

ONLINE REPUTATION MANAGEMENT CASE STUDIES



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US LEAD NETWORK
LEADING HEALTHCARE INTERNET MARKETING

Case #1 – Bad Press from a Legal Case

Introduction

Our client was a veteran Board Certified fertility specialist who had been in practice for 25 years. (Name withheld due to NDA). He had built up a large practice in a metro area with four locations providing all types of assisted reproductive medicine. He had never been sued and his reputation was pristine.

Unfortunately, his lab made a mistake one day and he implanted the wrong embryos into a patient. The mistake was fixed within a day and the patient achieved a successful pregnancy. Nevertheless, she was convinced to sue by a Personal Injury Attorney who publicized the lawsuit, and the bad press ruined the physician's online reputation.

Problem

When any variation of the physician's name or practice was typed into a search engine, typically five bad links showed up on the first page. He began losing business as a result. US Lead Network was brought in to help restore his online reputation.

The Plan

The audit showed that the situation was severe. As a result of the bad press from the lawsuit, the doctor had bad links on several major news sites. One was DailyMail.co.uk, which just happens to be THE MOST READ english website in the world with 100 million readers monthly! So that constituted a very problematic link as that type of "authority" gave the link a number one position.

US Lead Network developed a comprehensive plan for the doctor:

- Enhanced and new social media profiles.
- Several keyword rich domains with full websites built out that had original content.

- Custom backlinking along with numerous reviews throughout the web.
- Regular press releases on PRWeb and PRNewswire.
- Blog comments, infographics, videos.
- Increased practice website content and blogging.

Deployment of the plan took a couple months to build out and start getting fully indexed by the major search engines.

Progression

Over a period of six to nine months, the new keyword rich domain websites (i.e. variations of the doctor's name) moved up in the rankings steadily onto the first pages. In addition, the new social media profiles did the same. The practice website also ended up with several first page links. The DailyMail.co.uk link had been displaced from the #1 spot down to #3.

At the one year point, ALL of the bad links had been moved to the second and third pages of all the major search engines including Google. Even the DailyMail.co.uk link as well! The doctor was ecstatic, as business continued to pick up as the bad links were pushed down.

Outcome

While complete resolution took a year, the campaign was an ultimate success. Each month the doctor was kept abreast of progress with a full ranking report, screen shots and a work report too. Hundreds of hours were put into the reputation management campaign, and it worked as expected. A definitive time frame is tough to predict. With such powerful news site links, a reasonable time frame is 9 to 12 months. That is exactly what it took for resolution!

Case #2 – Bad Customer Reviews Hurting Business

Introduction

This client was a franchise for a publicly traded weight loss company with five locations. They were responsible for their own web presence and associated marketing. For years, they mostly gained customers from radio and television advertising. While they had plenty of video testimonials, their web presence really just consisted of a landing page.

Problem

More and more prospective customers online look at reviews prior to purchasing. In fact, over 70% do! So the problem with the franchise is that they obtained several poor reviews for each location on Google. These showed up front and center on the first page when anyone searched the franchise name.

Prospective customers were being turned off, and the franchise was losing business at every location.

The Plan

US Lead Network was approached to fix the online reputation issue. The plan was multifaceted.

- Expand the existing landing page to a full fledged website.
- Place a reviews page on the website.
- Solicit reviews from existing, happy clients.
- Implement an ongoing reputation management campaign.

Progression

US Lead Network's graphic designers came up with flyers for each office. When clients achieved their weight loss goal, flyers were handed out. In addition, foam stands were placed in each office asking clients to place a review as well. The links went to a new page on the website where patients could link to their appropriate Google Business location.

In addition, US Lead Network recommended a website buildout from a landing page to a full fledged website. A custom website was built, with expanded content and success stories throughout. While this did not directly influence the reputation management campaign for reviews, it did improve the reputation overall since the radio and television ads referenced the website!

Outcome

Within three months, each of the five locations had obtained at least seven excellent reviews each on Google from real clients who had excellent outcomes. The bad previous reviews were buried, and business picked up substantially. The new website also began to obtain significant traffic as well. The client was ecstatic.

Case #3 – Indicted Surgeon Develops Online Reputation Problem

Introduction

This client was a surgeon in the NYC area. He got indicted due to being involved tertiarily with a personal injury financing company that was improperly handling the funds. Significant bad links showed up on the first pages of the search engines, and he was losing patients left and right. The indictment was eventually pulled, however, his license was placed on probation for a time.

Problem

When a surgeon gets indicted, that leads to bad links on government websites. When a medical license censure then occurs, there are additional bad links from that agency too. Federal and state government links (.gov) are one of the most difficult to get pushed down. Additionally, other websites post news stories regarding the situation. So searching for this surgeon's name produced a plethora of bad reviews, news stories and government links.

The Plan

US Lead Network was approached to fix the online reputation issue. The plan was multifaceted.

- Build out social media presence profiles.
- Write lots of content on the surgeon.
- Build out six micro websites, that are keyword rich domains.
- Solicit reviews from existing, happy clients.
- Implement an ongoing reputation management campaign.

Progression

US Lead Network's content writing team began right away for the various microsites. These were launched as soon as possible, there were six in all. Each microsite consisted of eight unique pages of content. Infographics, videos, blog posts and press releases were produced and deployed online to obtain significant name recognition.

After these were accomplished, the diligent online work involved significant unique content publication on these sites and external ones too.

Over a period of four months, the new content began showing up on the second and third pages of the search engine results.

After eight months, the government links had been dislodged from the top first page rankings with the new websites and profiles catching up. After one year, all of the bad links had been removed from the first pages of all major search engines!

Outcome

As the year ended, the surgeon's business began picking up dramatically. He didn't have to speak about his issues so much with prospective or existing patients, and he was finally able to begin moving on with his life! Prospective reputation management continues, and the client is ecstatic.

About US Lead Network

As the most comprehensive healthcare internet marketing firm nationwide, US Lead Network offers an abundance of resources to promote doctors and practices online. These methods result in significant, cost effective patient acquisition.

When a doctor is dealing with a poor online reputation, US Lead Network has over ten methods available to handle the restoration. Over one hundred clients to date have benefited from those efforts. The work is diligent, and US Lead Network never cuts corners to obtain the best results possible.

Currently, US Lead Network is offering a FREE online reputation audit and phone consultation with our Physician Founder and CEO, David Greene, MD, MBA. Simply call us today at (877) 791-6466.