



# How To Get More Google Reviews

3 Ideas to get more Google reviews for your chiropractic practice (& higher Google Search rankings)

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The information contained in these guides are created from years of testing with hundreds of Chiropractic and Medically Integrated Chiropractic practices.

*The Customer Factory is an industry leader in Chiropractic and MD/DC online marketing. To learn more about how to be successful with Facebook marketing visit:*

**[thecustomerfactory.net](http://thecustomerfactory.net)**



## **METHOD 1: OFFER**



Offer your patients a \$5 gift card to Starbucks, Target, or a local store in return for an *honest* Google review.

- Place a sign at your front desk saying something like, "Like Starbucks? Give us an honest review." This will spark enough interest for the next step.
- Explain that patients can get a \$5 gift card (to wherever you've chosen is the best place) by leaving an honest Google review using their phone.
- Make them do it (not late) in case they need help.
- Have them open up the Google Maps app on their phone, look up your office and leave a review.
- Once done, give them their card and thank them!

It's very easy and known to generate a lot of reviews, they are worth every penny.

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## **METHOD 2: PLAY A GAME**



Create a referral game and award points for leaving a Google review. People love playing games. Play them to your advantage.

- Have a raffle. You can raffle off something like an Amazon Kindle Fire (less than \$100 but has a high perceived value)
- Award 20 tickets for a referral
- Award 5 tickets for a Google review
- Play a game with the staff for whoever gets the most people to refer or leave a review. Award the staff member with the highest number of reviews a \$25 or \$50 gift card to their favorite place.

This kind of game creates a fun atmosphere between the staff. You can also create seasonal theme around it. Like Christmas, Thanksgiving, etc.

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## **METHOD 3: USE FOLLOW-UP TOOLS**



Send out email blasts to your patients asking for a honest review. Insert an easy and convenient way for them to leave the review.

- Go to [this link](#) and create a simple Google Review link that you can easily send people
- Go into your chiro software and export your list of patient's emails so you have a fresh and updated list.
- Use a free tool like Mailchimp.com to send out a bulk email asking for practice reviews every so often.

Additional Tip: Some Chiropractic software has ways to send follow-up emails, surveys or even text messages integrated into the software. Have your marketing director or front desk person learn more about these features if your software has them and use it!

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Use these methods to boost your number of Google reviews and through Google's algorithm it will also boost your organic results when people search for care in your area. The higher reviewed, and more reviewed, the more likely someone will come to you over the competition for care.

# **END**

EXPLORE

# FACEBOOK PAID ADVERTISING

The #1 new-patient generator is paid Facebook advertising. Free traffic is good, but it is not sustainable or scale-able as your grow. To learn more about the tool that over 90+ Chiropractors and MD/DCs use to get a consistent flow of new-patients through Facebook paid advertising, go to:

[thecustomerfactory.net/demo](https://thecustomerfactory.net/demo)

