



4.9 · 847 reviews

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# THE GOOGLE REVIEW PLAYBOOK

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How Local Businesses Turn Reviews Into Revenue

- Response Templates for 5 Healthcare Specialties
- The 4-Part Framework That Builds Trust on Contact
- Proven ROI Benchmarks & 90-Day Outcome Expectations
- Monthly Operating System · 30-Day Launch Checklist
- Scripts for Getting More Reviews (Policy-Compliant)

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# Introduction: The Quiet Visibility Problem

Most local business owners assume marketing starts with advertising. Run a Facebook ad. Boost a post. Sponsor the little league team. These feel active — and they are. But marketing actually starts earlier, at the exact moment a potential customer decides whether your business feels trustworthy.

That moment usually happens before they visit your website. Before they call. Before they even read your hours. It happens when they land on your Google Business Profile and scan your reviews.

What they're scanning for isn't your star rating. It's signals. Evidence that a real, attentive business is behind that listing. When they see recent reviews with thoughtful responses, they feel confident. When they see silence — unanswered reviews, activity that stopped six months ago — they hesitate. That hesitation costs you appointments.

“Silence doesn't feel neutral to a prospective patient. It feels like nobody's home.”

## THE CORE INSIGHT

Review responses are not about defending reputation. They're about signaling presence. Presence builds trust. Trust produces calls.

This isn't theory. A chiropractor with a strong local practice noticed his referrals had softened slightly. His first thought was seasonal demand. When we pulled up his Google listing, the real issue was obvious: thirty-two reviews over the previous six months — every single one unanswered. Not a single negative review. Just silence.

Within four weeks of consistent, professional responses, new patient inquiries increased noticeably. No advertising campaign. No website redesign. No new services. Only visible engagement.

The mechanism is simple: customers interpret responsiveness as reliability. When someone sees that a business acknowledges patients, thanks reviewers, and handles concerns professionally — they trust that business before they've ever walked through the door.

## Who This Book Is For

This playbook is written for owners and managers of local service businesses — especially healthcare-adjacent practices and professional service providers, including:

- › Dental offices, chiropractic clinics, med spas, optometry practices, urgent care centers
- › Attorneys, accountants, and financial advisors
- › Home services, specialty contractors, and multi-location businesses

You don't need a marketing background to use this. You need fifteen minutes a week and the willingness to treat review responses as a routine operating habit — not an afterthought.

## How to Use This Book

- › Read Sections 1–3 first to understand the framework
- › Jump to Section 4 for your specialty's specific templates
- › Use the Monthly Operating System in Section 6 to build the habit

- › Complete the Workbook at the back to audit your profile and build your 30-day plan

## Understanding the trust economy of local search

Before a stranger calls your office, schedules an appointment, or walks through your door, they've already made a decision about you. That decision was made on Google. And it took about eight seconds.

Local search has fundamentally changed how customers choose service providers. In the past, word of mouth traveled person to person. Today it's public, searchable, and permanent — and it travels to strangers you've never met.

Your Google Business Profile is not a directory listing. It's your most visible sales asset. For most local practices, it drives more first impressions than your website, your social media, and your signage combined.

### The Eight-Second Scan

Studies on local search behavior consistently show that consumers make trust decisions in seconds, not minutes. Here's what they look for when they land on your profile:

Signal	What They're Really Asking	Trust Impact
Star rating	Is this business generally good?	High
Review recency	Is this place still active and relevant?	Very High
Response rate	Does anyone actually listen here?	Very High
Response tone	Would I feel comfortable here?	High
Review volume	Is this a real, established practice?	Medium
Photos & info	Does this place look professional?	Medium

Notice that response rate outranks total review volume in trust impact. A practice with 40 reviews — all answered — often converts more first-time callers than a competitor with 200 reviews and zero responses. Engagement signals attentiveness. Attentiveness signals care.

*"A 4.6-star practice with warm, consistent responses will often outperform a 4.9-star practice with none."*

### Why Silence Is Expensive

When a patient takes the time to leave a positive review and receives no acknowledgment, two things happen. First, that patient is slightly less likely to refer others — the lack of response communicates indifference. Second, every prospective patient who reads that unanswered review absorbs a quiet message: this business doesn't really pay attention.

