

GOOGLE REVIEW STAND

# TAP. REVIEW. REPEAT.

A no-nonsense guide to programming your NFC Review Stand and turning every visit into a 5-star opportunity.

**~5min**   **1tap**   **∞**  
SETUP TIME   FOR PATIENTS   REVIEWS

FOR CHIROPRACTORS • IOS & ANDROID



WHY THIS MATTERS

# More Reviews. Higher Rankings. More Patients.

A Review Stand on the front desk turns the easiest moment in the visit — checkout — into compounding social proof. A 30-second tap from a happy patient is worth more than a month of paid ads. Stack them up.

**93%**

of patients read reviews before booking a chiropractor

**1 → ★**

A single star bump can lift bookings by 5–9%

**#1**

Local SEO signal Google uses to rank your practice

STEP ZERO

## Get Your Google Review Link

Before you program the stand, you need **the URL that opens your Google review form**. Pull it straight from your Google Business Profile — takes 60 seconds.

### From Google Business Profile

1

#### Sign In

Open [google.com/business](https://google.com/business) and sign in with the account that owns your practice listing.

2

#### Find Your Profile

Search your practice name in Google Search. Your Business Profile panel appears on the right.

3

#### Tap “Ask for reviews”

In your profile dashboard, click **Ask for reviews** (sometimes labeled *Get more reviews*).

4

#### Copy The Link

Hit **Copy link**. This short URL — usually *g.page/r/...* — is what you’ll write to the stand.

**YOUR LINK** <https://g.page/r/CXXXXXXXXXXXXXXXXX/review>

Email the link to yourself, or open it on the phone you’ll use to program the stand. You’ll paste it in Step 4 on the next page.

PROGRAM YOUR STAND

# Eight Taps. You're Live.

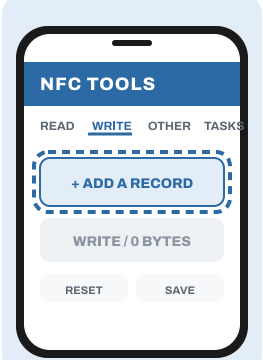
Grab your phone and your Google review link. We use the free **NFC Tools** app — works on iPhone (iOS 14+) and Android. Total time: about five minutes.

**First — install NFC Tools by wakdev**

Free. No account required. Available on both stores.

 APP STORE
  GOOGLE PLAY

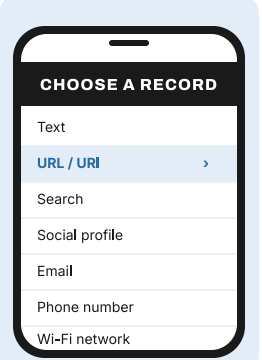
**01**



**Open the App**

Launch **NFC Tools**, tap the **Write** tab, then tap **Add a record**.


**02**



**Pick URL / URI**

In the record list, choose **URL / URI**. This is the type that opens a link when tapped.

**03**



**Paste Your Link**

Paste the Google review URL from page 2 into the field. Tap **OK** to save the record.

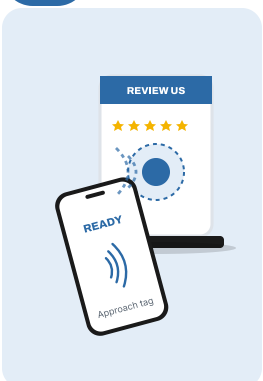
**04**



**Hit Write**

Back on the Write tab, your record now shows with a byte count. Tap the big blue **Write** button.

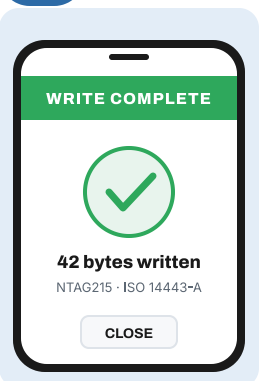
**05**



**Tap to the Stand**

Hold the **top of your phone** against the tap target on the stand. Don't move it.

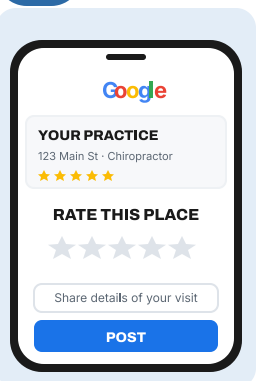
**06**



**Confirm Success**

You'll see **"Write complete"** with the byte count. Tap **Close**. Your stand is programmed.

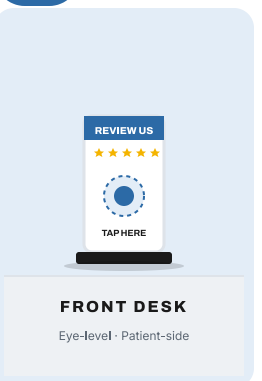
**07**



**Test the Stand**

Tap the stand with a **different** phone. The Google review form for your practice should pop up instantly.

**08**



**Place & Go Live**

Set the stand on the **checkout counter**, patient-side. Brief your CAs to ask for the tap.

## NOW USE IT

## A Stand On The Counter Isn't Enough.

Programming the stand is the easy part. The growth happens when your team **asks every patient to tap it**. Use the placement tips and script below to make it a habit.

### • Placement Tips

- ✓ **Patient-side of the counter** at eye level. Not behind the CA.
- ✓ Right next to the **card reader or schedule pad** — they're already standing there.
- ✓ Keep it **off metal surfaces** — metal can interfere with the NFC signal.
- ✓ One per checkout point. Order extras for adjusting rooms or the waiting area.

### • The Ask (CA Script)

#### AFTER A GREAT VISIT

*"Dr. \_\_\_ really cares about helping more people in our community. Would you mind tapping your phone here and leaving a quick review? It takes about 30 seconds."*

#### IF THEY HESITATE

*"Totally fine — even one sentence helps a ton. Just hold the top of your phone right on the star."*

### • FAQ

#### Does the patient need to download an app?

No. Modern iPhones (XS+) and Android phones read NFC natively. They tap, a notification appears, they tap that — straight to your Google review form.

#### What if a patient doesn't have a Google account?

They'll be prompted to sign in. Most patients already are. If not, that 10-second sign-in is a small price for a forever review.

#### Can I reprogram the stand later?

Yes — the tag isn't locked. Repeat the steps with a new URL anytime (new location, rebrand, special campaign, etc.).

#### Tap doesn't do anything — what now?

Make sure NFC is on (Settings → NFC on Android; iPhone is always on). Hold the *top* of the phone flat against the tap target for ~2 seconds. Remove any thick case. Re-test.

#### How many reviews should we expect?

Practices that brief their team and ask consistently typically see **3-8x more reviews** within 60 days vs. their pre-stand baseline.

#### NEED A HAND?

## LET'S BUILD THE WHOLE GROWTH ENGINE.

Reviews are step one. We help chiropractors win online with websites, SEO, paid ads, and ENGAGE CRM — all built around **more new patients through the door.**

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