

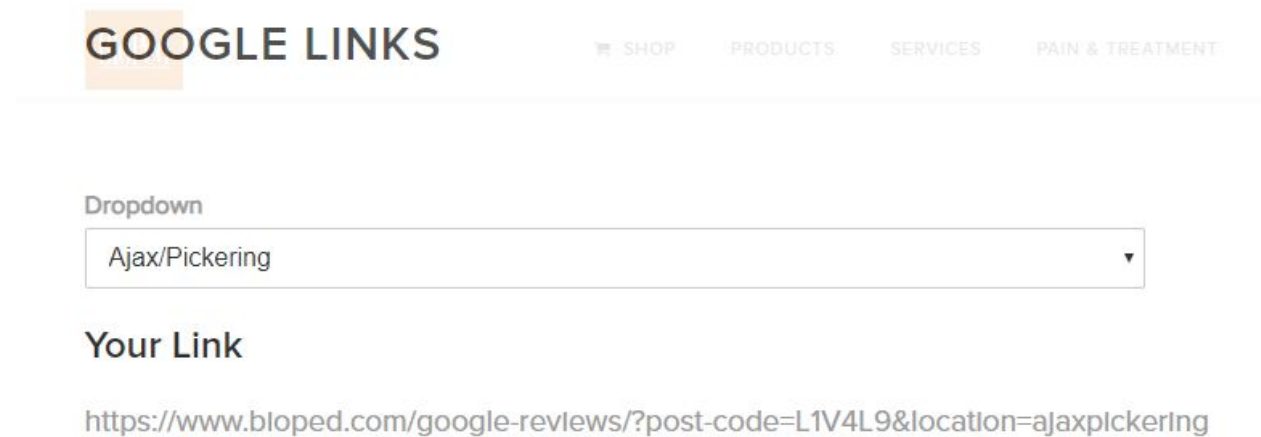
# GOOGLE REVIEW TOOL (MANUAL)

No doubt, you have heard me stress about the importance of Google Reviews, as they are an incredibly important contributor to online search rankings, help to increase conversion rates (for an online search to convert to a requested appointment), and maybe most importantly, help to absorb the negative impact of a less-than-stellar Google Review.

Over the last 2 years, BFI has tried to get clinics asking their best clients for a review personally, but many staff members have said that it is too awkward a conversation, or that clients forget to do it when they get home. BFI then came up with Google Review cards (available on the Marketplace), which some clinics have found useful in providing clients an easy URL they can use. This remains a great tool. BFI wants to amplify the rate of clients who leave a great review for our clinics. We searched for a company to provide this service to us, but frankly, none met our high quality standards and simplicity for our clients. We believe we have an amazing solution. While we are still doing some small tweaks, this is available as of RIGHT NOW!

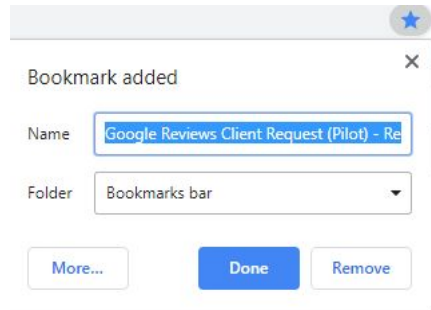
## **Instructions:**

- Go to the following URL to get your clinic's unique URL that will host the Google Review Tool: <https://www.bioped.com/google-links/>



The screenshot shows the 'GOOGLE LINKS' section of the Bioped website. It features a navigation bar with links for SHOP, PRODUCTS, SERVICES, and PAIN & TREATMENT. Below the navigation bar is a 'Dropdown' menu with 'Ajax/Pickering' selected. Underneath the dropdown is the heading 'Your Link' followed by the URL: <https://www.bioped.com/google-reviews/?post-code=L1V4L9&location=ajaxpickering>

- Copy and paste the URL on that page, which is the page you will visit whenever you want to send a review request out. You can bookmark this URL on your browser.



