

Improving a Client's Online Reputation One Review at a Time



In 2019, a large medical practice hired BoxCrush to create a new website, implement ongoing marketing campaigns, and create social media posts. In addition to a complete branding overhaul, the practice needed help managing their online reputation.

In the medical field, a practice location and each doctor within the practice should have a Google My Business listing. While this practice had established listings for its three locations and six doctors, the listings did not appear often in local search, and each listing's overall star rating was low.



FIRST STEPS: UPDATING LOCAL LISTINGS

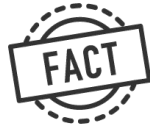
The client gave BoxCrush management access to each listing. For each practice location, BoxCrush filled in details using local keywords, and created custom graphics. The BoxCrush marketing team ensured that information about each location and practitioner was synced across the internet, suppressing duplicate listings and correcting errors.

While each listing's search visibility improved, the star ratings were still stagnant, and patients weren't leaving reviews on a consistent basis. Six months after BoxCrush cleaned up the local listings, the client decided to expand their service agreement to include BoxCrush's reputation management service, in order to stimulate more positive feedback.

NEXT STEPS: ESTABLISHING A CADENCE

When reputation management service began, the average star rating for the practitioners and practice locations was 3.7. In the previous six months, the six doctors and three practice locations had collectively garnered only 38 reviews. The BoxCrush marketing team came up with a plan to solicit reviews and ensure they were visible in search.

BoxCrush created templates for text messages and emails that the client could send to patients who had visited a practice location that month. The templates included a custom header, and a tracking link to the client's site. There, clients could leave reviews on location pages or for individual practitioners. Using custom widgets, BoxCrush set up rules that would aggregate direct reviews and reviews from popular medical review sites, displaying them on the appropriate page on the client's website. During the first month of reputation management services, patients left 103 reviews across the nine listings, and the average star rating jumped to 4.3 stars.



74.6% of people have looked online to learn more about a doctor, dentist, or medical care. (PatientPop)

THE RESULTS

After a year of services, each provider and location has more reviews, and all but two practitioners have seen an increase in their star rating (those who have seen a decrease dropped from 5.0 to 4.8 and 4.4, respectively*).

Location	Review count	Review change %	Average rating	Average rating change %
Total	807	+1,020.8%	4.4	+33.3%
Doctor A	25	-	5.0	-
Doctor B, Location 1	139	+4,533.3%	4.8	-4%
Location 2	56	+833.3%	4.6	+53.3%
Doctor C	150	+2,900%	4.5	+7.1%
Doctor D	153	+1,430%	4.4	+25.7%
Location 3	89	+2,866.7%	4.4	-12%
Location 4	93	+272%	4.2	+50%
Doctor E	54	+350%	4.2	+23.5%
Doctor F	42	+600%	3.2	+6.7%

Prior to BoxCrush's reputation management service, the client had poor visibility on Google Search and Google Maps, few reviews, and a below-average star rating. After a year of local listing and BoxCrush reputation management service, visibility has improved, the number of reviews has increased, and the average star rating has increased to 4.3, from 3.7.

	Google Map Appearances	Google Search Appearances
Jan 2019 - Mar 2019	4,280	24,973
Jan 2020 - Mar 2020	31,335	58,902

The investment in reputation management service is one that will benefit the client for years to come, as online reviews continue to be a strong influence on consumer decisions about medical care.

A Long-Term Strategy

A new doctor joined an established medical practice. Before BoxCrush began its review management service, this doctor had a 5.0 star rating, but fewer than 10 reviews. Consumers have more faith in a business or practitioner that has numerous reviews, so BoxCrush's goal was to increase the number of reviews for this doctor.

BoxCrush began a review campaign that contacted patients via email or text message with one reminder prompt. Because many patients have monthly appointments, BoxCrush set parameters so that patients would receive a review request only once every six months.

In the first full year of the review campaign, this now-established doctor received over 100 reviews and has earned an average rating of 4.8 stars.

Date ▾	Reviews Count ▾	Average Rating ▾
Total	168	4.8
Jul 2020 - Sep 2020	26	4.8
Apr 2020 - Jun 2020	45	4.8
Jan 2020 - Mar 2020	5	4.4
Oct 2019 - Dec 2019	56	4.7
Jul 2019 - Sep 2019	33	5
Apr 2019 - Jun 2019	1	5
Jan 2019 - Mar 2019	2	5

KEY TAKEAWAYS

Online reviews can lend to or detract from a business or practitioner's credibility. With so many consumers now relying on reviews to guide their decision-making, you have to actively solicit and manage reviews to ensure that what consumers are reading about you is accurate and inspires trust.

If you need help regaining control of your reputation, talk to BoxCrush.

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