

REPUTATION

Managing Your Online Reputation
MCMS – February 4, 2016

randall v. wong, m.d.



MEDICAL
MARKETING
ENTERPRISES

Financial Disclosure

- I have the following financial interests or relationships to disclose:
 - Co-Founder:
 - Medical Marketing Enterprises, LLC



Randall Wong, M.D.

- Ophthalmologist (Retina Specialist)
- Online Marketing

- Medical Marketing Enterprises, LLC
 - Website Rankings
 - SEO and Social Media
 - Reputation



Online Reputation

“With or without a website or social media, every business has an online reputation to maintain.”



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

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The Retina Group of Washington

rgw.com

[Google+ page](#)

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

Randall V. Wong, M.D

www.retinaeyedoctor.com

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

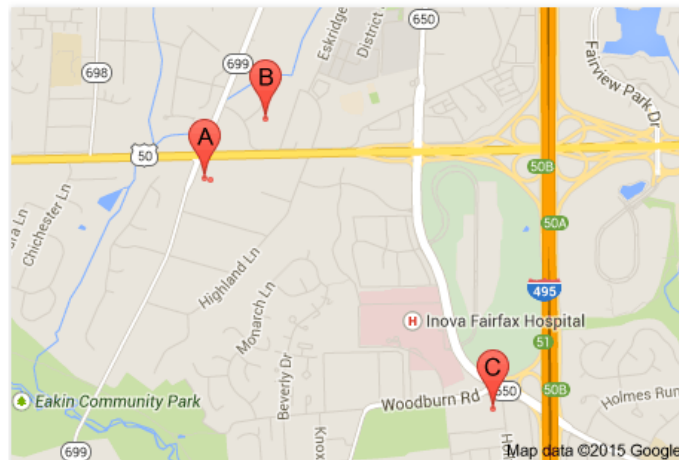
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270
Annandale, VA
(703) 849-8601

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Map 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

Medical Marketing Enterprises, LLC

www.medicalmarketingenterprises.com

240.230.7353



Thank You

Randall V. Wong, M.D.

randall.v.wong@gmail.com

Medical Marketing Enterprises, LLC

www.medicalmarketingenterprises.com

240.230.7353

