting reviews where they will be seen?

For what it's worth, people trust Google. A lot of dentists cut and paste reviews and put them on their website – that's great, but people have to 'FIND' your website to find those reviews. Right now people rely on Google to show them the BEST and most RELEVANT information.

The information returned by Google isn't infallible; in many instances it will be dead wrong. However it is the #1 go to tool used by individuals trying to find information about local businesses and services.

For now, and most likely for quite some time to come, your priority is to have your practice found on Google and to have an excellent online reputation.

It does mean a little more work on your part

Things have changed. People used to simply look at the phone book, find an ad that they liked and make the call. The phone book didn't update instantly with reviews – people had to find out the hard way – whether they would like a new doctor. People relied on word of mouth.

Guess what, people still rely on word of mouth. They still look to others to tell them what to do. It's simply that the platform has changed. Now, Word of Mouth is in the form of 'online reviews' and posts on Facebook and Twitter. Word of Mouth is still number one, and it's extremely powerful.

We cannot control the message – but we can work hard to have people promote us with a positive message. That's what we need to do – we need to be proactive. Proactive means that everyone that comes into contact with a patient – helps that patient have a positive experience.

An Interesting Twist

It's been nearly a month since I decided not to push the button on Amazon to buy the book. Many people were so upset with the ending of the book that it seems as if the author is going to have a change of heart and write an additional book. The author made a misstep with this book (1 out of 4 isn't bad) and it seems that he wants to work with his huge fan community.

It's a step in the right direction, and guess what – it made me press that 'buy button', and I must say, I am enjoying the book.

How can we help your practice?

We completely understand how crazy things are with Google, Facebook and the entire world of Social Media. We work hard to develop simple solutions to unravel the complexities of social networking. If I may I would like to suggest a couple of options that I have had the honor in helping create.

For Dentists that want to get involved

The book **UNINVISIBLE** by Stephen Knight will teach you everything you need to know about getting your business listing optimized and online on the major search engines. The book also tells you how to build up and manage your online reputation.

The book is available at <http://www.missingbusiness.com>

** This is a hands on book **



Have questions? Want to order over the phone? Please call Stephen at 804.615.0156.

If You Have a Facebook Page for Your Practice

If you have a business page on Facebook you need to have a Google Review Application. Stephen Knight has create a special Facebook application that enables you to display your Google reviews on your Facebook page and allows your Facebook followers to leave Google reviews from your Facebook page.

This specially branded Google Reviews page makes leaving Google reviews for your practice extremely simple and natural. <http://www.missingbusiness.com/google-reviews.php>

The image shows a Facebook page for Dr. Anthony Lordo, DDS. The page is partially obscured by a red and gold overlay that reads "We Care About You! Thank You" and "Review Us". The overlay also includes a "Please Review Us" button with a circular arrow icon. The Facebook page content includes the name "Dr. Anthony Lordo", address "1000 N High St, Worthington, OH 43085", phone "(614) 885-4754", and website "drlordo.com". There are buttons for "WRITE A REVIEW" and "Upload a photo". A photo of a group of people is shown with the caption "From the owner". The page also displays categories, hours, transit information, and a rating of 3 reviews with a 5-star rating. A footer at the bottom of the page shows the website "www.drlordo.com" and the phone number "614-885-4754".

Please call Stephen at **804.615.0156** with any questions that you might have.