

Yelp Listing or Claiming

Yelp is more than just a local directory and information provider. It is a place for customers to review your business in a very public forum. A well-constructed profile that is abound with positive reviews can be the tipping point that makes prospective customers choose your business over another business. If you don't manage your Yelp listing, it will manage you!

1. Business owners - biz.yelp.com
2. User accounts - www.yelp.com
3. If you're a business owner and would like to add your business to Yelp:
 - a. Search for your business to make sure it's not already listed
 - b. If your business is not yet listed, click Add your business to Yelp
 - c. Enter your business information in the provided fields. Please note that you will need to confirm the email address you provide to complete your business submission.
 - d. Click Add business
4. Engage Customers
 - a. Adding plenty of information
 1. Complete all the fields, and provide your customers with a well-rounded snapshot of your business. Add business hours and any extra amenities or benefits you offer. For example, a coffee shop could promote free Wi-Fi and outdoor seating.
 - b. Tag your listing
 1. Come up with several words that define your business, and include those keywords. A seafood restaurant could include "seafood, steak, bar and sushi" to ensure it shows up in multiple searches.
 - c. Include pictures
 1. A good image can speak a thousand words. A beautiful shot of your building, products, smiling employees or happy customers can speak volumes about your business.
 - d. Ask your best customers to review you
 1. The more positive reviews you have, the more likely people are to contact your business. When a customer writes a positive you, say: "I really appreciate your kind words. If you have a moment, would you review us on Yelp? We want to spread the word about our business." More importantly, if a customer writes a negative review, it's vital you respond to accurately address or acknowledge fault and reach out to address.