

Five things I wished all audiologists knew about internet marketing

Paul Dybala, PhD

Partner, Vice President of Strategy

AudiologyDesign



Meet my friend, Jeff.

Jeff Sirianni, AuD



- Owner, Hill Country Audiology
- Kerrville, Texas
- Audiologist, 25 years
- Two practice locations
- All around good guy!



Hard to swallow the cost when we know the vast majority of our leads are physician referrals, newspaper ads and patient referrals.

But, I also know that we need to get on board with an updated website.

Suggestions?

Jeff • 12 mins



Fair questions!

So, I texted Jeff back.

Jeff, it's not rocket science.

It's just doing a lot of little things right.



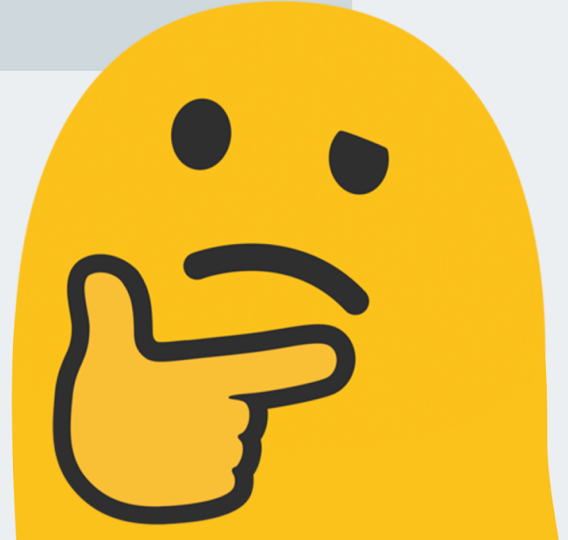
It's not about digital marketing, it's about marketing in a digital world.



Jeff responded.

Jeff • Now

Paul, can you be a little more specific?



CAA-presentation

Search in Presentation

Share

Home Insert Design Transitions Animations Slide Show Review View Shape Format

Layout Reset Section B I U abc x² x₂ AV A³ A₂ Convert to SmartArt Picture Shapes Text Box Arrange Quick Styles Shape Fill Shape Outline

1

Five things I wished all audiologists knew about internet marketing*

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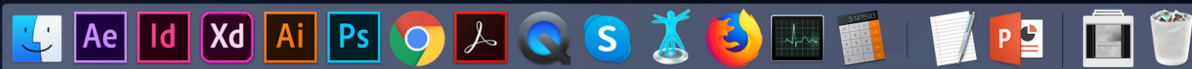
*Including you guys and Jeff!

Click to add notes

Slide 1 of 1 English (United States)

Notes Comments

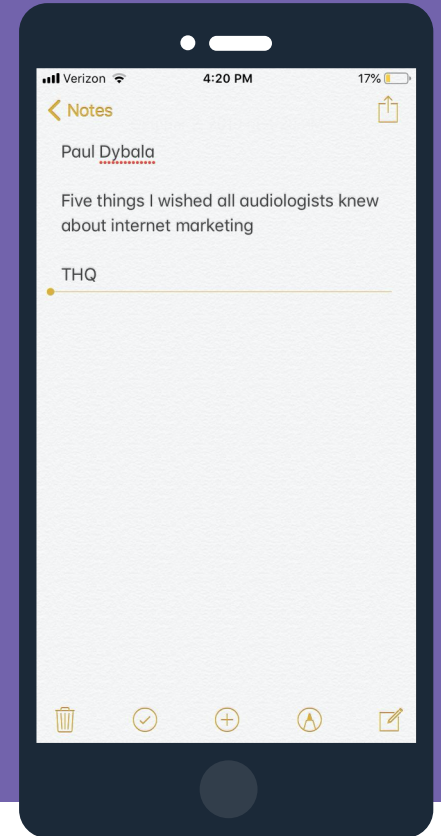
175%



FIVE THINGS...

1. Setting & tracking marketing goals is key
2. Consumers want and need your audiology expertise
3. The best kept SEO secret is the barnacle approach
4. People expect you to be professional, not perfect
5. Your website is the HUB of all of your marketing

THQ - Take Home Questions



FIVE THINGS...

1.

Setting & tracking
marketing goals
is key

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Quick poll

1 of 2



Primary/secondary source
of leads from medical
professionals or current patients



One word to describe the
key to getting referrals?



Reputation

Quick poll

2 of 2

Be honest!



Systematically track lead
sources and look at the data
on a regular basis

Track outcomes



Take a deep breath.
This is just an example.



Donald J. Trump ✓

@realDonaldTrump

I am in [@AirForceOne_HQ](#) flying to

the Great State of Tex
AMAZING in watching
how different they are
years ago. Not even w
totally forgot who got
they are!



Donald J. Trump ✓

@realDonaldTrump

I was on [Air Force One](#) flying to the Great State of Texas,
where I just landed. It is AMAZING in watching
[@FoxNews](#) how different they are from four years ago.
Not even watchable. They totally forgot who got them
where they are!

11:58 AM · Jul 29, 2020 [Twitter for iPhone](#)

11:56 AM · 7/29/20 [Twitter f](#)

26.6K Retweets and comments **109.5K** Likes

POLITICS

Trump tags wrong 'Air Force One' on Twitter. The Ohio HVAC company was thrilled

BY CHACOUR KOOP

JULY 29, 2020 03:15 PM



President Trump arrives at RDU airport ahead of visit to view RTP company's COVID-19 vaccine efforts

SHARE



Air Force One arrives at Raleigh-Durham International Airport on July 27, 2020, bringing President Donald Trump for a tour of Research Triangle Park-based Fujifilm Diosynth, which is manufacturing one of the promising COVID-19 vaccines. BY ABC11 NEWS

[WHO WE ARE](#)

[WHAT WE DO](#)

[WHERE WE ARE](#)

[YOUR INDUSTRY](#)

[COVID-19 RESPONSE](#)

WHAT WE DO

PROACTIVE MAINTENANCE

MECHANICAL SERVICES

TOTAL FACILITY

AUTOMATION

ENERGY CONSERVATION

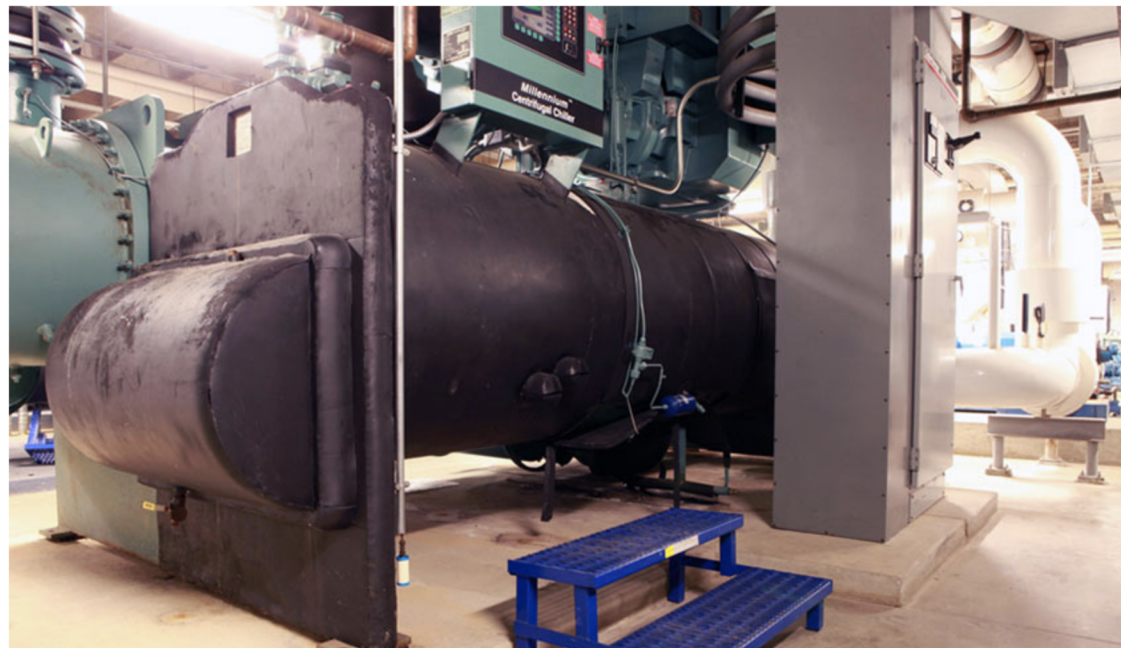
WATER TREATMENT

OTHER CAPABILITIES

NATIONAL ACCOUNTS

**TOP
WORK
PLACES**
2019

COLUMBUS
CEO



SKILLED TECHNICIANS CONTINUALLY ASSESS THE PERFORMANCE OF YOUR BUILDING TO INCREASE AND IMPROVE OPERATING EFFICIENCY.



Air Force One @AirForceOne_HQ · Jul 29



We set some pretty aggressive goals for our social media impressions this year. As of this afternoon, I can confidently say we have blown them away! If this was an invite to provide HVAC services in the White House, or on Air Force One – we're happy to put something together!

 15

 34

 257



Massive traffic!
Did anybody buy?

Date Range: [3/2/19-4/2/19](#) ▾

Leads

By Source



NOTE: explanation of a lead (similar to the proposal materials + presentations)

Forms

Website Forms

6

[View Details](#)

By Form Type

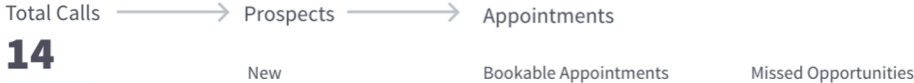


Online Appointment Scheduling

TBD

[View Details](#)

Call Tracking (source: website)



AudiologyDesign Results

Annual Quality Leads / ROI

Marketing Package	Qualified Leads	ROI
Premium Search Engine Optimization	132	674%
Google Ads	108	514%
Facebook Ads	60	263%

Use of all 3 packages generated average of \$200,000 in annual revenue per location

ROI = Revenue generated minus marketing costs

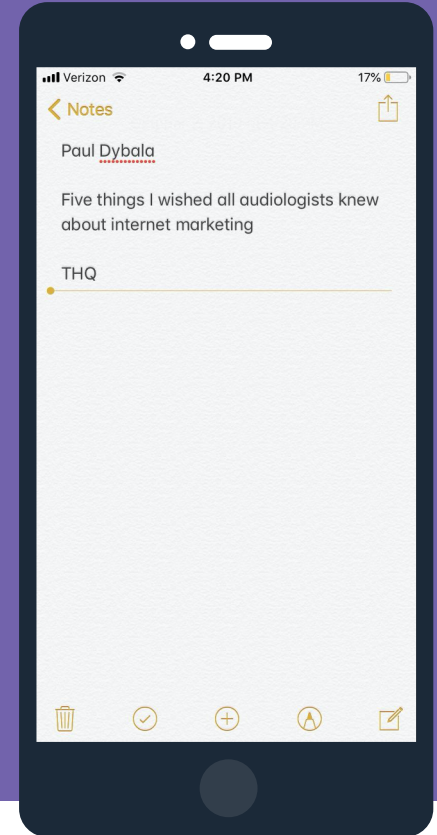
THQ - Do you measure marketing outcomes?

Do you group referral sources into measurable categories?

Do you track outcomes by source?

Do you review this data quarterly? Annually?

Do you know your marketing ROI?



FIVE THINGS...

2.

Consumers want and need your audiology expertise

1. Setting & tracking marketing goals is key
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Most important digital
signal for audiology
expertise?



Reputation

Single biggest consumer
on the internet?



Google looks at your
reputation!

Google Search Quality Evaluator Guidelines



in

t

f

MORE

SEO

Google updates Search Quality Evaluator Guidelines

The updates add guidelines on content expertise and interstitial pages, while lumping “E-A-T” in with “Page Quality.”

George Nguyen on May 17, 2019 at 5:40 pm

On Thursday, Google updated its [Search Quality Evaluator Guidelines](#) for the first time since July 2018. The refreshed guidelines add more detailed directions regarding interstitial pages and content creator expertise, and buckets “E-A-T” (Expertise, Authoritativeness, Trustworthiness) within “Page Quality” in certain sections.

Why we should care. The Search Quality Evaluator Guidelines are what human quality raters use to evaluate websites and SERPs. They don’t directly affect rankings but their judgments are used to improve Google’s search algorithm.