Multiply that across thirty unanswered reviews and you have a profile actively working against you — not because of anything negative, but because of everything absent.

### Google Rewards Engagement Too

Beyond the human trust signals, Google's local ranking algorithm factors in profile engagement. Businesses with active, regularly updated profiles — including consistent review responses — tend to rank higher in local map results than comparable businesses with inactive ones.

Every response you write serves two audiences simultaneously: the real person who wrote the review, and the algorithm that decides who gets found first.

## What Consistent Response Management Produces

Healthcare and professional service businesses that commit to consistent Google review management consistently see measurable, trackable outcomes. Here are the benchmarks you can use to set expectations with your team — or your clients.

Metric	Typical Range	Timeframe
Response rate	5% → 95%+	Weeks 1–4
New inquiry lift	8–22% increase	Months 2–4
Map visibility improvement	Measurable uptick	3–6 months
Review velocity increase	20–40% more reviews/month	Months 3–6
Profile visit increase	Varies by market	Months 2–4

### Real-World Case Snapshot

BEFORE	AFTER 30 DAYS
<ul style="list-style-type: none"> <li>› 32 unanswered reviews</li> <li>› 8% response rate</li> <li>› No response system in place</li> <li>› Declining new patient inquiries</li> </ul>	<ul style="list-style-type: none"> <li>› 100% response rate</li> <li>› Measurable increase in new patient calls</li> <li>› Improved map ranking position</li> <li>› Language themes appearing in new reviews</li> </ul>

**AUTHORITY BENCHMARK**

One Naperville-area clinic improved its response rate from 8% to 100% in under 30 days. No new advertising. No website changes. Response management alone drove a measurable increase in first-contact inquiries within the first two months.

These benchmarks apply to healthcare-adjacent practices, professional services, home services, and multi-location businesses. The industries that see the strongest lift share one trait: trust is the primary buying trigger.

## How your responses shape what future patients believe

Here's one of the most underappreciated things that happens when businesses respond consistently to reviews: the language in the responses starts showing up in future reviews.

A chiropractic clinic began weaving specific outcome language into their replies — phrases like 'improved mobility,' 'reduced tension,' and 'feeling more like yourself.' Within a few months, those exact phrases started appearing in new patient intake conversations. Patients were describing their goals using the language they had read on Google.

*"Your responses don't just thank people. They teach future patients how to think about you."*

### THE LANGUAGE MIRROR LOOP

1. Patient leaves a review in their own words
2. Your response reflects back the experience using precise, positioning-aligned language
3. Prospective patients read both — and absorb your vocabulary
4. New patients arrive framing their needs in your language
5. Their reviews echo those terms — and the loop strengthens

This is why response writing isn't customer service. It's brand positioning. Every reply is a chance to define what your business is known for — in words that feel authentic because they come from real patient experiences.

### Language by Specialty

Use these as the vocabulary you return to consistently across all responses:

Specialty	Language to Reinforce	Avoid
Dental Office	Comfort, anxiety-free, gentle, judgment-free, clear explanations, thorough	Clinical jargon, procedure names
Chiropractor	Mobility, tension relief, root-cause care, lasting results, whole-body	Quick fix language
Med Spa	Natural results, safety, consultation-first, confidence, professionalism	Overselling outcomes
Optometry	Efficient, thorough, wide selection, explained clearly, convenient	Overly technical terms
Urgent Care	Seen quickly, listened to, thorough, accessible, follow-through	Rushed or transactional tone

## The structure behind every great review response

Most businesses that respond to reviews fall into one of two failure modes. The first is silence. The second is the generic response: Thank you for your kind words! We appreciate your business.

Generic responses are nearly as damaging as silence. They signal that no one actually read the review. They waste the positioning opportunity. And they feel hollow to every reader — including the hundreds of prospective patients who scroll through them.

