

# 5 Ways Good Client Reviews Help Your Practice

Whether your practice goals involve getting new clients, strengthening client relationships, or improving practice efficiency, client reviews help address all three areas.



## 1 Client Acquisition

Most people (**79%**) trust online reviews as much as personal recommendations.

## 2 Better Discovery

Client reviews help boost SEO and ranking in local search results and get your practice in front of more pet owners looking for the services your practice provides.

## 3 Greater Reach

Online client reviews reach more potential clients than traditional word of mouth.

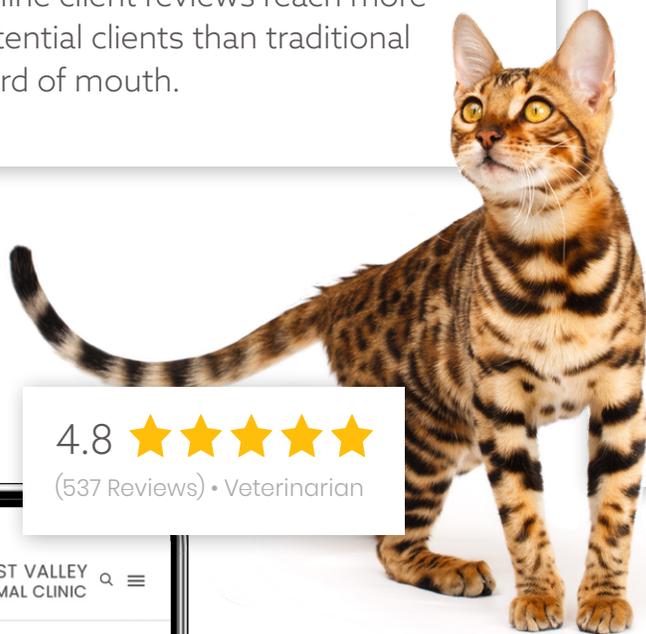
## 4 Client Retention

Client reviews remind existing clients why they chose your practice and encourage both client loyalty and repeat appointments by showing them your practice reputation remains intact.

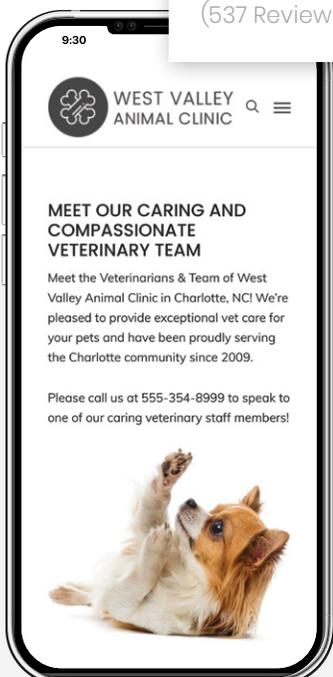
## 5 Practice Efficiency

Client reviews remain visible and relevant to potential clients for a long time but only represent nominal effort for practices to keep reviews current. So, relative to more intensive forms of practice marketing, client reviews represent an efficient way to attract new clients over time.

Because of their effectiveness, client reviews are now considered the top website feature by practices, according to our 2023 State of Veterinary Marketing report. Because of their reach, practices now view client reviews as roughly equal in value to word of mouth, and 32% of practices are planning to add client reviews to their websites in 2023.



4.8 ★★★★★  
(537 Reviews) • Veterinarian



Collecting and showcasing client reviews naturally involves different tools and resources. We have those tools to maximize the effectiveness of your communications without creating additional work for your staff.

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