The inclusion of “E-A-T” within “Page Quality” may reflect how Google wants its quality raters to approach evaluating content. The increased emphasis on interstitial pages within the Distracting Ads/SC section may also mean that webmasters and advertisers who use those techniques in an intrusive manner may see lower ratings. And, the more detailed guidance regarding content creator expertise may put questionable or lower-quality content under more scrutiny.

What’s different? Although the document has grown by two pages (to 166), the table of contents, along with the vast majority of the guidelines, has remained unchanged. Below are side-by-side comparisons of the previous guidelines (left) and the most recent version (right).

Advertisers that employ interstitial pages or ads, and app developers in particular, should verify that their ads do not limit a user’s ability to get to a page’s main content.



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SEARCH
MARKETING
EXPO

SMX Next (Virtual): [Available On-Demand](#)

November 11-12, 2020: [SMX East](#)

November 24-25, 2020: [SMX Paris](#)



“We have very high Page Quality rating standards for YMYL pages because low quality YMYL pages could potentially negatively impact a person’s happiness, health, financial stability or safety.” -
Google Quality Evaluator Guideline

Google is algorithmically
evaluating the quality of
your content and the
reputation of your clinic!

Check things like:

- ✓ Spelling
- ✓ Grammar
- ✓ Reading level
- ✓ Review Sites
- ✓ References

Tell me more about online
hearing health consumers
and what they are looking
for!

Local optimization = more
likely to set an
appointment

Be part of the *conversation*

Healthy Hearing has the largest directory of trusted hearing clinics in the U.S. with thousands of hearing care professionals ready to help you hear your best. Verified patient reviews will help you select the right clinic, and our award-winning articles about hearing health will prepare you for your first appointment.

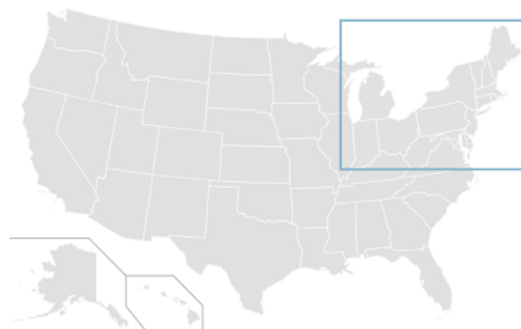
[LEARN ABOUT HEARING LOSS](#)[LEARN ABOUT HEARING AIDS](#)

The Healthy Hearing Report

Our daily dose of original articles, news and interviews to keep you current about hearing health and hearing aids.

[Find a clinic](#)

Find a trusted hearing center [near me!](#)

[SEARCH](#)[BROWSE BY STATE](#)[BROWSE BY CITY](#)[+ ENLARGE MAP](#)

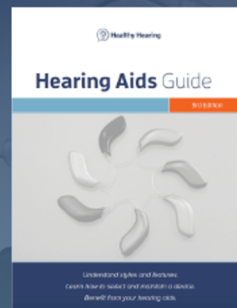
[Home](#) / [Help](#) / [Hearing aids](#)

Hearing aids

Contributed by [Joy Victory](#), managing editor, Healthy Hearing

This content was last reviewed on: April 30th, 2019

Hearing aids are the most common treatment for hearing loss. Today's hearing aids come in many styles, and offer features and technologies not available in years past.

[DOWNLOAD GUIDE](#)

For the millions of Americans who have [hearing loss](#), hearing aids are usually the best option to help correct untreated hearing loss and resume a high quality of life. Many [types and styles](#) are available to suit every preference and lifestyle.

What is a hearing aid?

Hearing aids are small electronic devices that can be highly customized to address different types of hearing loss. All digital hearing aids contain at least one microphone to pick up sound, a computer chip that amplifies and processes sound, a speaker that sends the signal to your ear and a [battery](#) for power.




Help menu

You are reading about:
[Hearing aids](#)

Related topics

[Types and styles](#)[Technology](#)[Wireless](#)[Bluetooth](#)[Fitting](#)[Reviews and
comparisons](#)

 **Healthy Hearing**

FIND A CLINICHEARING LOSS

Home / Help / Hearing aids

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~

← → ↺

miamiherald.com/news/politics-government/article244574972.html





☆




POLITICS


Trump tags wrong 'Air Force One' on Twitter. The Ohio HVAC company was thrilled

BY CHACOUR KOOP
JULY 29, 2020 03:15 PM



President Trump arrives at RDU airport ahead of visit to view RTP company's COVID-19 vaccine efforts

SHARE 



0:06 / 1:43

Air Force One arrives at Raleigh-Durham International Airport on July 27, 2020, bringing President Donald Trump for a tour of Research Triangle Park-based Fujifilm Diosynth, which is manufacturing one of the promising COVID-19 vaccines. BY ABC11 NEWS

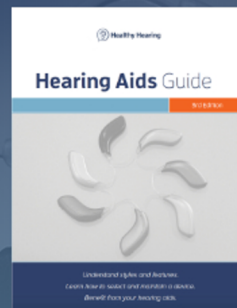
[Home](#) / [Help](#) / [Hearing aids](#)

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Help menu

You are reading about:
[Hearing aids](#)

Related topics

[Types and styles](#)[Technology](#)[Wireless](#)[Bluetooth](#)[Fitting](#)[Reviews and
comparisons](#)

Find trusted hearing clinics near me

[SEARCH](#)

Healthy Hearing has the most comprehensive listing of audiologists, ENTs and hearing clinics in the US. Read verified reviews for thousands of hearing centers and find trusted professionals to help you on your journey to better hearing health.

Hearing clinics near me

[Mariemont Hearing Center](#) - Cincinnati, OH[Earzlink Hearing Care - Hillsboro](#) - Hillsboro, OH[Earzlink Hearing Care - Vandalia](#) - Vandalia, OH[Earzlink Hearing Care - Springfield](#) - Springfield, OH[Upper Valley Hearing and Balance Inc.](#) - Troy, OH[SEE MORE CLINICS](#)

It's easy to get started. Select a region from the map or the lists below.



“Hearing aids in \$City”
Audiologist near me”
“Audiologist in \$City”
“\$Name_of_Clinic”

[Home](#) / [Find a clinic](#) / [California](#) / [Folsom](#) / [Hearing Associates of Folsom](#)

Hearing Associates of Folsom

"Exceptional otolaryngology for the whole family"

📍 1600 Creekside Dr Ste 3400 Folsom, CA 95630

[Be the first to review](#)

📞 (916) 365-9470

REQUEST MY APPOINTMENT



Clinic staff



James Yee

Hours of operation

Sunday

Closed

Monday

9:00 am - 4:30 pm

Brand and location based searches are more likely to take action on setting an appointment.

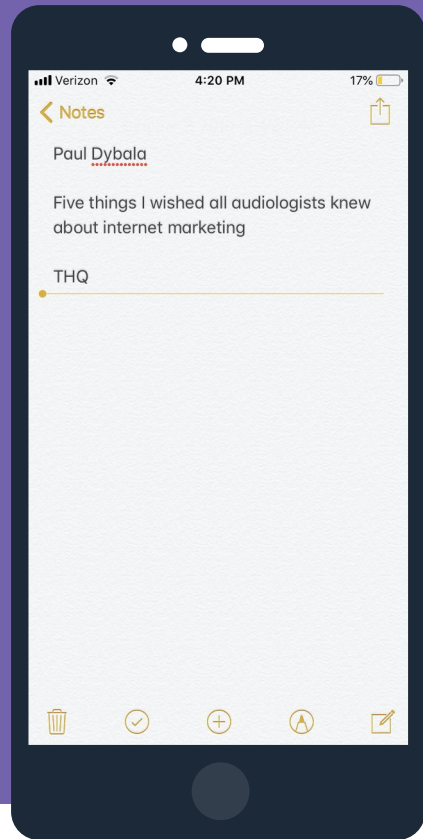
THQ - Do you look like an expert? Is it easy to contact you?

Does your site contain typos? Bad grammar?

Are you displaying current, up-to-date info?

Are you promoting your professional expertise and credentials?

Do you have contact/location information displayed prominently?



FIVE THINGS...

3.

The best kept
SEO secret is the
barnacle approach

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Barnacle SEO

Barnacle

Animal that attaches itself to larger structures, grows its presence on that structure and waits for plankton to float by in the current.



Barnacle SEO

Barnacle SEO

Digital brand that attaches itself to larger websites, grows its presence in search results and waits for customers to float by in the current.

1 Paid Advertising
✓ Google Ads

2 Google My Business Listing

3 Map Pack

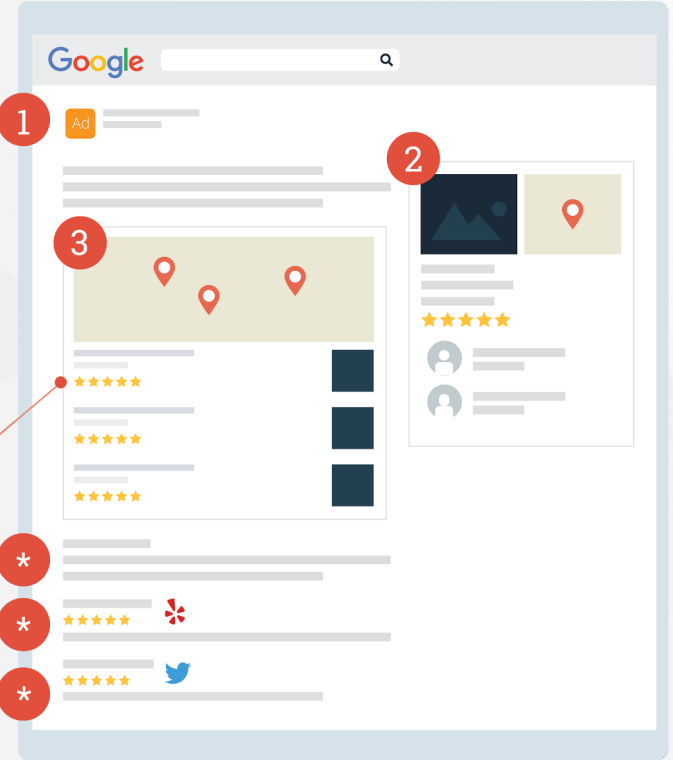
* Organic Listings (SEO)

Reviews

Website

Directory Listings

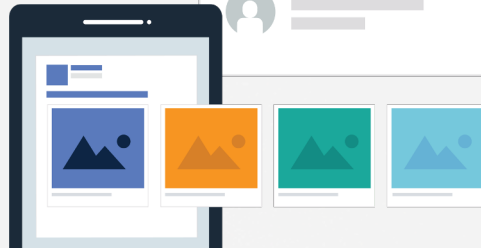
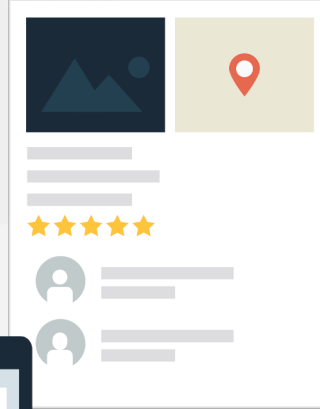
Social Media Channels



