

5-Star Review System

Dentist Edition · Get 15+ Google Reviews Every Month on Autopilot

7 strategies

Platform: Google, In-person, SMS

Goal: 15+ reviews/month

Quick Start

- Ask happy patients at the right moment (after positive feedback).
- Make it easy: send the link directly via SMS or email.
- Train your team: everyone asks, not just the dentist.
- Respond to every review (positive and negative) within 24 hours.

Golden rule: Never ask for a review before confirming the patient is satisfied.

Why Reviews Matter

93% of patients read online reviews before choosing a dentist

72% say positive reviews make them trust a practice more

50+ reviews = significantly higher Google ranking

4.5+ star rating is the minimum patients look for

Table of Contents

Strategy 1: The Perfect Moment	(1 script)
Strategy 2: SMS Review Request	(2 templates)
Strategy 3: Email Follow-up Sequence	(3 emails)
Strategy 4: In-Office Scripts	(2 scripts)
Strategy 5: QR Code System	(Setup guide)
Strategy 6: Responding to Reviews	(4 templates)
Strategy 7: Handling Negative Reviews	(3 scripts)

Strategy 1: The Perfect Moment

1 script

When to ask for a review	Goal: Get 5-star review	●
Trigger moment	Patient says: "Thank you" or "That was great" or compliments the work	
Front desk / Doctor script	I'm so glad you're happy! Would you mind sharing that on Google? It helps other patients find us, and it only takes 30 seconds. I can text you the link right now.	
If they hesitate	No pressure at all! If you ever feel like it later, I'll send you the link anyway.	
Do NOT say	Avoid asking if they seem rushed, unhappy, or in pain.	
Why it works:	Positive emotions = higher chance of action.	

Strategy 2: SMS Review Request

2 templates

Same-day SMS (send within 2 hours)

Goal: Immediate review



Hi {NAME}, thank you for visiting {CLINIC_NAME} today!
If you have 30 seconds, we'd love a quick review:
{GOOGLE REVIEW LINK}
It helps other patients find us. Thank you!

Why it works: Fresh experience = emotional response = better review.

Follow-up SMS (if no review after 3 days)

Goal: Gentle reminder



Hi {NAME}, quick follow-up from {CLINIC_NAME}.
If you enjoyed your visit, a Google review would mean a lot:
{GOOGLE REVIEW LINK}
No worries if not - see you at your next appointment!

Why it works: Low pressure + easy opt-out = no awkwardness.

Strategy 3: Email Follow-up Sequence

3 emails

Email 1: Day 1 (Same day)

Subject: Thank you for visiting {CLINIC_NAME}!

Hi {NAME},
Thank you for trusting us with your dental care today.
If you have a moment, we'd be grateful for a quick Google review:
[{GOOGLE REVIEW LINK}](#)
- The {CLINIC_NAME} Team

Email 2: Day 4 (If no review)

Subject: Quick favor, {NAME}?

Hi {NAME},
Hope you're doing well after your visit!
If you haven't had a chance yet, a quick review would mean the world:
[{GOOGLE REVIEW LINK}](#)
- {DOCTOR_NAME}

Email 3: Day 14 (Final)

Subject: We'd love your feedback

Hi {NAME},
Just a gentle reminder - your feedback helps us improve
and helps other patients find us:
[{GOOGLE REVIEW LINK}](#)
- {CLINIC_NAME}

Strategy 4: In-Office Ask Scripts

2 scripts

At checkout (Front desk)	Goal: Easy ask
Script "Everything look good today? Great! If you have a sec, scan this QR code and leave us a quick review. It really helps us out!"	
Pro tip: Have QR code displayed at checkout counter where patients naturally look.	
Why it works: Convenient moment + physical prompt = higher conversion.	
In the chair (Doctor)	Goal: Personal connection
Script (after successful procedure) "I'm really happy with how this turned out. If you feel the same way, it would mean a lot if you could share your experience on Google. My team will send you the link."	
Do NOT say: Never ask before the procedure is complete or if there were complications.	
Why it works: Doctor's personal ask has 3x higher conversion than staff ask.	

Strategy 5: QR Code System Setup

Setup guide

Step 1: Get your Google Review Link

- Go to Google Business Profile
- Click 'Get more reviews'
- Copy the short link

Step 2: Generate QR Code

- Go to qr-code-generator.com (free)
- Paste your Google review link
- Download high-resolution PNG

Step 3: Create Display Materials

- Print on table tents for waiting room
- Add to checkout counter sign
- Include on appointment reminder cards

Step 4: Strategic Placement

- Checkout counter (most effective)
- Waiting room tables
- Treatment room exit
- Bathroom mirror

Pro Tip:

Add text above QR: "Loved your visit? Scan to leave a review!"

Strategy 6: Responding to Reviews

4 templates

5-Star Review Response

Thank you so much, {NAME}! We loved having you at our practice. Your kind words mean the world to our team. See you at your next visit!

4-Star Review Response

Thank you for the great feedback, {NAME}! We're always striving for 5-star experiences. If there's anything we can improve, please let us know.

3-Star Review Response

Thank you for your honest feedback, {NAME}. We'd love to learn more about your experience. Please reach out to us at {EMAIL} so we can improve.

Generic Positive Response

Thank you for choosing {CLINIC_NAME}! We're thrilled you had a great experience. Your support means everything to us!

Response Best Practices:

- Respond within 24-48 hours
- Personalize with their name
- Keep it brief and genuine
- Never argue or get defensive

Strategy 7: Handling Negative Reviews

3 scripts

1-2 Star Review (Service Issue)



Response template

{NAME}, we're truly sorry your experience didn't meet expectations. This isn't the standard we hold ourselves to. Please contact us at {PHONE} or {EMAIL} so we can understand what happened and make it right.
- {DOCTOR_NAME}

Why it works: Acknowledge, apologize, take offline. Shows future patients you care.

Fake or Spam Review



Response + Action

We don't have a record of your visit. If you're a patient, please contact us at {PHONE} so we can look into this. We take all feedback seriously.

ACTION: Flag the review in Google Business Profile as spam/fake.

Why it works: Professional response + flagging often gets fake reviews removed.

After Resolution (Request Update)



Follow-up message (after fixing issue)

Hi {NAME}, thank you for giving us a chance to make things right. If you feel we've addressed your concerns, we'd appreciate if you'd consider updating your review. Either way, thank you for your feedback!

Why it works: 30% of patients update their review after a good resolution.

Monthly Review Tracking Checklist

Weekly Tasks

- [] Check Google Business Profile for new reviews
- [] Respond to all reviews within 24-48 hours
- [] Send SMS requests to patients from the week
- [] Follow up on unresponded review requests

Monthly Tasks

- [] Count total reviews received
- [] Calculate average star rating
- [] Identify which staff members asked for most reviews
- [] Review and update SMS/email templates if needed

Quarterly Goals

- [] Target: 15+ new reviews per month
- [] Maintain 4.7+ average rating
- [] Respond to 100% of reviews
- [] Train new staff on review request process

Remember:

Consistency beats intensity. Ask every happy patient, every time.

15 reviews/month = 180 reviews/year = dominant local presence.