

Everything you need to know to succeed on Yelp




FACTS AND FIGURES: How Yelp impacts your brand and business


- ✓ Yelp averages 161 million unique visitors every month (desktop and mobile).
- ✓ [82 percent of Yelp users](#) visit the site when preparing to spend money and [93 percent of Yelp users](#) go on to make purchases at the business they looked up and researched on the site.
- ✓ Yelpers have written over 95 million online reviews (Q4 2015).
- ✓ A 1star Yelp rating improvement can generate up to [9 percent revenue increase](#).
- ✓ Brands that have claimed their Yelp business page [average \\$8,000](#) in annual revenue from Yelp, while advertisers generate \$23,000.
- ✓ A half-star Yelp rating improvement makes a restaurant [30 to 49 percent more likely](#) to be fully booked during peak dining times.




GETTING STARTED: Strategies and best practices to boost your performance

CLAIM YOUR LISTING 


Plant your flag and visit biz.yelp.com to take control of your Yelp page.

ADD YOUR INFO 

Fill your page with relevant business information, including business name, category, phone number, address, operating hours, price range, and more.

ADD BUSINESS PHOTOS 


Yelpers spend [2.5 times more time](#) on Yelp pages with photos.

GO MOBILE 

Track and respond to customer feedback on the go by downloading the [Yelp for Business Owners app](#).

GIVE GIFTS 

Post [Yelp Deals and Gift Certificates](#) on your page to build brand buzz, drive sales, and attract new customers.

ADVERTISE 

Improve your visibility and get found more easily by placing [Yelp ads](#).

YELP HELP

Protecting your business reputation on Yelp



DO

Respond to reviews.

Engage with customers by responding publicly to reviews or [sending a private message](#).

Say thank you.

Show Yelpers that you value customer feedback, regardless of whether the review is positive or negative.

Promote your Yelp presence.

Encourage people to check you out on Yelp with [badges](#), links to your page, and ["Find Us on Yelp" stickers](#).

Analyze your data.

Gain actionable insights by analyzing customer feedback data—reviews, traffic, checkins, textual information, etc.—generated by Yelp users.

DON'T

Lose your cool.

A bad review can hurt. But you can protect your brand reputation by responding politely and professionally to Yelpers and resolving customer experience issues.

Ask for reviews.

Soliciting reviews could lead to filtered reviews and [consumer alerts](#) on your Yelp page.

Fake your reviews.

Yelp penalizes businesses that game the system and give themselves 5star reviews.