Barnacle SEO



Barnacle SEO



BEFORE
Barnacle



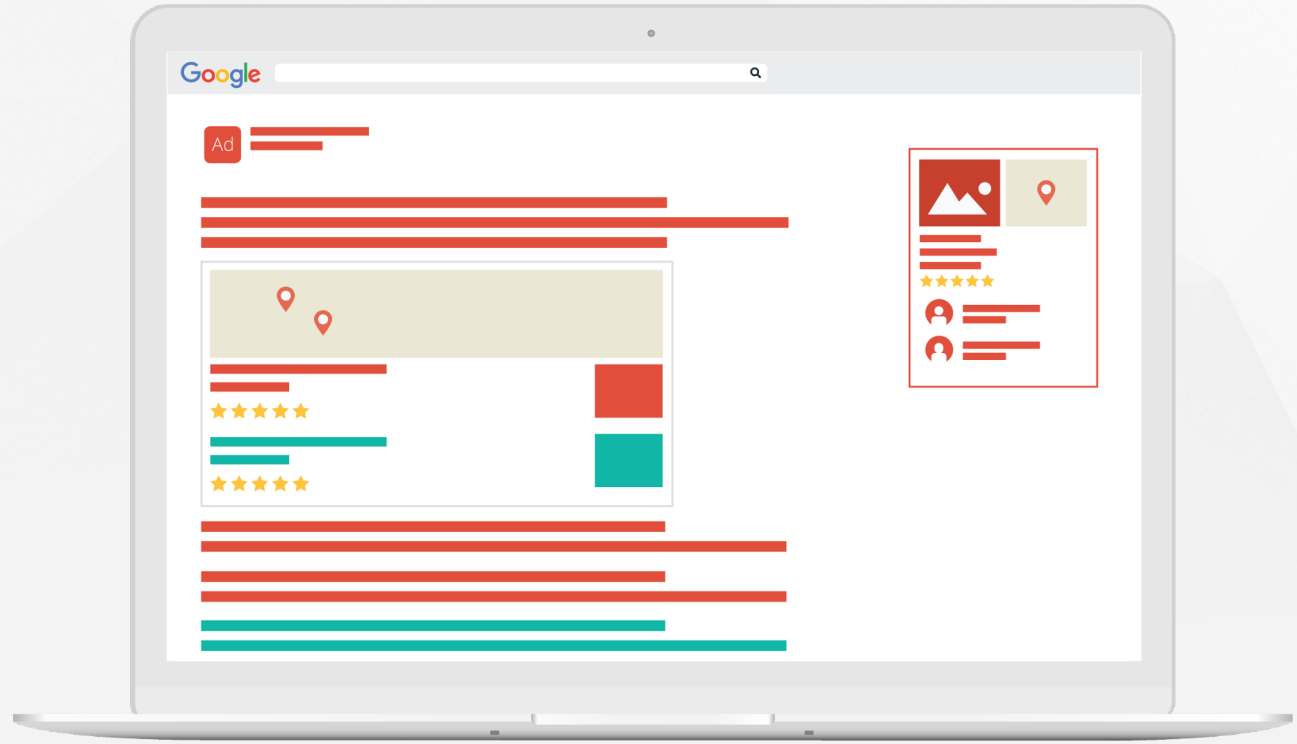
AFTER
Barnacle

Before Barnacle: Lost In the current

BEFORE:

5% Capture Rate

- Competitor
- Your Clinic



After Barnacle: Ride the referral wave

AFTER:

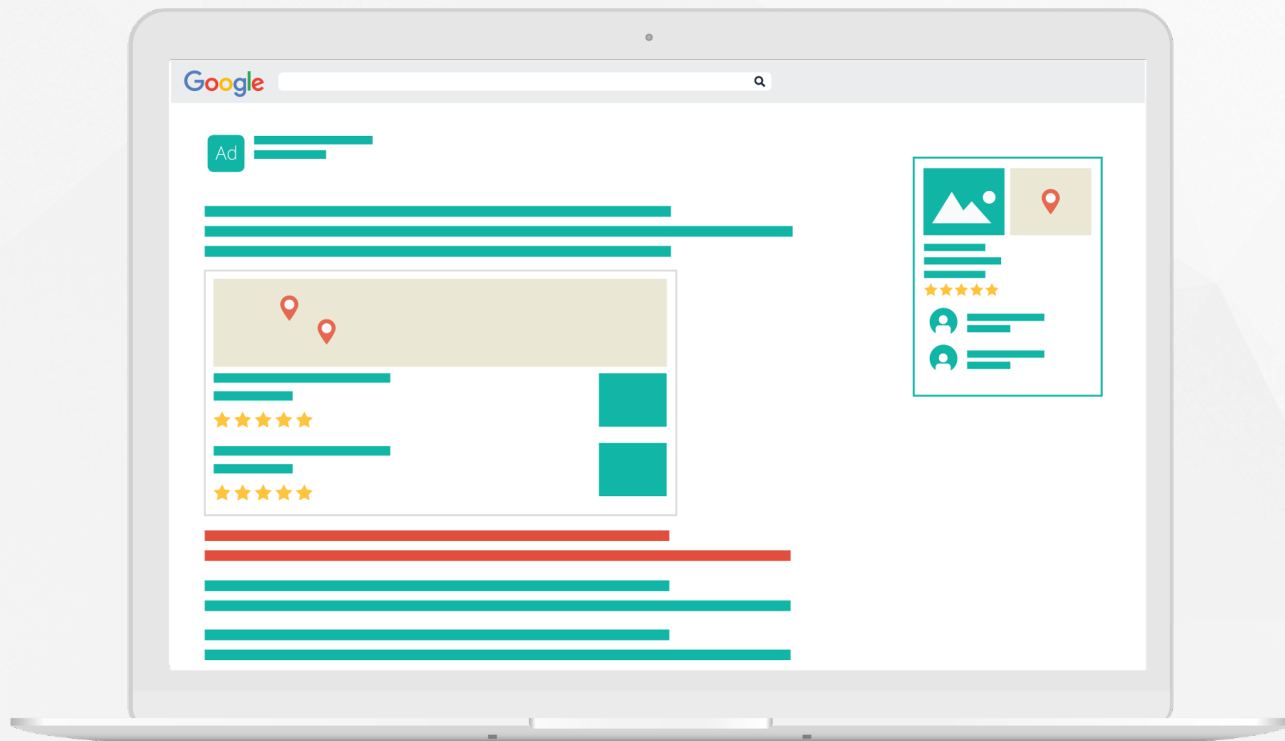
80% + Capture Rate

Competitor






Your Clinic









ACHIEVED THROUGH:

- Paid Advertising
- Google My Business Listing
- Google Map Pack
- Organic Listings
 - Reviews
 - Website
 - Directory Listings
 - Social Media Channels




Zero Click Search Results

  **audiology and hearing aid services savannah**   

 **All**  News  Maps  Shopping  Images  More  Settings  Tools


About 130,000 results (0.65 seconds)

 **COVID-19 alert**

If you think you have been exposed to COVID-19 and develop a fever and symptoms, such as cough or difficulty breathing, call your healthcare provider for medical advice.

Source: [Centers for Disease Control and Prevention](#)


For informational purposes only. Consult your local medical authority for advice. [Learn more](#)

 **ahassavannah.com** ▾

Audiology and Hearing Aid Services: Audiology | Savannah, GA


Audiology and Hearing Aid Services provides the best hearing care services, hearing loss treatment and hearing aids to improve your overall hearing health.

[Contact](#) · [About Us](#) · [Services](#) · [Hearing Aids](#)

 **ahassavannah.com** > contact-us ▾

Contact Us | Audiology and Hearing Aid Services

Contact our Skidaway Island location direct at 912-598-0616. Or email us at ahas@ahassavannahllc.com. You can also fill out the form below and someone will ...

 **www.healthyhearing.com** > ... > Georgia > Savannah ▾


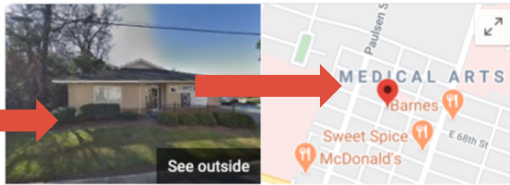
Audiology and Hearing Aid Services - Savannah, GA 31405

★★★★★ Rating: 4.6 - 16 reviews

Audiology and Hearing Aid Services (AHAS) was founded in 1984 as a small department of Ear, Nose and Throat Associates of Savannah. We offer complete ...

www.entsavannah.com > services > audiology-hearing-... ▾

Audiology & Hearing Services - ENT Associates of Savannah

Audiology & Hearing Aid Services, LLC

[Website](#) [Directions](#) [Save](#)

4.9 ★★★★★ 27 Google reviews

Audiologist in Savannah, Georgia

Address: 803 E 68th St, Savannah, GA 31405

Hours: **Open** · Closes 5PM ▾



Phone: (912) 351-3038


Appointments: [ahassavannah.com](#)

[Suggest an edit](#)

Reviews from the web

4.6/5 [Healthy Hearing](#) · 16 reviews

Popular times  

 3 PM: Usually a little busy

Make sure your local
search information is
correct!

PERSONAL HEARING SOLUTION, INC.

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Family owned and servicing Brevard County, Florida for over 20 years.


SCHEDULE APPOINTMENT

← → ↻ <https://personalhearing.org> ... ≡

Coronavirus Update - [Click Here to Read More](#)

PERSONAL HEARING SOLUTION, INC.

☰ Call Today: (321) 253-6310



SCHEDULE YOUR FREE HEARING EXAM

Family owned and servicing Brevard County, Florida for over 20 years.

[SCHEDULE APPOINTMENT](#)

WHO WE ARE


<https://personalhearing.org>

← → ↻ <https://personalhearing.org> ... ≡

Can't come to us? We can come to you. Full service and testing in your home!

Mon 9:00 am – 5:00 pm
Tue 9:00 am – 5:00 pm
Wed 9:00 am – 5:00 pm
Thu 9:00 am – 5:00 pm
Fri 9:00 am – 5:00 pm
Sat Closed
Sun Closed

SOCIAL



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<https://personalhearing.org> [PRIVACY POLICY](#)

HEARING AID SPECIALIST MELBOURNE FL. Melbourne Audiologist – Dr. Christopher Hutchinson – Board Certified in Clinical Audiology. Dr. Go, Dr.

drgomd.com › tag › melbourne-fl-ent-doctor ▼

Melbourne FL ENT doctor Archives | Dr. James Go

This week's blog will discuss solutions for hearing loss, primarily the types of **hearing aids** that may be available to you and how your **Melbourne, FL** ENT doctor ...

hf.org › hfmg › audiology ▼

Audiologist | Audiology | Health First Medical Group

Audiologists at Health First offer expert hearing health services. ... and coursework specific to Audiological Diagnostics, Auditory Rehabilitation, **Hearing Aids**, ...

www.facebook.com › ... › Medical Center

A Advanced Hearing Care-Hearing Aid Center - Home ...

A Advanced Hearing Care-**Hearing Aid** Center - 720 E New Haven Ave, Ste 12, **Melbourne, FL** 32901 - Rated 5 based on 2 Reviews "I am deaf in one ear and I..

Searches related to hearing aids, melbourne FL

hearing aids **near me**

hearinglife hearing aids

hearinglife rockledge, fl

ear to hear



hearing aids, melbourne FL

Rating Hours More filters

Open until 5:00 PM · (321) 294-2353

Harbor City Hearing Solutions
5.0 ★★★★★ (51)
Audiologist · 7155 Murrell Rd Suite 101
Closed today · (321) 360-5432

Their website mentions hearing aids

Earcare PA
Doctor · 1325 S Apollo Blvd
(321) 676-5623

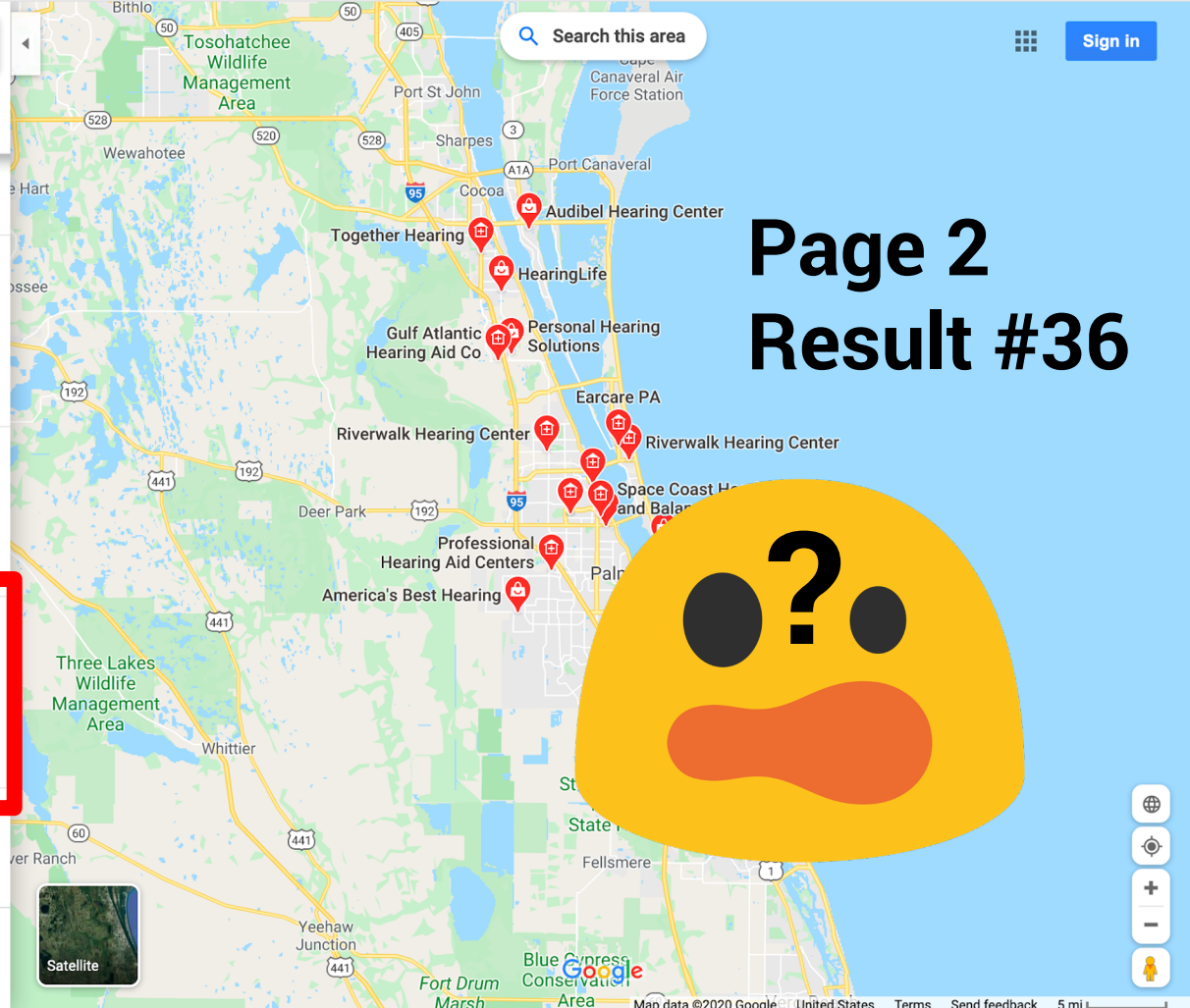
Personal Hearing Solutions
Association or organization ·
8085 Spyglass Hill Rd
Open until 5:00 PM · (321) 253-6310