*"The goal isn't to respond. It's to make every reader feel like they're watching a business that actually cares."*

### The Four Parts

Part	What It Does	Example
<b>1 · ACKNOWLEDGE</b>	References something specific from the review. Proves you actually read it. The single most important part.	<i>"Thank you for mentioning how quickly we got you in — that's something our team works hard to maintain."</i>
<b>2 · REINFORCE</b>	Echoes the positive experience back in precise, positioning-aligned language. Plants vocabulary for future readers.	<i>"We're glad the adjustment gave you the relief you were looking for. That's exactly the outcome we aim for."</i>
<b>3 · INVITE</b>	Encourages the next natural action — a return visit, referral, or follow-up service.	<i>"We'd love to see you back for your follow-up whenever you're ready."</i>
<b>4 · CLOSE WARMLY</b>	Ends with something human. Not corporate. Not stiff. This is what makes people feel a real person wrote it.	<i>"We're genuinely grateful to be part of your care. See you soon!"</i>

### Generic vs. Specific: Side by Side

GENERIC — DON'T DO THIS	SPECIFIC — DO THIS INSTEAD
<ul style="list-style-type: none"> <li>› "Thank you for your review! We really appreciate it!"</li> <li>› "We appreciate your feedback and look forward to serving you again!"</li> <li>› "We strive for excellent customer service!"</li> </ul>	<ul style="list-style-type: none"> <li>› "Thank you for mentioning Dr. Patel — we'll pass that along. Knowing patients feel heard makes our whole team proud."</li> <li>› "We're so glad we could get you in same-day. We know how much that matters when you're in pain."</li> <li>› "Comfort during treatment is something we talk about at every staff meeting — it means so much to hear that it showed."</li> </ul>

### **Five Quick Rules for Human-Sounding Responses**

- › Be specific. Reference at least one specific detail from the review
- › Vary your opener. Don't start every response with 'Thank you for your review!'
- › Speak naturally. Use 'we' not 'our team' or 'our staff' — it's warmer
- › Keep it brief. 3–6 sentences — long responses feel corporate
- › Never duplicate. Never copy-paste the same response to multiple reviews

## Ready-to-use responses for healthcare and local service businesses

These are starting points — not scripts to copy verbatim. Always customize each one with a specific detail from the actual review. One real detail makes the difference between a response that converts and one that reads like a mail merge.

### Dental Office

#### TEMPLATE: Nervous or Anxious Patient

Thank you so much for sharing this — it genuinely means a lot to us. We know dental visits can feel stressful, and our whole team is focused on making sure every patient feels calm, informed, and at ease from the moment they walk in. Knowing that came through for you makes our day. We look forward to seeing you at your next visit, and please don't hesitate to reach out if you ever have questions between appointments.

#### TEMPLATE: First-Time Patient — Great First Visit

Welcome to the practice — we're so glad your first visit went well! Getting new patients comfortable and confident from day one is something we take seriously, and hearing that it showed means everything. We're looking forward to being your dental home for years to come. See you at your next cleaning!

#### TEMPLATE: Mentioning a Specific Team Member

Thank you for this — we'll make sure [name] sees it. Feedback like this is genuinely the best part of our day. We're proud of the team we've built, and knowing that it shows in your experience is exactly what we work for. See you next time!

### Chiropractic

#### TEMPLATE: Pain Relief or Outcome Review

Thank you for sharing this — hearing that you're moving better and feeling real relief is exactly why we do what we do. Chiropractic care works best as an ongoing partnership, and we're proud to be part of yours. If symptoms shift or something new comes up, don't wait — we're here. See you at your next appointment!

#### TEMPLATE: Skeptical Patient Who Was Pleasantly Surprised

We really appreciate you sharing this, especially knowing chiropractic isn't always the first thing people reach for. It's always meaningful when someone comes in uncertain and leaves with real results. We'd love to keep building on the progress you've made. Thank you for giving us the chance.

#### TEMPLATE: Long-Term Patient or Loyalty Review

Thank you for this — and honestly, thank you for trusting us with your care over the years. That means more than we can easily put into words. Patients like you are the reason we love what

we do. We'll see you soon, and please know our door is always open.

## Med Spa

### **TEMPLATE: Post-Treatment Results Review**

Thank you for sharing your experience — this is exactly the kind of feedback that motivates our whole team. We believe feeling confident in your results starts with feeling heard and safe during the process. We're so glad that came through. We can't wait to see you for your next treatment. Reach out anytime with questions — we're always here.

### **TEMPLATE: Consultation Only — No Treatment Yet**

Thank you for coming in and for leaving this! We always want consultations to feel completely pressure-free — your questions deserve real answers before any decisions are made. Whenever you're ready, we'll be here. No rush, ever.

