

Seven Ways to Minimize the Impact of Negative Online Reviews

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Can I Get Disparaging Reviews Removed From a Rating Site?

Only if they violate the site's terms of service. Most rating sites require the review to be factually accurate, and to be free of inflammatory, racist, sexist, or other prejudicial content.

What if the Review Does Not Violate the Terms of Service, but Is Overly Negative (In My View)?

You'll probably have to live with it. However, there are some things you can do to mitigate long-term damage to your reputation:

1. **Take charge of your profile on rating sites.** Fill in all the fields describing your practice. Collect anonymous client satisfaction data on your own, and post aggregate results on your website.
2. **Publish lots of content online** – articles, press releases, social media. This helps obscure bad reviews.
3. **Improve your SEO** (search engine optimization). To maximize your ranking in Google search results, post high-quality, authoritative content on a frequent basis. Include keywords that your intended audience might be searching for.
4. **Get positive comments and endorsements from non-clients on social media.** It is not unethical to solicit positive reviews from referral sources & other non-clients.

5. **Get known in your local community.** Give presentations. Volunteer. People who know you and like you will dismiss online negative reviews.
 6. **Provide excellent customer service.** Return phone calls promptly. Train staff to respond to clients with a can-do attitude.
 7. **Catch negative comments early.** Google yourself often. Also set up alerts at Google Alerts on your name and your practice name. If you start seeing a lot of negative reviews, consider whether you might need to make some changes in your communication style.
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The practice of your dreams can be your reality. If you're looking for personalized guidance or more on this topic, consider a one-on-one consultation with a TPI consultant. Contact us at support@thepracticeinstitute.com to arrange a convenient time.

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