Their website mentions hearing aids

Aaron Hutchinson, Au.D.
Audiologist · 1344 S Apollo Blvd #301
(877) 637-8387

Showing results 21 - 40

Update results when map moves



Page 2
Result #36

personal hearing solutions inc, me



Personal Hearing Solutions

Association or organization



- Directions
- Save
- Nearby
- Send to your phone
- Share

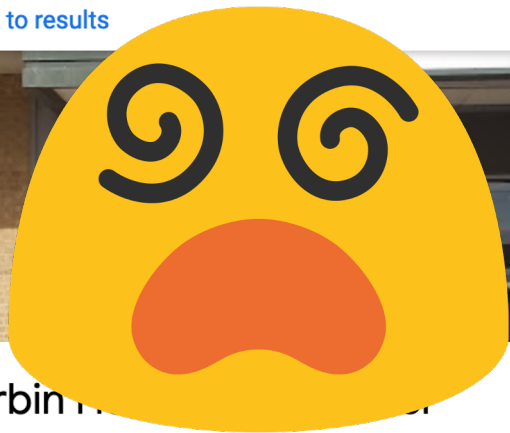




hearing aids, plano TX



[Back to results](#)



Durbin H

3.7 ★★★★★ (7)

Speech pathologist



Directions



Save



Nearby



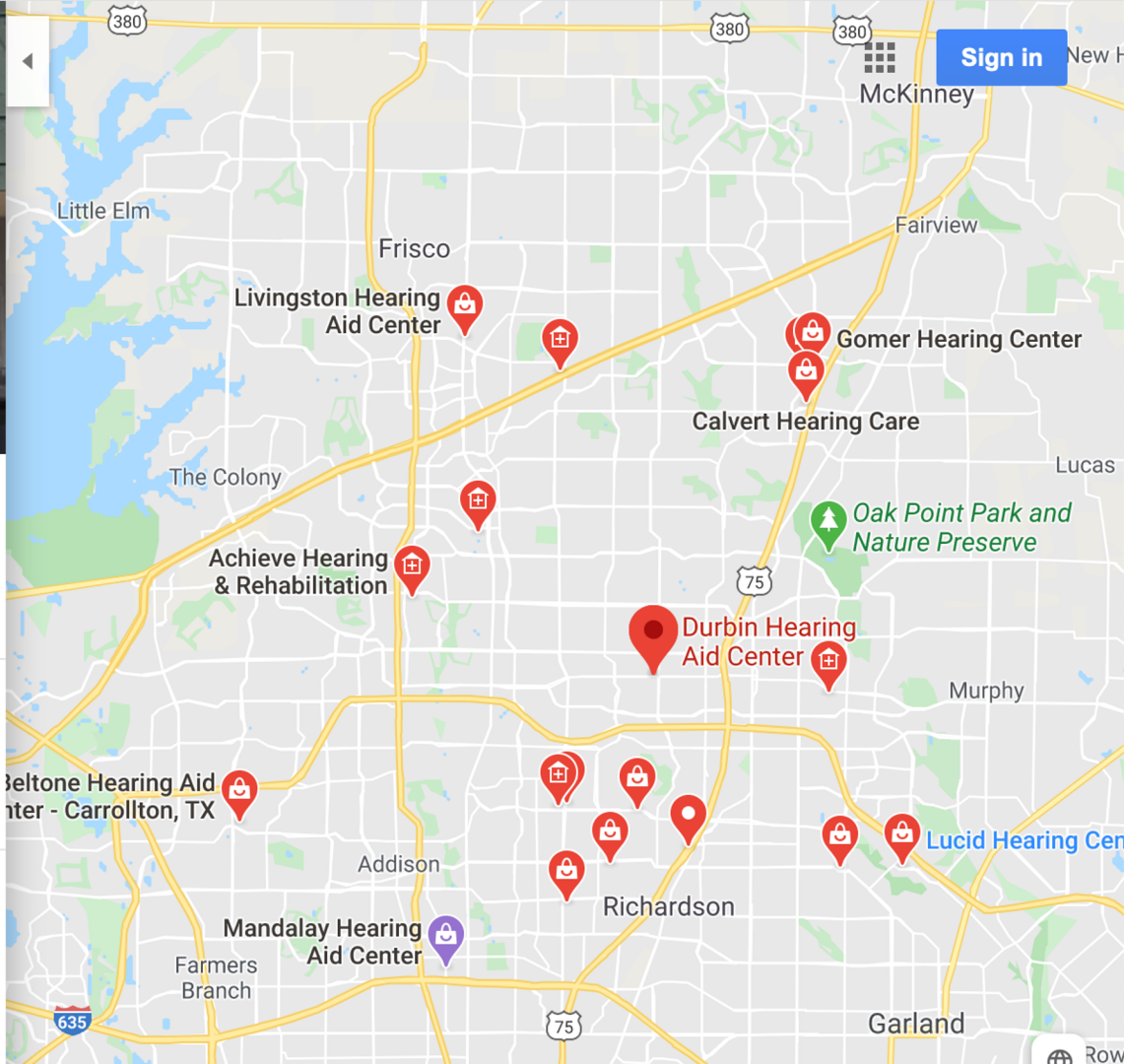
Send to your
phone



Share

COVID-19 alert

Call your doctor before visiting if you may have
COVID-19. Source: CDC



Non-profit Organization
Store
Wellness Center
Health Consultant
Doctor
Dentist
Surgeon
Speech Pathologist



THQ-Do you leverage other internet properties?

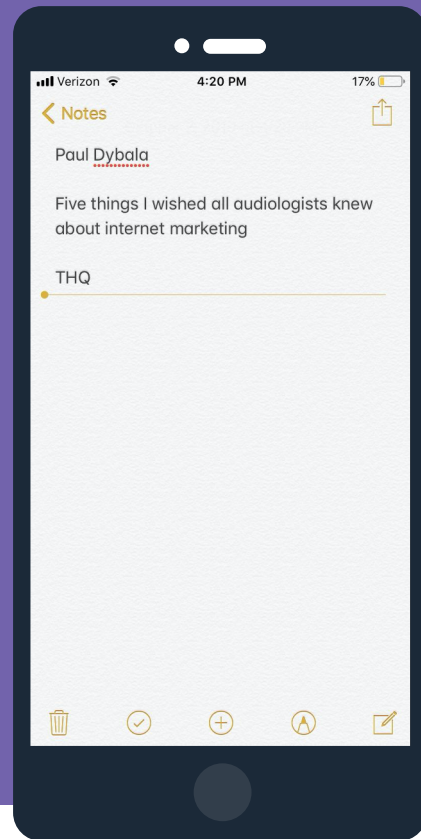
Do you have a Facebook page for your clinic?

Is your GMB profile updated?

Are you leveraging directory sites?

Is your information correct across all these sites?

Are you a speech pathologist or surgeon? ;-)



FIVE THINGS...

4.

People expect you to be professional, not perfect

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How does an audiologist
demonstrate online that
they are a trusted
reputable clinic?

Online Reputation Management

Online Reviews

The New Word of Mouth



Testimonials ≠ Reviews

Testimonials ≠ Reviews

Testimonials



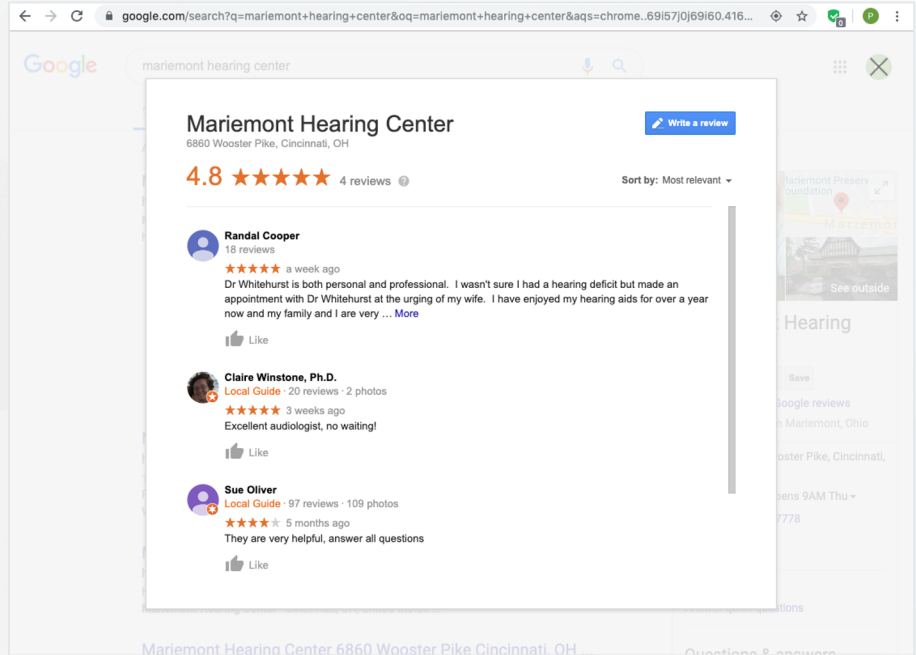
Positive experiences that are contributed by happy patients, posted on a clinic's website.



Reviews



Descriptions with rating of experience that may be good, bad or ugly, posted on 3rd party website.



AudiologyDesign




Google  


[All](#) [Images](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 58,300 results (0.43 seconds)


Mariemont Hearing Center: Audiology | Cincinnati, OH
<https://mariemonthearingcenter.com>  
 Mariemont Hearing Center provides the best hearing care services, hearing loss treatment and hearing aids to improve your overall hearing health.

Contact Us 


Contact us today to set up an appointment with a hearing ...

Audiologist 

Our staff of family-friendly audiologists will fit you with ...



Hours 



HOURS. HOURS OF OPERATION:
Monday- 9:00 to 4:00. Tuesday ...

Hearing Aids 

Basic digital hearing aids generally require the wearer to ...

[More results from mariemonthearingcenter.com »](#)

Mariemont Hearing Center - Cincinnati, OH 45227
<https://www.healthyhearing.com> [Find a clinic](#) [Ohio](#) [Cincinnati](#)  
 ★★★★★ Rating: 5 - 16 reviews
 Read verified information and hearing aid patient reviews for Mariemont Hearing Center, 6860 Wooster Pike, Cincinnati, Ohio, 45227. Your trusted resource for ...

Mariemont Hearing Center - 2019 All You Need to Know ...
<https://www.yelp.com> [Health & Medical](#) [Doctors](#) [Audiologist](#)  
 Hey there trendsetter! You could be the first review for Mariemont Hearing Center. ... Photo of Mariemont Hearing Center - Cincinnati, OH, United States ...