## Optometry

### **TEMPLATE: Efficiency or Appointment Speed**

Thank you so much! We know your time is valuable, and getting patients through their appointment smoothly — without cutting corners on the exam — is something we genuinely prioritize. We're glad it showed. See you next year, and feel free to call anytime with questions about your lenses or prescription.

### **TEMPLATE: Frame Selection or Staff Assistance**

This made our day — thank you! Helping patients find frames they actually love wearing is one of our favorite parts of the job. Enjoy your new look, and we'll see you next time!

## Why accountability builds more trust than a perfect rating

Here's the counterintuitive truth about negative reviews: when handled professionally, they often do more for your credibility than another five-star review.

Prospective patients expect occasional problems — every business has them. What they don't expect is a thoughtful, accountable response. When they see one, it signals something powerful: this practice takes its patients seriously.

*"The risk isn't the negative review. The risk is a negative review with no response — or a defensive one."*

### THE CREDIBILITY FORMULA

**A negative review handled well = Higher credibility than a perfect rating**

**A negative review ignored = Active trust damage to every future reader**

**A negative review argued with = Confirmation the patient was right to complain**

## The 5-Step Negative Review Response

- › Acknowledge without admitting fault. Thank them for the feedback. Don't apologize for something unconfirmed — acknowledge their experience.
- › Express genuine concern. Show it matters — two sentences that make clear this isn't something you brush off.
- › Take it offline. Invite them to contact you directly. Never argue on the public thread.
- › Provide a direct contact. Give a real phone number or email — not a website form. Specificity signals sincerity.
- › Keep it brief. Three to five sentences maximum. A long defensive response reads as panic.

### TEMPLATE: Universal Negative Review Response

Thank you for taking the time to share this — the experience you're describing isn't the standard we hold ourselves to, and we're sorry it fell short. We'd genuinely like to understand what happened and make it right. Please reach out to us directly at [phone or email] — we want to earn back your confidence. We take this seriously, and we appreciate you giving us the chance to address it.

### TEMPLATE: Billing or Wait Time Complaint

Thank you for this feedback. We're sorry your experience with [billing / wait time] didn't meet your expectations — we know that's frustrating and it matters to us. Please call us at [number] and ask for [name or 'a manager'] — we'd like to look into what happened and see what we can do. Thank you for letting us know.

### NEVER DO THIS WITH A NEGATIVE REVIEW

- Argue publicly or explain why the patient is factually wrong
- Reveal any private health, billing, or personal information (HIPAA risk)
- Ask the reviewer to remove or change their review (violates Google policy)
- Copy-paste a template that ignores what they actually said
- Respond

while emotional — wait 24 hours if needed • Ignore it and hope it gets buried

## Building reputation management into your weekly routine

Reputation management fails for one reason more than any other: it gets treated as something to do "when we get around to it." Life at a busy practice never creates that space naturally. The result is months of silence and a backlog of unanswered reviews.

The fix is simple but requires intention. Build a rhythm. Assign it. Put it in the calendar. The practices that build real, compounding visibility treat this like any other operating process — regular, documented, non-negotiable.

### Weekly — 15 to 20 Minutes

- › Log in to Google Business Profile and check for new reviews
- › Respond to all reviews posted in the past 7 days using the 4-part framework
- › Prioritize any negative reviews — never let them sit more than 48 hours
- › Flag any reviews that appear fake or violate Google policy
- › Confirm your listing info is current: hours, phone, address

### Monthly — 30 to 45 Minutes

- › Read all your responses from the past month — is the tone consistent?
- › Identify the top 2–3 themes in recent reviews: what are patients mentioning most?
- › Update your language strategy to reinforce those themes going forward
- › Track total review count and average rating — note any movement
- › Flag any operational issues that appeared in reviews — bring them to the team

### Quarterly — 1 to 2 Hours

- › Full audit: photos current, description accurate, business categories correct
- › Review your positioning language — still aligned with how you want to be known?
- › Check 2–3 competitor listings in your area — what are their patients saying?
- › Identify which staff or services generate the most positive mentions
- › Consider whether review themes should inform your website copy or intake process

#### TRACK THESE NUMBERS EVERY MONTH

Total reviews · Average star rating · Response rate (%) Average response time · Top positive themes · Recurring complaints New reviews this month vs. last month · Competitor comparison

## The right way to build a steady review pipeline

No response strategy matters without a steady flow of new reviews. Google weights recency heavily in its local ranking algorithm — a practice with 20 recent reviews will often outrank a competitor with 200 older ones.

