

# REPUTATION

---

Managing Your Online Reputation

*MCMS, June 23, 2015*

randall v. wong, m.d.



**MEDICAL**  
**MARKETING**  
ENTERPRISES

# Randall Wong, M.D.

- Ophthalmologist (Retina Specialist)
- Online Marketing
  
- Medical Marketing Enterprises, LLC
  - Website Rankings
  - SEO and Social Media
  - Reputation





# What is Online Reputation?

Comments/Reviews about  
YOU and YOUR Business

- Positive (majority)
- Negative (few, but most feared)



# Managing Your Online Reputation

Monitor the Internet –  
automated process

Looking for both ***positive***  
***and negative*** comments  
or reviews.

How to Respond



# Why Respond?

Acknowledge the writer  
Demonstrate Willingness to  
Engage  
Transparency

***The act of “responding”  
shows that you are  
interested and ...you  
care.***



# Where to Look for Reviews



- On Page Reviews
- Off Page Reviews

# Off-Page Sources

Review Sites

Local Directories

Business “Aggregators”

BBB

Consumer Reports

Washington Checkbook



**Angie's list.**





# On-Page Reviews

Testimonials/Comments left on your website

Facebook?

LinkedIn

These are sources which you own or control. You have the ability to edit/delete all comments.



# Google Alert | Automate Monitoring

Google emails (the “alert”) anytime you are mentioned on the Internet.

Includes most sites which are indexed.

Google Plus Account (accrues all reviews in one place)

Angie’s List

What About Yelp?

<http://kiwisplash.com/how-to-create-a-google-alert/>



# Angie's List

Subscription Based

Not indexed

Set up Free Account

Receive email to your inbox

The logo for Angie's List, featuring the text "Angie's list." in white on a black rectangular background. The word "Angie's" is in a larger font than "list.", and there is a small house icon above the letter 'i' in "Angie's".

**Angie's list.**



# Yelp?

Free

Emails you when comment is left

Often indexed by Google

Business may “upgrade” membership



# Monitor

Google Alert

Email from non-indexed sites

Google Plus

Your Website

Social Media

Monitoring the entire online reputation can be done automatically!



# Positive Reviews: “I Like You!”

Majority of reviews are positive

Respond:

Acknowledge and appreciate reviewer

“Thank you”

Show willingness to engage

Show you care



# Negative Review: “You Stink!”

24 Hour Rule

Unlikely to remove Negative Review

Slander

Racial

Shows You are Human

(Not every one is perfect)



# “Make Lemonade” from Negative Review

Don't expect to regain customer

5 Star Response

Take the opportunity to neutralize review;  
engage  
demonstrate transparency (personal and business)  
explain

Negative reviews give you an excellent opportunity to show you care, perhaps not to the author, but to the dozens and dozens of readers who will follow.





# The “Tribe”

An online term used to describe your community of supporters.

1. Facebook
2. Twitter
3. Email Followers
4. Customers and patients

Your tribe can be your strongest ally and is the most powerful way to neutralize negative reviews and turn them into more positive reviews.



# Off-Page | Aggregators | Directories

Bing Local  
Best of the Web  
Citysearch  
DexKnows  
FourSquare  
Google +  
Insider Pages  
Judy's Book  
Kudzu  
Manta  
Merchant Circle

Super Pages  
Yahoo! Local  
Yellow Bot  
Yellowee  
Yellow Pages  
Yelp  
Healthgrade  
s  
Vitals  
Rate MDS

Doctorbase  
WebMD  
Docshop  
Local.AARP  
Mapquest  
Realself  
LocalMed



# Improve Local SEO and Search

Web Maps Shopping News Images More Search tools



About 19,000 results (0.74 seconds)

## WELCOME - Retina Specialist | Fairfax, Virginia | Retinal ...

[www.retinaeyedoctor.com/](http://www.retinaeyedoctor.com/)

Retinal Detachment | Randall Wong, M.D., Retina Specialist, Fairfax, Virginia, 22031 25  
Gauge Vitrectomy Eye Surgery | Randall Wong, M.D. | Retina Specialist, ...

## The Retina Group of Washington

[rgw.com](http://rgw.com)

[Google+ page](#)

## Randall V. Wong, M.D.

[www.retinaeyedoctor.com](http://www.retinaeyedoctor.com)

1 Google review · [Google+ page](#)

## Retina Consultants PC: Parver David...

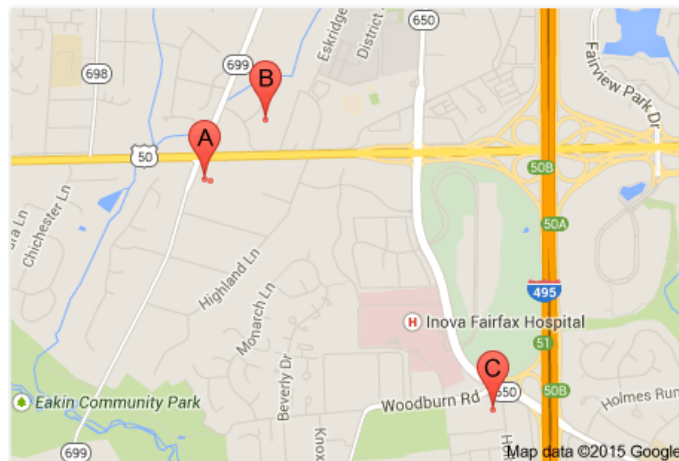
[retinaconsultants.net](http://retinaconsultants.net)

[Google+ page](#)

**A** 8505 Arlington Blvd #300  
Fairfax, VA  
(703) 991-5181

**B** 3025 Hamaker Ct #101  
Fairfax, VA  
(703) 876-9630

**C** 3289 Woodburn Rd #  
270  
Annandale, VA  
(703) 849-8601



Map for retina specialists 22031

[Map results for retina specialists 22031](#)

Randall Wong, M.D. – Retina Specialist, Fairfax, Virginia

# Local Search = Off-Page



- Claim your accounts
- NAP
- Link to Your Website

# Thank You

Randall V. Wong, M.D.

[randall.v.wong@gmail.com](mailto:randall.v.wong@gmail.com)

Medical Marketing Enterprises, LLC

[www.medicalmarketingenterprises.com](http://www.medicalmarketingenterprises.com)

240.230.7353