Mariemont Hearing Center 6860 Wooster Pike Cincinnati, OH ...

SIDE NOTE:
online
reviews
make great
barnacles!

Review content influences
local ranking!



← Rating ▾ Hours ▾

Hearing Health

5.0 ★★★★★ (17) · Hearing aid store

Portland, OR

Open · Closes 5PM · (503) 292-2995



🗣️ "I had a problem with one of my hearing aids and dropped in to see if ..."

Willoughby Hearing

4.8 ★★★★★ (28) · Hearing aid store

Portland, OR

Open · Closes 5PM · (503) 374-1657



🗣️ "I have been wearing my hearing aids for several months now."

Pacific Audiology Clinic

5.0 ★★★★★ (77) · Hearing aid store

Portland, OR

Open · Closes 4PM · (503) 505-9608

🗣️ Their website mentions hearing aid repairs

**Miracle-Ear Hearing Aid Center**

4.9 ★★★★★ (106) · Hearing aid store

Portland, OR

Open · Closes 5PM · (503) 929-3994



🗣️ "Miracle Ear Aids are a life saver."

HearUSA

5.0 ★★★★★ (1) · Hearing aid store

Portland, OR

Open · Closes 5PM · (503) 297-1600

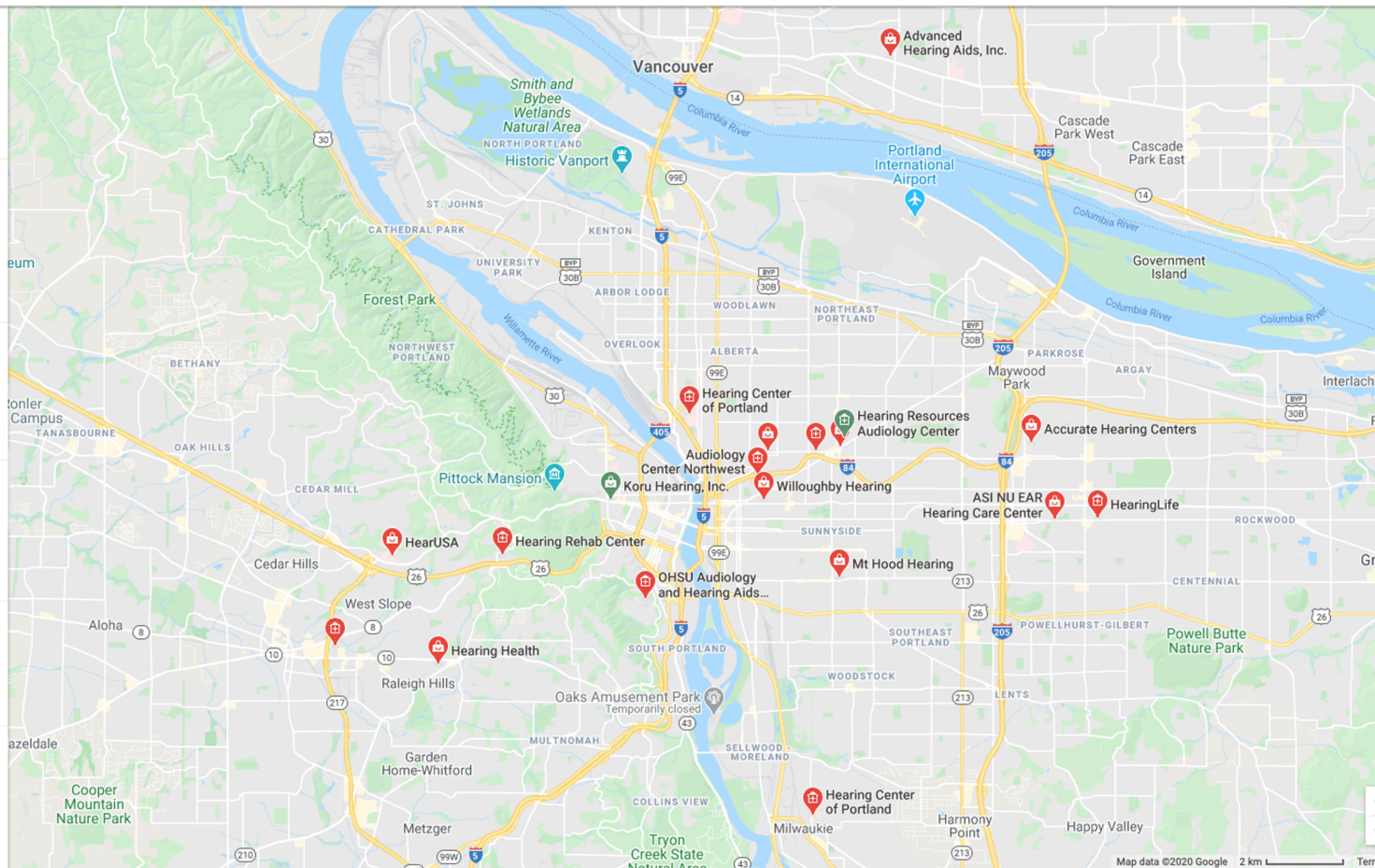
**SmartStep Hearing**

4.9 ★★★★★ (22) · Hearing aid store

Open · Closes 5PM · (503) 208-4608

🗣️ "I now have hearing aids that work beautifully for music performance ..."

✓ Curbside pickup



What about
negative reviews?



What about them?




Do you have
something
to hide?

GMB Hearing Care Reviews



- June 2020
- 8,565 Locations
- 5,185 had Google Reviews (68%)
- 96,534 total reviews
- 16.6 reviews per location
- 4.52 average rating

← → ↺ healthyhearing.com/hearing-aids/30706-mariemont-hearing-center ☆ ⓘ P ⋮

 **Healthy Hearing** FIND A CLINIC HEARING LOSS HELP HEARING AIDS HELP NEWS

Clinic reviews

Read 16 verified patient reviews for Mariemont Hearing Center! Their average review score is 5 (★★★★★) from 16 reviews.

WRITE A REVIEW Sort by: Newest ▾

"My experience with Dr. Cynthia Whitehurst exceeded my expectations. She is very knowledgeable, kind and caring. Most importantly, I can hear much better. I now remember why I fell in love with classical music and I can hear conversations much better."

Randal C. of Cincinnati, OH ★★★★★
03/21/2018 Review received via mail

"I liked the one on one exchange of information and the quality of the service and product. "

Ellen R. of Lebanon, OH ★★★★★
05/16/2017 Review received via mail

Accepted forms of payment

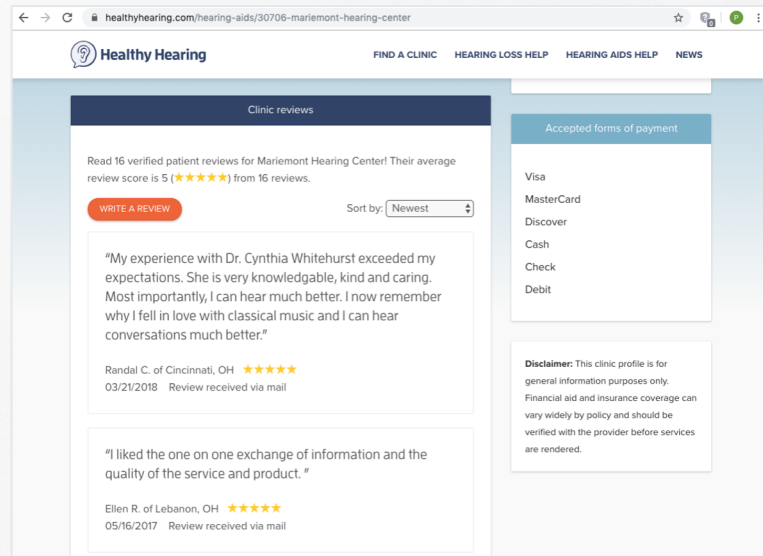
- Visa
- MasterCard
- Discover
- Cash
- Check
- Debit

Disclaimer: This clinic profile is for general information purposes only. Financial aid and insurance coverage can vary widely by policy and should be verified with the provider before services are rendered.

96% positive

Mroz, Jones, Dybala - AudiologyNow 2015

Words used in negative reviews on HH

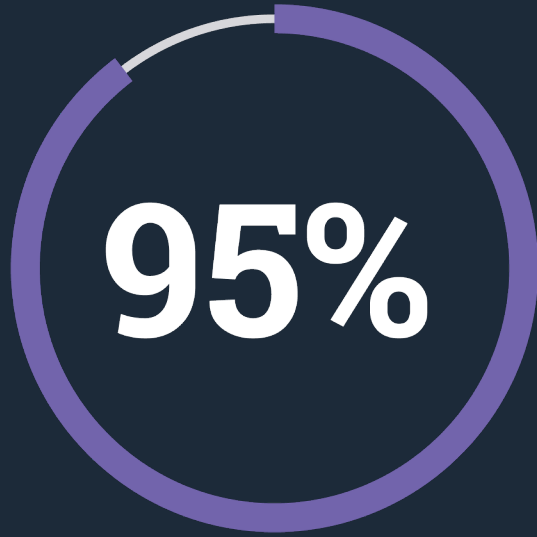


- 30% billing / pricing
- 15% insurance
- 10% wait / waiting
- 10% rude / unprofessional

Mroz, Jones, Dybala - AudiologyNow 2015

These are things that are
eminently fixable!





of consumers
suspect censorship
or faked reviews
when they don't see
bad scores



[Platform](#) ▾ [Solutions](#) ▾ [Customers](#) [Partners](#) [Resources](#) ▾ [Get Paid to Test](#)

[LOG IN](#)

[REQUEST TRIAL](#)

Great customer experience starts with human insight

See, hear and talk to your customers as they engage with your products, apps and messaging. Make better decisions. Build more customer-centric experiences.



Negative reviews
legitimize the positive
reviews.

Negative reviews are an
opportunity to show off
your professional
reputation.

[YOU HAVE ACCESS](#) | [The ASHA Leader](#) | [Make it Work](#) | 1 Oct 2015

The Upsides of a Negative Review

Experts explain how online criticism can actually be good for your practice.

Haley Blum

<https://doi.org/10.1044/leader.MIW.20102015.32>

☰ Sections

| 🛠 Tools | ➦ Share

It's a moment every business owner dreads. You pull up Yelp or Google, and your heart rate quickens. Maybe a redness creeps over your cheeks.

It happened: You got a bad online review. In a sea of mostly positive comments about your business, you spot one that's gone rogue. And suddenly it's the only one you see, the only one that matters.

You're a passionate clinician who's put everything into your business, so negative reviews can feel like a public slap in the face. But the funny thing about bad online reviews? They're actually *good* for business, some experts say.

[FIGURES](#)[SOURCES](#)[RELATED](#)[DETAILS](#)

Volume 20
Issue 10
October
2015

Page: 32-33

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History

Published in print: 10/1/2015

METRICS

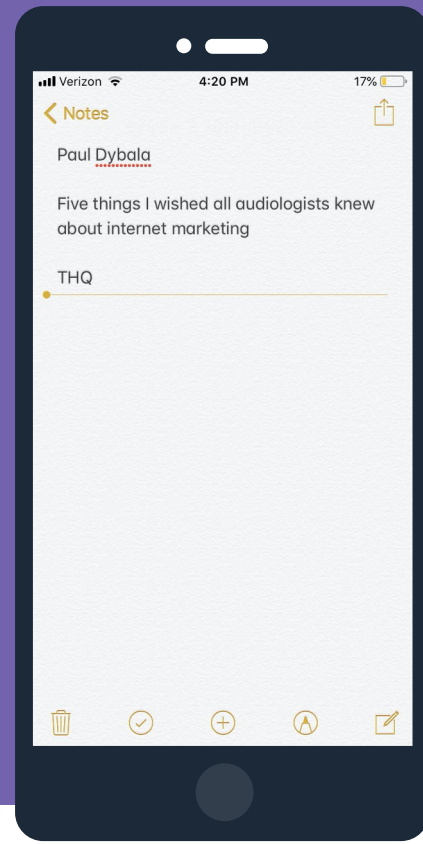
THQ-Do your online reviews reflect your offline reputation?

Have you checked for reviews about your practice?
What are people saying?

Do your patients know they can review you?

Do you have any negative reviews?

Do you have a plan to respond to those negative reviews?



FIVE THINGS...

5.