### When to Ask — Timing Is Everything

- › At checkout, right after a visit they clearly enjoyed
- › During a follow-up call when they report feeling better
- › Via text 24–48 hours after a procedure that went well
- › At the end of a treatment plan when care wraps up successfully
- › After resolving a complaint well — these patients often become your strongest advocates

### Scripts That Actually Work

#### TEMPLATE: At Checkout — Verbal Ask

"We're really glad today went well for you. If you ever have a couple of minutes, it would mean a lot to us if you shared your experience on Google — it helps other people who are looking for a practice like ours actually find us. Here's a card with the direct link."

#### TEMPLATE: Post-Visit Text (24–48 Hours Later)

"Hi [Name]! We hope you're feeling great after your visit. If you have two minutes, a Google review from you would really help others find quality care in the area. Here's the link: [short URL]. Thank you so much — it truly makes a difference!"

#### TEMPLATE: End-of-Treatment Email

"[Name], it's been a genuine pleasure being part of your care. If you're open to it, we'd be so grateful if you shared your experience on Google — it helps us reach patients who are looking for exactly what you found here. [Link]. Thank you for trusting us."

#### GOOGLE POLICY — WHAT YOU CANNOT DO

- Offer incentives (discounts, gifts, contests) in exchange for reviews
- Ask employees or friends to post fake reviews
- Use 'review gating' tools that only send happy patients to Google
- Send bulk review request emails to your entire patient list at once
- Ask reviewers to change or remove their reviews

## Mining authentic patient voice for positioning and copy

Reviews are market research you didn't have to commission. When patients write about their experience, they're telling you in plain language exactly how they describe your business to their friends and family. That language is more valuable than anything a copywriter could invent — because it's real.

▮ *"Don't invent marketing language. Amplify what your patients are already saying."*

### The Monthly Review Mining Exercise

Once a month, read your 20 most recent positive reviews and answer these four questions:

Question	What You're Looking For	How to Use It
What words keep appearing?	Repeated language = authentic positioning	Use in website copy and social posts
What surprised reviewers positively?	These are your undermarketed strengths	Lead with these in how you describe the practice
How do they describe before vs. after?	This is your patient transformation story	Use in ads, intake scripts, referral conversations
Who or what do they specifically mention?	Service differentiators and star team members	Feature these people and services in marketing

### Repurposing Strong Reviews

- › Pull the quote for a testimonial on your website homepage
- › Screenshot it (name blurred if preferred) for Instagram or Facebook
- › Reference the outcome language in your next email newsletter
- › Frame a collection of strong reviews in your waiting room
- › Use specific outcome language in any paid advertising

A prospective patient who sees the same authentic voice across your Google profile, your website, and your social presence builds a level of confidence that no ad spend can replicate.

## How consistent engagement creates compounding visibility

A single well-written response is worth something. A pattern of them — built month after month, year after year — is worth exponentially more.

### THE REPUTATION ENGINE

More responses → Stronger engagement signals → Higher local visibility → More patient inquiries → More reviews → More responses → (repeat) Each cycle reinforces the one before it. Businesses that start this engine early own the visibility that competitors chase with ad spend.

### What 12 Months Looks Like

Timeframe	What Changes	What You'll Notice
<b>Weeks 1–4</b>	Profile looks active, recent reviews answered	Immediate improvement for profile visitors
<b>Months 2–3</b>	Language themes emerging, rhythm established	Patients begin echoing your language
<b>Months 4–6</b>	Engagement signals accumulating	Potential improvement in local map ranking
<b>Months 7–12</b>	Reputation engine fully operating	Measurable increase in first-contact inquiries

*"Consistency compounds. The practices that start today own the visibility others are still trying to buy tomorrow."*

## What to Expect in Your First 90 Days

New clients and prospects often ask: "When will I see results?" Here's an honest, calibrated answer based on what consistent response management produces for healthcare-adjacent and professional service practices.

