

How's your web presence?

Get an online reputation check-up

When a potential customer searches the web for a hearing care appointment, the clinic with the **strongest online reputation** will stand out from the crowd.

Find out how you're doing with our **custom report**, which evaluates key factors like your web site, trust signals, local listings, reviews, your Healthy Hearing profile, SEO and more.

YOUR WEBSITE AT A GLANCE
The look, feel and professionalism of your website is an important part of your business.

MOBILE
WHY IS MOBILE IMPORTANT?

TRUST SIGNALS CHECKLIST
Trust signals are bits of information that consumers and search engines use to verify that you're a credible business. They should be easily discoverable on both desktop and mobile. They include things like:

- Contact
- Address & information they are

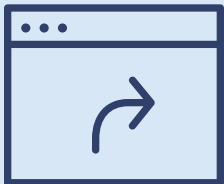
ONGOING REPUTATION MANAGEMENT TIPS

GET SOCIAL
Use your social media accounts. Share exciting things that happen at your practice, your own unique content (blogs, posts, etc.), content that others have written that might be of interest to your clients. You can also take a step back, evaluate your hearing, hearing profile and social media accounts, too. Monitor comments and, similarly to reviews, respond appropriately.

BE PROACTIVE
Hearing clinic staff and management need to be well aware of the importance of having a positive internet presence because people are using the internet to search for hearing care provider now more than ever.

The more positive information there is about your practice online, the more likely it is that people will find something good when they search for your clinic on the internet. **Search each until there's been a negative review** or a public relations crisis to spread the good word. Remember, marketing is everyone's job.

The more that consumers can find positive information about your clinic online when search the more your clinic's future is bright.



You'll receive a **list of action items** to help you immediately boost your online reputation.

[Click here to buy a check-up!](#)

Our check-up is \$150 and available to any clinic with a listing on Healthy Hearing. We'll send the report to you in a PDF.

Questions?: Jen Dahmer
jdahmer@healthyhearing.com
1-800-567-1692 x7292



Healthy Hearing

WWW.HEALTHYHEARING.COM