Your website is the
HUB of all of your
marketing

1. Setting & tracking marketing goals is key
2. Consumers want and need your audiology expertise
3. The best kept SEO secret is the barnacle approach
4. People expect you to be professional, not perfect
5. Your website is the HUB of all of your marketing

Are we almost
done yet?



Where is all
this leading to?



A consumer's hearing healthcare journey will cross paths with their choice of provider's digital properties **nearly 100% of the time.**

Online



Google Ads

PPC



online directory



email



SEO



social media



Offline



business card



print ads



phone



radio/TV



direct mail



print directory

Online



Google Ads
PPC



online directory



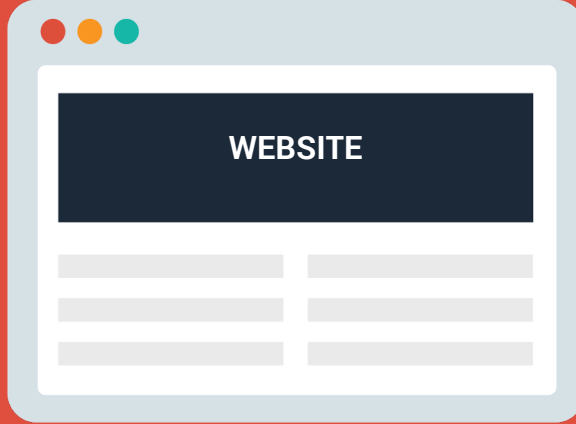
email



SEO



social media



Offline



business
card



print ads



phone



radio/TV



direct
mail



print
directory

Website more important
than phone calls?



hearing aids dallas



Rating ▾

Hours ▾

For informational purposes only. Consult your local medical authority for advice. [Learn more](#)

Mandalay Hearing Aid Center ▾

Ad · 5.0 ★★★★★ (27) · Hearing aid store
Dallas, TX
Open · Closes 5PM · (972) 920-6255



Hearing Masters ▾

Ad · 5.0 ★★★★★ (32) · Hearing aid store
Dallas, TX
Open · Closes 5PM · (972) 490-3883



Beltone Hearing Aid Center - Dallas, TX

5.0 ★★★★★ (1) · Hearing aid store
Dallas, TX
Open · Closes 5PM · (888) 958-8432



Total Hearing Care

5.0 ★★★★★ (2) · Audiologist
Dallas, TX

Open · Closes 5PM · (214) 660-9888

Their website mentions **hearing aids**



Total Hearing Care

Website

Directions

Call

5.0 ★★★★★ 2 Google reviews

Audiologist in Dallas, Texas

Address: 10611 Garland Rd #106, Dallas, TX 75218

Hours: Open · Closes 5PM ▾

Phone: (214) 660-9888

[Suggest an edit](#) · [Manage this listing](#) ?

Search result

[Total Hearing Care](#)

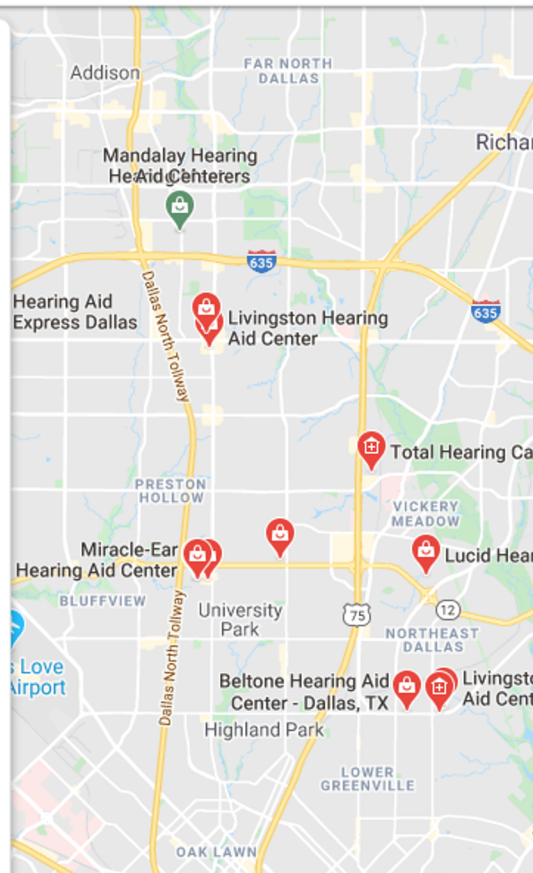
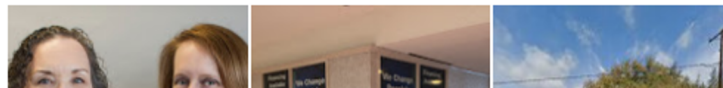
<https://totalhearingcare.com>

Think You May Have Hearing Loss? · Treat Your Hearing Loss With **Hearing Aids** · It May Be Time To Upgrade Your ...

Questions & answers

[Be the first to ask a question](#)

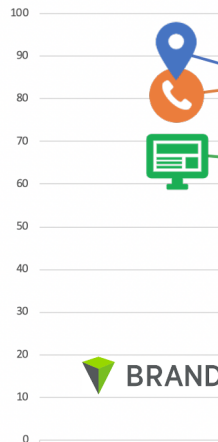
[Ask a question](#)



GMB action data

Brandify - GMB General Health Care Action Importance

Website Phone Directions



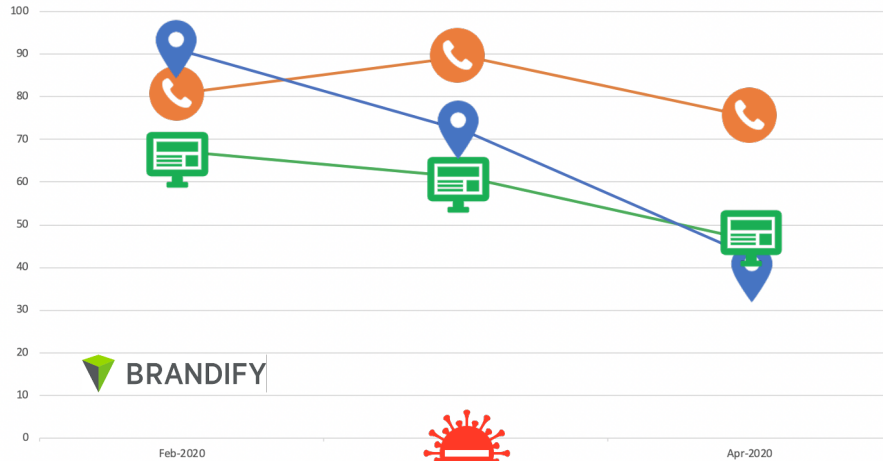
BRANDIFY

Feb-2020

GMB action data

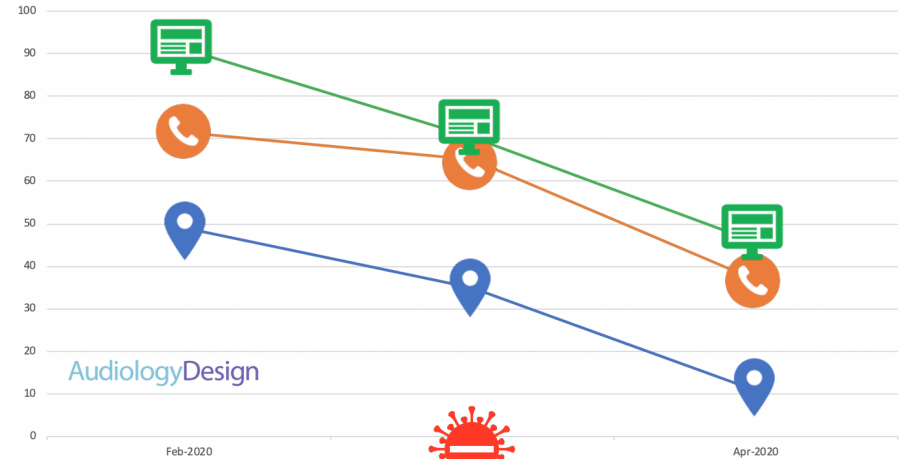
Brandify - GMB General Health Care Action Importance

Website Phone Directions



AudiologyDesign - GMB Hearing Health Care Action Importance

Website Phone Directions



SCHEDULE APPOINTMENT

REVIEW US



HEARING
REHABILITATION
CENTER

Commerce, MI 1 (248)
New Baltimore, MI 1 (586)
Novi, MI 1 (248)

FREE HEARING

HOME

ABOUT US

SERVICES

HEARING LOSS

HEARING AIDS

RESOURCES

EVENTS

BLOG

LOCATIONS

Experience Our Wholistic Medical Approach

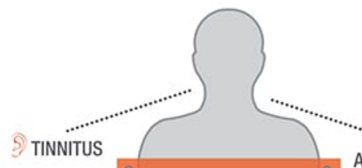
Meet our team of experts and experience a medically-based approach to hearing loss. With proven results based on scientific research.

SCHEDULE APPOINTMENT



Total Body Health Begins With Better Hearing

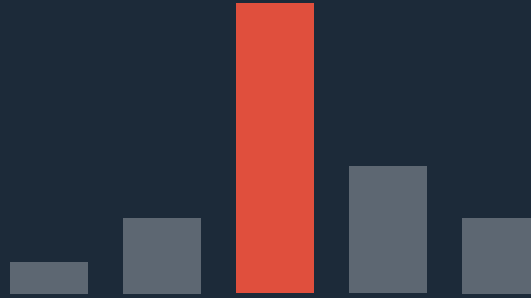
For older adults, hearing loss is independently associated with hospitalization and poorer health. If you have hearing loss, you may be at risk for other health conditions, including heart disease, depression, and cognitive decline.



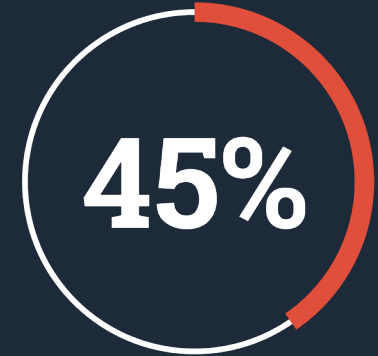
Online scheduling data



prefer
online
scheduling



medical is the #1 type preferred
for online appointment
scheduling



online
appointments are
set after hours

Why?

The Hearing Health Care Journey: Putting Beans in Your Cups

Michael A. Harvey, Ph.D., ABPP¹

Seminars In Hearing / Vol 41, No. 1, 2020

ABSTRACT

One of the areas MarkeTrak has explored is the customer journey through hearing health care. The survey has asked question regarding how long they had a hearing loss before they took some type of action, where did they start their journey, why did they obtain hearing instruments or not, and what the hearing instruments cost. To put that journey in perspective, this article looks at the journey of one specific individual and explores their attitudes about their hearing loss through the eyes of a psychologist.

KEYWORDS: hearing loss, psychology of hearing loss, customer

“... more terrifying to me
than parachuting out of
burning airplanes!”

[SCHEDULE APPOINTMENT](#)

[REVIEW US](#)



HEARING
REHABILITATION
CENTER

- Commerce, MI 1 (248) 360-HEAR (4327)
- New Baltimore, MI 1 (586) 960-EARS (3277)
- Novi, MI 1 (248) 260-HEAR (4327)

[FREE HEARING SCREENING](#)

- [HOME](#)
- [ABOUT US](#)
- [SERVICES](#)
- [HEARING LOSS](#)
- [HEARING AIDS](#)
- [RESOURCES](#)
- [EVENTS](#)
- [BLOG](#)
- [LOCATIONS](#)
- [CONTACT US](#)

Experience Our Wholistic Medical Approach

Meet our team of experts and experience a medically-based approach to hearing loss. With proven results based on scientific research.

