



How to
Remove
a Google
Review
Please
excuse any
Typo's.
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Welcome to

another episode of the Patient Convert podcast. This is a great topic because Justin and I get these questions all the time when it comes to the dreaded negative review. And doctors always want to know what they can do about it. So today in this episode, we are going to tell you how to remove a negative review. Yes, we're finally going to talk about it and a little bit about the compliance. But today's episode is all about what you can do to remove those negative reviews

[00:00:35] On your Google. My business, yes. Which which is, as you mentioned, probably one of the more common questions that we get that I know practices consistently can struggle with, especially when most negative reviews have very little to do with actual patient care and like a misunderstanding of insurance or or something else that can sometimes be kind of irrational and have really nothing to do with the actual practice. So I really wanted to there's some new exciting updates that we're going

to talk about today, something that's just happened within the last two or three weeks in terms of Google my business. So I just want to do let's go ahead and get started. Kelly, why don't you tell people that are listening today? There's been several ways, I think historically to remove or review. So why don't you go over kind of what a couple of those options that exist today? And then I'll talk a little bit about this new big update so you

[00:01:26] Can remove a negative gewgaw view. So traditionally, these were the options are the options. And one of them is if the content is completely inappropriate or inflammatory, you can flag it that way with the Google Meyvis and see

[00:01:40] How you do that is you actually just navigate your way inside of your Google my business and we'll hyperlink a couple of these different things inside of the show notes. But if you make your way to the review, you'll actually see three little dots on the side and you can click it and it'll say flag is inappropriate. So that's kind of a step one. The most kind of obvious and easiest way to flag it for a potential removal.

[00:02:04] So you can do that in another way is you can address the customers issue. They may edit or remove the review. So a lot of physicians handle it this way. I tend to think this is one of the most common ways to use.

[00:02:17] Yeah, that's obviously the most tried and true way is just to go directly to the patient and try to resolve it. Talking to that really quick, we've done an episode or two on this or go back and listen to it's one of our early on episodes about Google reviews and hyper compliance. But be very careful when a negative review comes in. What I generally recommend, because hyper compliance can become a pretty big issue if you get into a back and forth dialogue on a public forum like Google reviews is take it offline immediately as in reach out to the patient directly, call them, email them. And a lot of times just that level of customer support, you usually can de-escalate the situation, solve the situation, learn from the situation and then get the review removed again. Sometimes hypothetically, there's just a rationality behind it. So that may not be an option, but that is definitely the most common. And you'll say, well, of course, but a lot of people just don't go that route of trying to de-escalate, definitely remove it from Google in terms of the conversation that you have with them. Don't do it over a back and forth dialogue in there.

[00:03:24] Obviously, you never want to argue or dispute, and that's what I'm talking about. And you also don't want to recognize the actual patient being in the office like a certain day or certain time or for a certain procedure on your end. Yeah, for sure. Which can be a little confusing. But just go back to that episode and we kind of walk you step by step on. I want to make sure on a compliance level, when you're responding to these negative reviews to manage and handle that you are doing the right steps. So let's talk about you can always tweet to Google small business team as well. That's another great option that we've talked about with our physicians about removing negative reviews and a great tool to use this.

[00:04:02] Yes. So you actually Google has multiple different Twitter handles, but there is one specifically for small businesses, and that is at Google Small Biz, busy. And again, we'll put that in the show notes. But that actually is it's a proactive way to reach directly out to them. If you're having difficulty, if you flagged inappropriate, you've gone through a couple of steps. There's two benefits is direct communication with their support team over Twitter. And second, it's a public forum. So I think it kind of forces Google's hand to show good customer support and interact with you and try to resolve the issue. So there's a benefit there, too, because it's kind of you're handling it out in the open with Google. So I think that that is another good way to go about potentially handling it in a proactive manner.

[00:04:51] Yeah. And lastly, if the content is any kind of illegal or slanderous, you can submit a formal legal request to Google. And that is really important to know. We have experienced that actually with a client before I was an IV clinic. And they were part of a larger franchise and, you know, due to some kind of relationship that we don't know too much about, but they separated from the franchise, so they were in a little bit of a legal battle and they decided to retaliate, throw mud.

[00:05:22] It was it got it got ugly. But that is when, again, in those situations, there are direct actions that you can take, will put the submit form again in the show notes. But that is definitely the highest level of escalation, as if it's becoming a kind of a legal issue. There is a formal request that you can make to Google to get that taken down, which is a good thing to note.

[00:05:46] So, you know, there are four ways that we just talked about that you currently can use to remove these negative gewgaw views. So don't feel like if it's on there, there's something you can do about it, especially number four that we talked about. You don't need to be afraid if somebody has never been a patient of yours or ever been in the office or saying something that is that damaging that you can't do anything about it. And now we have big news that we want to talk about and let Justin really explain, because this is more his cup of tea. But there's some big news just in what is said.