Period	Outcomes You Can Expect	What This Means for You
Days 1–30	Response rate approaching 100%; profile looks active and current	Every visitor sees an engaged, attentive business
Days 31–60	Improved profile activity signals; language themes emerging in responses	Google registers increased engagement; positioning vocabulary taking hold
Days 61–90	Stronger review language themes; increased inquiry confidence from new prospects	New patients arriving pre-sold; referral language improving organically

### IMPORTANT NOTE

Results depend on starting conditions, market competitiveness, and review volume. Practices starting from zero responses see the most dramatic early gains. Practices with an existing response habit see compounding improvements in ranking and language quality. Either way, the direction is always forward.

## DIY or done-for-you — choosing what fits your practice

You've read the full playbook. You know why responses matter, how to write them, how to handle difficult reviews, and how to turn your Google profile into a marketing asset that compounds over time.

At this point, you have two options.

### OPTION A: DO IT YOURSELF

- › You or a team member can protect 15–20 min/week without fail
- › You can commit to responding within 5–7 days to every review
- › Negative reviews get answered within 24–48 hours, even in busy seasons
- › Time consistency risk: life at a busy practice breaks rhythms
- › Staff training burden: tone drift and template overuse are common
- › HIPAA exposure risk on negative review responses

### OPTION B: GET REPLY LOCAL

- › Every review responded to within 5 business days
- › Negative reviews escalated and responded to within 24 hours
- › Monthly reports: response rate, themes, and rating movement
- › Language strategy aligned to your specialty and positioning goals
- › A real person you can reach — not a ticket system
- › 100% response coverage, always

## Want to Learn More?

Visit [GetReplyLocal.com](https://GetReplyLocal.com) to see current plans and pricing, or reach out directly. The first conversation is free and includes a quick audit of your Google profile.

▮ *"Whichever path you choose, the most important thing is that you start."*

# WORKBOOK · 30-Day Launch Checklist & Review Audit

Work through Part 1 and Part 2 the first time you read this book. Return to Part 3 every month as your ongoing tracking tool.

## Part 1: Your Profile Audit — Do This Today

Log into your Google Business Profile and answer each question honestly:

- Total reviews as of today: \_\_\_\_\_
- Average star rating: \_\_\_\_\_
- Reviews with no response: \_\_\_\_\_
- Most recent review date: \_\_\_\_\_
- Oldest unanswered review date: \_\_\_\_\_
- Are your hours currently accurate? Yes / No
- Is your phone number correct? Yes / No
- Do you have at least 10 photos uploaded? Yes / No
- Is your business description filled out? Yes / No

## Part 2: Your Language Bank — Do This This Week

Read your 10 most recent positive reviews. Write down every phrase that appears more than once:

### Most repeated phrases patients use:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Words patients use to describe how they felt:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Outcomes or results patients mention:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## Part 3: Your 30-Day Checklist

### WEEK 1 — CATCH UP

- Respond to all unanswered reviews from the past 6 months (use templates from Section 4)
- Respond to any negative reviews within 24 hours
- Set up your review request short link (bit.ly or a custom short URL)
- Print review request cards for the front desk
- Block 20 minutes every Monday for review responses — add it to the calendar right now

### WEEK 2 — BUILD THE SYSTEM

- Train front desk staff on the verbal review ask script
- Add your review link to your email signature
- Respond to any new reviews this week
- Write down your 3 core positioning phrases based on your language bank
- Check one competitor's Google profile — note what's missing from theirs

### WEEK 3 — FIND YOUR RHYTHM

- Complete your weekly 20-minute response block
- Ask at least 3 patients directly for a review this week
- Send one post-visit text with the review link to a recent patient
- Read back through your responses this month — are they consistent in tone?
- Note any operational issues that appeared in reviews — bring them to the team

### WEEK 4 — REVIEW AND REFINE

- Complete your weekly response block
- Count your new reviews this month vs. last month
- Note your current average rating
- Identify the top 2 themes in this month's reviews
- Plan one change to your response language based on what you've learned
- You now have a reputation management system. Most of your competitors don't.

▮ *"When replies become routine, reputation becomes an asset — not an afterthought."*

## Get Reply Local

Reputation management for local businesses that want to be found and trusted.

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