[SCHEDULE APPOINTMENT](#)

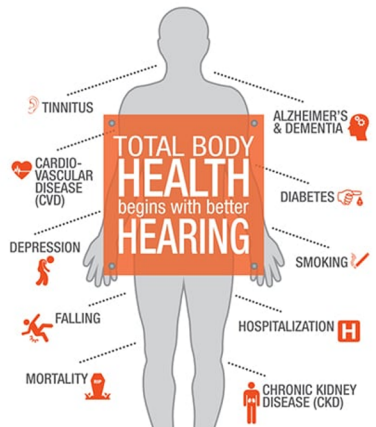


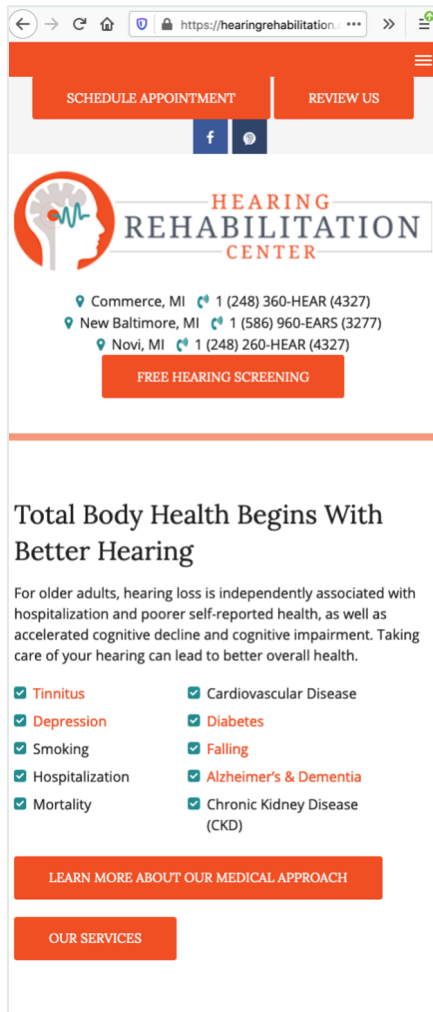
Total Body Health Begins With Better Hearing

For older adults, hearing loss is independently associated with hospitalization and poorer self-reported health, as well as accelerated cognitive decline and cognitive impairment. Taking care of your hearing can lead to better overall health.

- ✓ Tinnitus
- ✓ Depression
- ✓ Smoking
- ✓ Hospitalization
- ✓ Mortality
- ✓ Cardiovascular Disease
- ✓ Diabetes
- ✓ Falling
- ✓ Alzheimer's & Dementia
- ✓ Chronic Kidney Disease (CKD)

[LEARN MORE ABOUT OUR MEDICAL APPROACH](#)





Do those buttons really
matter?

Mariemont Hearing Center

"Isn't it time you started hearing better?"

📍 6860 Wooster Pike Cincinnati, OH 45227

★★★★★ (16 Reviews)

📞 (513) 407-4605

REQUEST MY APPOINTMENT



Clinic staff



Cindy Whitehurst



Au.D., FAAA ?

Dr. Whitehurst has been working in the field for 25

Hours of operation

Sunday	Closed
Monday	9:00 am - 4:00 pm
Tuesday	9:00 am - 4:00 pm

10-20% increase in leads!

Meet your patients where
they are at.

Online



Google Ads
PPC



online directory



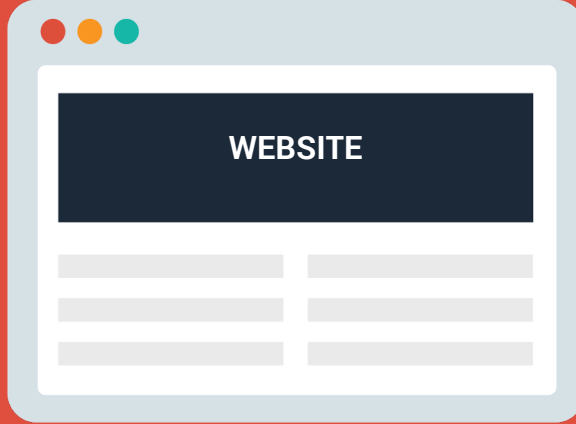
email



SEO



social media



Offline



business
card



print ads



phone



radio/TV



direct
mail



print
directory

Does your website help
close the deal or kill
the deal?

Don't let the little things
trip you up.

Mobile is 30-50% of
website visitors

Every Ear Has a Story.
What's Your Story?



Experts in Hearing & Balance

CALL TODAY 972.733.3344
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Why should you get your hearing checked?

Because everything she says will be important.

[Learn more.](#)

Advanced Hearing Center

Advanced Hearing Center has been serving the audiology needs of the Dallas, Texas area since 1995. Our privately owned practice is staffed with licensed and board-certified audiologists. They are experienced in evaluating and treating the hearing health of children and adults with the latest technology and most advanced hearing aids.

We accept most major insurance plans, including Tricare for active or retired military personnel. View the complete list of insurance providers that cover your care with our experienced audiologists.

At Advanced Hearing Center, we care for the whole person, not just the ear. We believe that when you hear well, your entire life is enriched.



Patient Forms

Fill out & submit your
medical forms online

[LEARN MORE](#)



Insurance Accepted

We accept MOST
insurance plans

[LEARN MORE](#)



Self-Test


Take our hearing test to
see where you score

[LEARN MORE](#)

← → ↻ 🏠 ⓘ www.advancedhearingcenter.com/?utm_source=www.healthyhearing.com&utm_medium=refe... ⋮ 📧 ⭐ 🔽 📱 ✍️ 🌐 ☰

Every Ear Has a Story.
What's Your Story?


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Hearing & Balance
CENTER**

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 BrainHearing™

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Every Ear Has a Story.
What's Your Story?


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Hearing & Balance
CENTER**

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Plano | Dallas | Grapevine

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Fill out & submit your medical forms online


[LEARN MORE](#)



Insurance Accepted

We accept MOST insurance plans

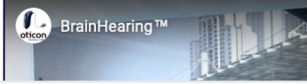
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Self-Test

Take our hearing test to see where you score

[LEARN MORE](#)



 BrainHearing™

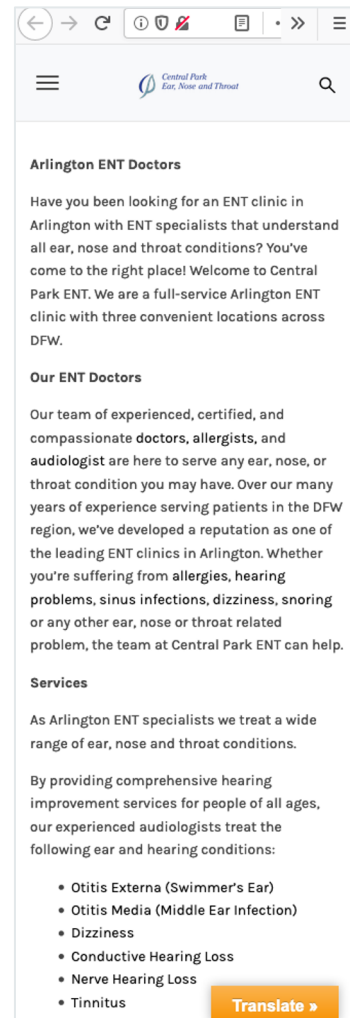
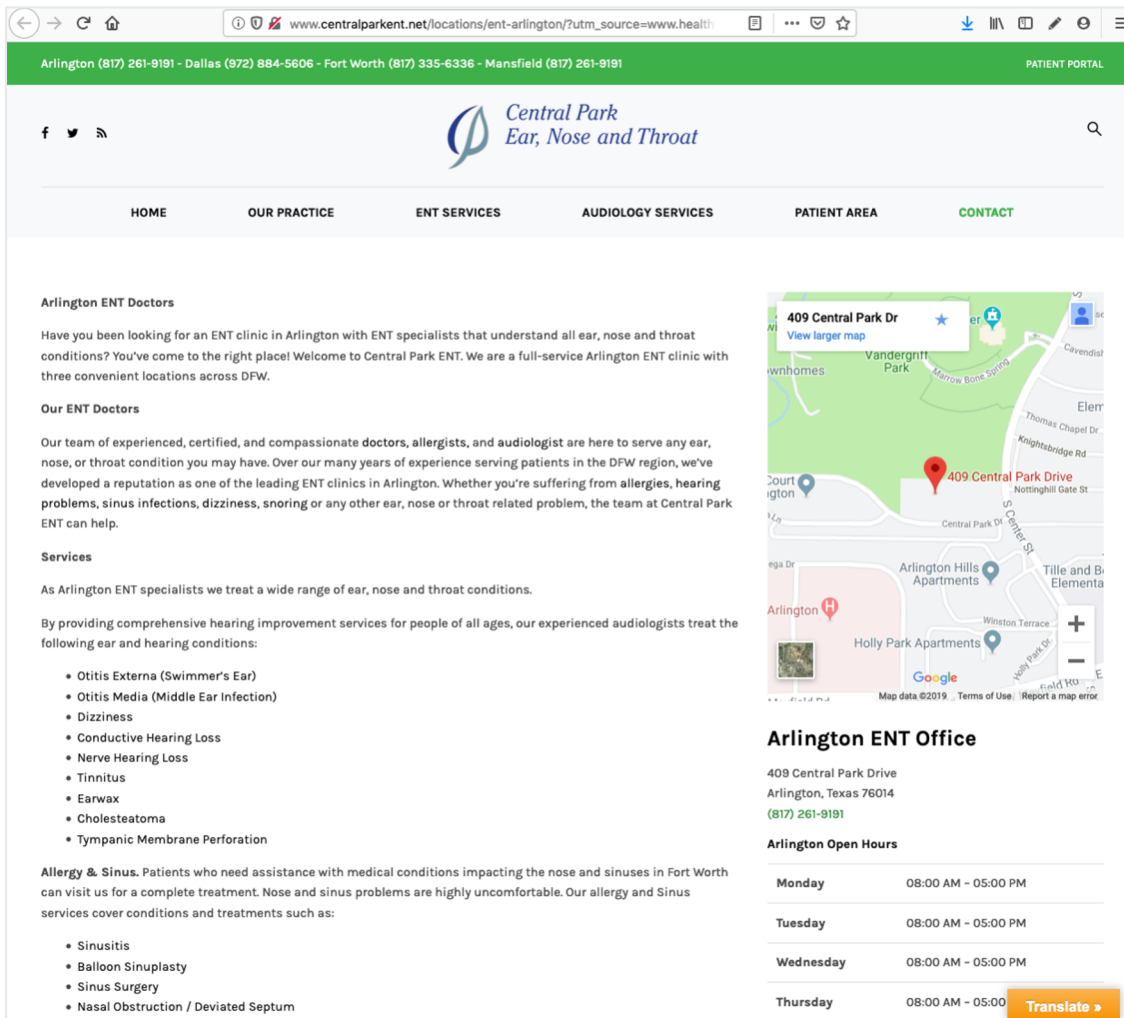
Watch later Share

Not responsive





“Mobile first indexing”



Not
good
responsive



Example:
Location, location,
location



Communication Through Hearing



Through tests and evaluations HSDC Audiologists will assess hearing loss and balance function. HSDC will fit and dispense hearing aids and other assistive devices in efforts to improve hearing to best fit your plan of care.

Hearing Loss/Aids



HSDC Speech Language Pathologists and Occupational Therapist are trained in the techniques, strategies, and interventions designed to improve or correct communication and sensory/movement disorders.

Speech Therapy



HSDC Deaf Services include American Sign Language interpreting services to assist with communication for your Deaf clients, patients, students. HSDC also offers advocacy assistance to the D/deaf community.

Deaf Services



Hearing Loss/Aid

WELCOME

HEARING SERVICES

SPEECH SERVICES

DEAF SERVICES

Speech Therapy

Deaf Services

DONATE

EVENTS

CONTACT US

ABOUT US



7,095

total individuals reached



31,550

hours of American Sign
Language(ASL) interpreting
provided to 670 D/deaf clients



578

hearing aids and assistive
listening devices were
dispensed



450

Speech screenings



WELCOME

HEARING SERVICES

SPEECH SERVICES

DEAF SERVICES

DONATE

EVENTS

CONTACT US

ABOUT US

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total individuals reached

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578

hearing aids and assistive
listening devices were
dispensed

450

Speech screenings

About Us | Contact Us | Forms |
Donate | FAQ | Privacy Policy |
Terms and Conditions



Exudes expertise!
Lacks location and
contact info.



