

# Enhancing your Business Digital Presence



## What is Yelp?



Yelp is a reviewal platform that crowdsources community reviews about local businesses.

## Why Does MY Business Need a Yelp Account?

**#1**

Yelp is the reviewal mobile app for android and ios users



**64 mil**

people per month visit Yelp

**20 mil**

total reviews posted on Yelp...and increasing!



**92%**

After discovering a business on Yelp, of consumers made a purchase at the location



**\$8,000**

Small businesses with Yelp accounts earn an average increase in annual revenue



## Get Started on Yelp



Users and business owners alike can create business profiles -- **always be sure to verify yourself as the owner of your business** ... regardless of who makes the account.

# Claim or create your Yelp page

1 Visit [www.biz.yelp.com](http://www.biz.yelp.com)

2 Enter your business name and address  
If your business is not listed, create the page yourself!

3 Enter your business information

4 Verify that you are the owner  
Create an account with a valid email and confirm your business phone number

## Get Started on Yelp

### Stay Connected

Link your Yelp account to your website, other social media accounts and order/delivery platforms



### Look Around



After completing your profile, visit your competitors' Yelp pages to see what they're doing right



### Curate Visuals

Build your business' photo gallery: interior spaces, products and/or menus

### Engage and Recognize

Thank positive reviewers and address any negative remarks left on your profile



Your customer's reviews can be useful outside of your Yelp page. Feature genuine, positive reviews on your website or social media accounts to attract new customers. #TipsFromEbbie



Questions?

Give EBC a call or send us a message at

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