

Yelp Help – Managing Your Online Reputation -timed

1. Nothing matters if your service stinks - 10 min
 - a. Provide good service; get good reviews
 - b. Exceed expectations; meeting them not enough
 - c. Starts with your staff
 - d. Ends with the docs
 - e. Service from internet presence through brick-and-mortar experience
2. Turning patients into word-of-mouth bullhorns for your practice on and offline - 10 min
 - a. Identify influencers and COLS
 - b. Marketing to influencers and COLS
 - c. Using reviews to impress review-readers
 - d. Using promotions, parties to influence influencers
3. Steering patients to post reviews - 10 min
 - a. What not to do
 - i. Don't incentivize
 - ii. Don't have them review where they aren't already reviewing
 - b. What to do
 - i. If you are "inclined"
 - ii. Guide them gently
 - iii. Ask happy patients only – not everyone
4. Popular and significant review channels - 10 min
 - a. Yelp
 - b. Google
 - i. Why Google is so important
 - ii. How to get reviews on Google (differs from yelp)
 - iii. How to remove bad reviews from Google
 - c. Angie's list
 - d. Healthgrades
 - e. Yahoo
5. Gaining Google reviews and it's importance - 10 min

- a. Search engine optimization
 - i. The importance of SEO for your business
 - ii. SEO “Six Pack”
 - iii. Other SEO hints
 - b. Keywords
 - c. Keyphrases
 - d. Steering patients towards google
 - e. Where to see reviews
 - f. Review plug-ins
6. Yelp; the skinny - 10 min
- a. Characteristics of Yelpers
 - b. Yelp “Elites”
 - c. Finding Yelpers
 - d. Yelp features to take advantage of
 - e. Yelp Advertising
7. Introducing the CAPSECO strategy
- a. Make the look C-razy
 - b. A-pologize
 - c. Use S-ocial proof
 - d. Demonstrate an E-ffort to change
 - e. O-ffer to make it right