- After a happy client appointment, visit you unique link.
- Fill out the form on that page with your **CLIENT'S information**. We recommend sending a text message **AND** an email. \*\*\*Note that the email and text will address the name of the person as this name that you enter, so ensure correct spelling and correct name that you want to use "ie. Hi <Client Name>". If you want to address them as "Dr", "Mr" or "Mrs" etc, please include that.
- An email and/or text message will be sent to the client. Please check the email and texts for any corrections. **You need to check the following information for your tool and let us know if there are any errors @ smerchant@bioped.com:**  
**Email Testing:**



Hi Sal Merchant,

Thank you for visiting our clinic! With every client visit, we strive to provide best-in-class service and we hope you feel like you have received that with us! We would be so appreciative if you were able to leave us an online review.

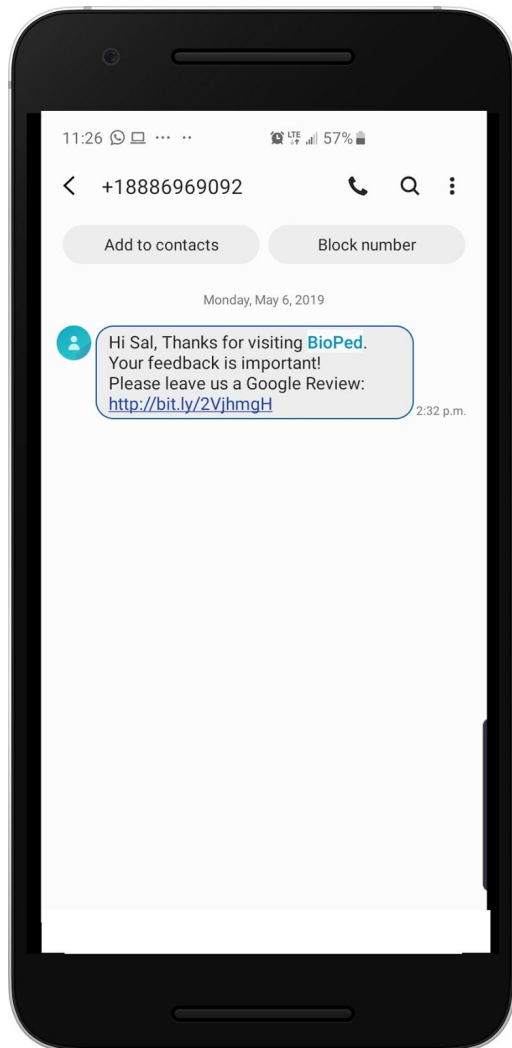


We really appreciate you sharing your experience with us and we look forward to seeing you again soon! In the meantime, if we can be of further service, please always feel welcome to reach out to us!

BioPed Footcare (Oakville)  
2427 Trafalgar Rd A6  
Oakville, ON L6H 6K7  
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1. Check if the address at the bottom is correct.
2. If Thumbs Up (green) icon is clicked - check whether it goes to your clinic's google reviews.
3. If Thumbs Down (Red) icon is clicked - check whether it goes to your clinic's feedback form on our website.

Mobile Testing:



1. Please check whether the link takes you to the right google review on google.

Once you have completed testing please fill out the form below to log any errors.

<https://form.jotform.com/92835611142251>

- If the client says that the service was bad (less likely since you are hopefully only sending to the ones that you felt were a great experience), they will be sent to a feedback form on our website. You will get this via email to your main inbox.
- If the client says that the service was good, they will be sent to the Google Listing for a review.

A great thing about this tool is that the notifications are often received on a clients' mobile device, where they will hopefully already be signed in. If the client doesn't have a Google account, they will be requested to sign in, or sign up.

There are companies that will offer this service to businesses. The more mainstream providers charge \$100's of dollars for setup, with a \$1200 annual service charge. **BFI is happy to announce that we are absorbing ALL costs for this service! It will not cost you ANYTHING!** In return, we just ask that you just USE IT! Fair warning that there will be many people who ignore this request, but if you can even get 1 out of 20 or 30 to do this, it is likely far more than you are getting now.

If you have any questions about this initiative, please feel free to give me a call. Otherwise, please start using it!

Thanks so much!