[00:06:17] So in the Google my business world, this is probably, I would imagine, because I know it is from our end on top of how many questions that we get. Probably the most requested feature from Google is how do we take down reviews. Now, if you do think about it from Google's point of view, and I again, talk to this dialogue a lot with clients or potential clients is trying to make them understand why you can't just go and delete reviews on Google is because they really want to protect the purity of the customer engagement and making sure it's real and authentic. And that's why you just can't go in and hit delete on a review because they Google wants user generated content. That's why they're pushing reviews so much as they want the they want the user or in this case, the patient to drive the information that's online, the accuracy of the information. That's why you can report like information issues on Google my businesses. That's why you can leave reviews as they want that to be a major driver. So they're going to discourage altering reviews as much as possible to keep them very pure, very trustworthy, because they want everyone to believe and trust in the opinions they see on Google, that they're not fake, they're not altered, they're not anything like that. So I like to preface it as to why you may say why doesn't Google just, like, have a delete button? Because if that started happening as a consumer, it would really lower the trust factor of the reviews you would see on Google because you knew the business owners were just going in and removing anything that they thought was not making their reputation look really shiny.

[00:07:53] So I know about that with a grain of salt. But to go to the big news is Google, my business has just released a review manager tool. And this is really big because it gives an actual area inside of Google my business. Now to manage your review removal request the status of those those removals and really keep track of all of that. And it shows that Google, my business, has heard small business owners in the issues that they're having with the review issue and the damage that they can have to their

business. So they've created this tool. And again, we'll have a link to it. But I think it's a huge step forward because it puts small business owners a little bit more in the driver's seat of controlling reporting negative reviews that are inappropriate or slanderous without having to chase Google around as much and to know exactly where you stand on that and file formal appeals if the review removal is rejected. So you can see why it was and then you can file a formal request to appeal that decision.

[00:09:02] There's still new things that we're learning about this tool. This tool is literally like two or three weeks old. So it's still almost like a beta phase. But what you'll see when you go in is you'll actually if you go to our show notes and you click on the managed tool, it's going to take you to your Google my business and you'll see a manager reviews area and you can choose the business. And then you can see new you can report new reviews to get taken down and you can check the status of ones that you've previously reported. And it's going to give you a nice little kind of almost right up review of all of the most recent reviews that you have, which is really, really nice. One kind of interesting thing that we're not 100 percent sure why or why not, but it seems to like an agency like ourself or if you're a larger organization that says has seventy five Google, my business listings are one hundred Google my business listings are a thousand. We don't have access to the tool for some reason, like if I try to pull it up, it says that based on the number of profiles that we have, this tool is not available for you, so that will probably have more insight on and more information as to why, but I think it's probably so it's not happening in bulk.

[00:10:16] But this is really pointed out small business owners that have a couple of locations or have Google my business that they manage, which again, for practices, I think is a really big step forward to being able to to put yourself a little bit more in control over anything that's out there from the negative review standpoint that you believe is incorrect and should be removed again. Just remember as to why Google doesn't have a delete button. I like to kind of stress that. So on the other side of it is the best way to get rid of negative reviews is by building positive ones. And also keep that in mind, too, is I think a lot of people worry about, well, if I go out and I put a proactive reputation management process in place and proactively ask my patients to leave reviews, that I'm going to open myself up for negative reviews. What I always tell people is you hear that common saying of consumers, patients are seven times more likely to leave a negative review. That is true. But when it comes to negative reviews, you don't have to ask

people to leave those. If they're upset enough, they're going to go find your Google my business or find your Facebook and they're going to complain.

[00:11:31] The problem is, is on the positive side, most people just simply need to be asked and asked in an easy way as far as just like getting a text message or an email and clicking a link and leaving a review. But they're not like people that are unhappy going to proactively go out of their way most of the time and inconvenience themselves to leave a review. So what I say, looking at all of this at a high level, the best way to proactively push against negative reviews is by proactively building positive ones. And I would not be worried about the potential of a negative review because you would be shocked. People are just as likely to be positive reviews as they are negative, but only if you ask and you make it really easy for them to do so. So that is the thing that I want to leave with. Two is we've got now a really great new solution for Google my business to proactively manage negative review requests. We've talked about some other ways Kelly brought up about the kind of tried and true ways that have been around for a while to get a reviewer removed. And again, we'll put some of this on our show notes. But lastly, the best way to defeat negative reviews is by building positive ones.

[00:12:42] Absolutely. And we do that for many of our clients and we have great responses. So there's a lot you can do in controlling your reviews. So I don't want you guys out there to feel like this is out of your control or it's not important because we've talked again about the importance of reviews. We're not going to go over that right now. But you do have control. This is all about an excellent patient experience and you want to make sure your reputation reflects that 100 percent. Thank you so much for joining us today.

[00:13:10] Yes, for another episode of the Patient Converse podcast.

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