Example: Insecurities

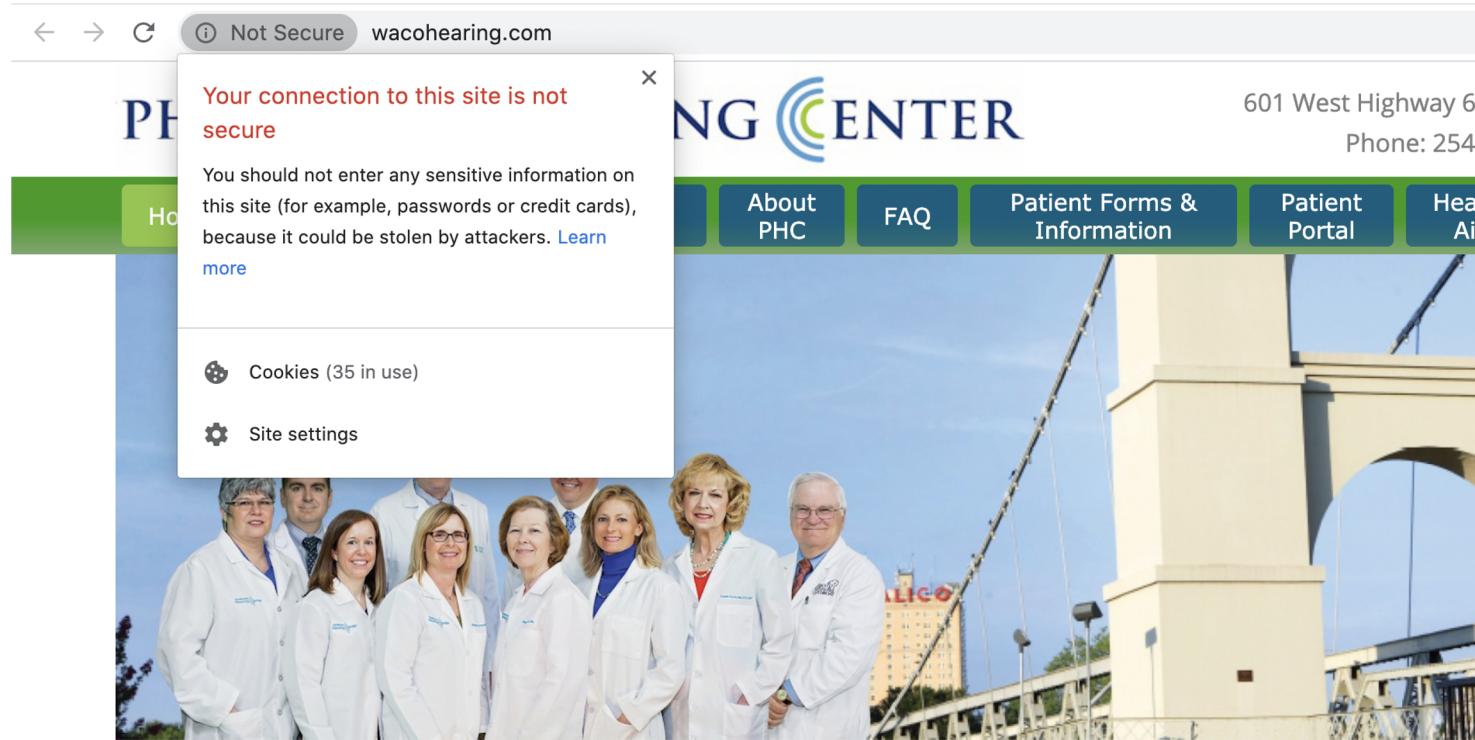


About Waco PHC

According to Consumer Health Reports, the suggested choice for hearing aid fitting is a medical office headed by an otolaryngologist (an ear, nose, and throat physician) who employs an audiologist to fit and dispense hearing aids. Unfortunately, the vast majority of hearing aids are sold by people who have very little training and education in the science of hearing.

Most national franchise stores do not train their dispensers in any way close to the four-year post-graduate degrees obtained by doctors of audiology like those at Physician Hearing Center. With a team of medical





About Waco PHC

According to Consumer Health Reports, the suggested choice for hearing aid fitting is a medical office headed by an otolaryngologist (an ear, nose,





Just scratching the
surface. It's about doing a
lot of little things right.

Let's pull it all together!

COVID-19 UPDATE: In light of the current situation, we are open and providing service remotely. [CLICK FOR MORE INFORMATION](#) →

SCHEDULE TODAY GET IN TOUCH



BAKER AUDIOLOGY
& HEARING AIDS

(605) 610-3466
429 W 69th St.
Sioux Falls, SD 57108

VOTE FOR US IN THE LOCAL BEST

HOME ABOUT US REVIEWS SERVICES HEARING AIDS PATIENT FORMS RESOURCES BLOG LOCATION CONTACT US

WELCOME TO
Baker Audiology & Hearing Aids

Hearing professionals who are committed to helping you live a better life.





Hearing Survey

Take our hearing health survey and start your journey to better hearing!

START SURVEY



Guide to Hearing Aids

Make informed decisions on the purchase of your next hearing aid device!

DOWNLOAD NOW



Treating Tinnitus

If you or a loved one suffers from tinnitus, we offer a comprehensive examination.

LEARN MORE



Our Purpose Is To Enable Our Patients To Hear

We deliver a tailored and custom approach to each patient and provide support on every level of the patient's hearing health path.

The audiologists and hearing professionals of Baker Audiology & Hearing Aids would like to welcome you to the practice. We have over 15 years of experience and take personal pride in our work. We understand how hearing loss can cause problems with relationships and overall quality of life. We know just how frustrating a listening deficit can be.

In order to better serve you, our audiologists continually update their training, taking continuing education courses and attending seminars. In addition to that, they conduct clinical research and study the latest and greatest in digital hearing devices. Our office is





The Newest Hearing Aid Technology At Affordable Prices

The hearing professionals at Baker Audiology & Hearing Aids are committed to providing you with the best care possible. We carry a large selection of digital hearing aids from only the top manufacturers in the business, and additionally, we offer basic traditional hearing aids. To meet your personal needs and requirements, we carry a full line of assistive listening devices, including personal amplifiers, TV listening systems, and special telephones for the hearing impaired.

HEARING AIDS



Hear What You've Been Missing!

Your hearing level and your individual activity level are both significant factors in determining what kind of hearing assistance is right for you. At Baker Audiology & Hearing Aids we will check your hearing, explain your results and have fun doing it. Depending on your lifestyle and hearing deficit, we can make recommendations for treatment and improved listening.


CONTACT US



← → ↻ siouxfallshearing.com ☆ ⚙️ Ⓟ Paused

SCHEDULE TODAY GET IN TOUCH

f t y i p in t

 **BAKER AUDIOLOGY**
& HEARING AIDS

(605) 610-3466
429 W 69th St.
Sioux Falls, SD 57108


VOTE FOR US IN THE LOCAL BEST

✓ ✓ ✓

Hearing Survey

Take our hearing health survey and start your journey to better hearing!

START SURVEY



Guide to Hearing Aids


Make informed decisions on the purchase of your next hearing aid device!

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Hearing Survey

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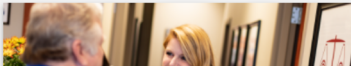
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Treating Tinnitus


If you or a loved one suffers from tinnitus, we offer a comprehensive examination.

LEARN MORE



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AMERICAN ACADEMY OF AUDIOLOGY

 AMERICAN SPEECH-LANGUAGE-HEARING ASSOCIATION

Hear What You've Been Missing!

Your hearing level and your individual activity level are both significant factors in determining what kind of hearing assistance is right for you. At Baker Audio & Hearing Aids we will check your hearing, explain your results and have fun doing it. Depending on your lifestyle and hearing deficit, we can make recommendations for treatment and improved listening.

CONTACT US



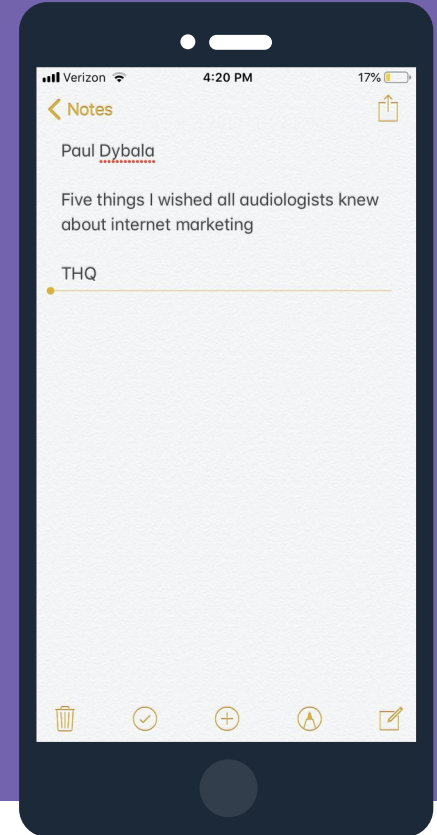
THQ - Does your website kill or close the deal?

It is optimized for local search/contact?

Is your website secure?

Is your website mobile compatible?

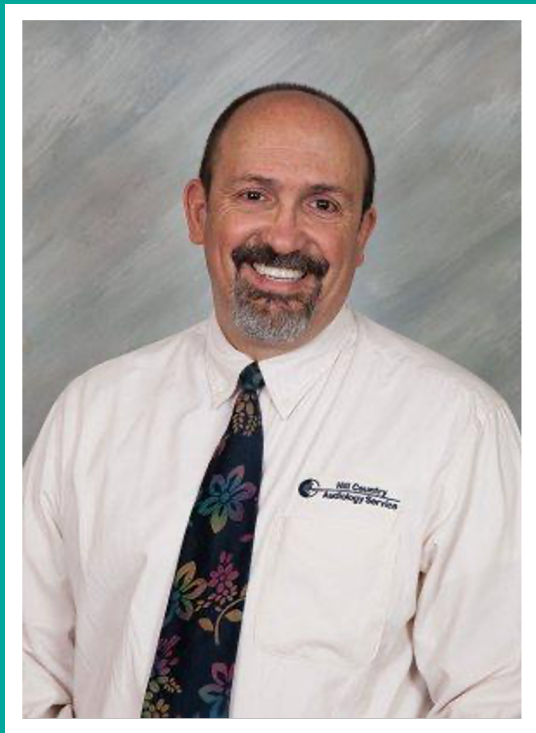
Do you use effective Calls to Action (CTA)?



FIVE THINGS...

1. Setting & tracking marketing goals is key
2. Consumers want and need your audiology expertise
3. The best kept SEO secret is the barnacle approach
4. People expect you to be professional, not perfect
5. Your website is the HUB of all of your marketing

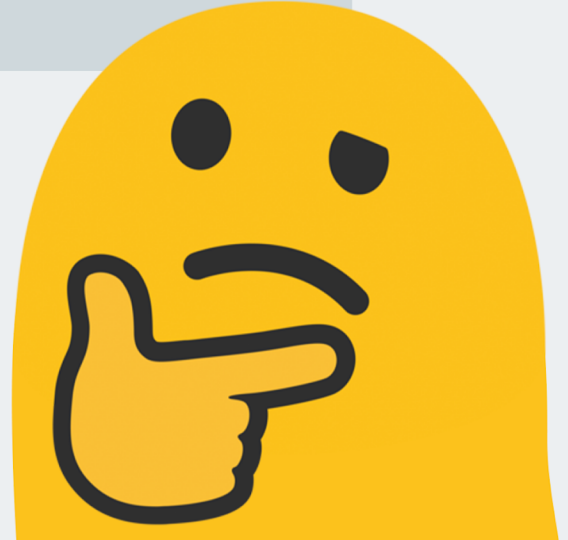
One last
burning question...



What
happened
with Jeff?

Jeff • Now

Paul, can you be a little more specific?



Jeff, if you measure outcomes, feature your professional reputation, leverage social media and online reviews with a well designed, mobile compatible website, you'll be amazed at the results!

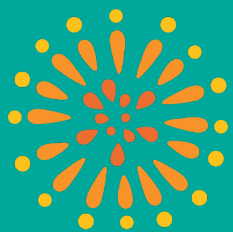


Jeff • Now

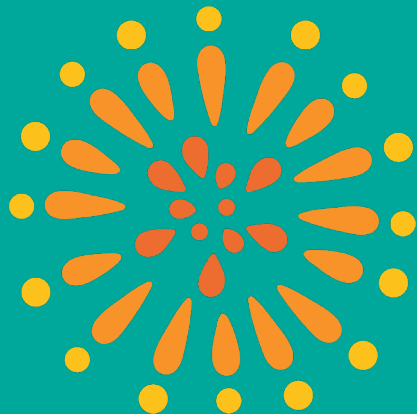


Jeff • Now





Proud to have Hill Country
Audiology as a client!





Better Hearing Starts Here

Schedule an appointment with one of our hearing health practitioners to find the best hearing aids to suit your lifestyle and needs!

CONTACT US



Thank you!

Paul Dybala, PhD

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