



yelp

SECRETS

KEVIN
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YELP SECRETS

By Kevin Scrimgeour

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YELP SECRETS

There was a time when customers reached for the Yellow Pages when they wanted to find a particular type of business. However, today's customer probably doesn't even have a copy of the phone book; instead the majority of people now find everything they need using online resources. Combine that with the increasing number of smart phones that offer customers the ability to search the web - even when they are away from home -- the process of enhancing your online presence is even more vital to bringing customers to your business.

There are various ways you can promote your business online and today I want to talk about one in particular: Yelp.

What is Yelp?

Yelp is a website / directory / social media service all in one allowing users and small business owners to search for, then rate, and critique a business. Yelp has a very large and growing passionate and loyal following. Most speak loudly with praise about the benefits they've received being part of the Yelp community for both users and small business owners. Yelp currently stands as one of the top places to get information about local businesses.

Here's how it works: when a Yelp user does a search for anything from restaurants to dentists, they are provided with a list of businesses in their area. Users can review and share with others their experiences both good and bad at that business they've been to.

Certainly the passion of the user community is paramount, but don't over look the size of the audience. The site, which started just a few years ago, now gets more than fifty million visits a month. Those visitors have written more than 11 millions reviews about their experiences with local small businesses. Those are mighty numbers for any size business!

For local companies, the information provided by Yelp is often what makes the difference between losing and attracting new customers.

Why You Should Pay Attention to What is Being Said About Your Business on Yelp

Yelp is one of several business directory sites that offer users the chance to find out what others think of a particular company. As a business owner, by reading customer feedback left by reviewers on Yelp you can spot potential problems and fix them. In fact Yelp actually encourages owners to contact reviewers and address their concerns.

Every successful business owner knows that word of mouth is the best way to bring new customers to a business. Also consider the fact that today's savvy shoppers research before they buy products and services and you can see why a service like Yelp is so important. Yelp knows brings both customers and businesses together and they make money by selling ads and

premium listings. Don't worry though, you don't have to spend a penny because the basic business listing is free.

Here are the top 3 reasons you should claim your Yelp business listing:

1. An Optimized Yelp Listing Establishes Credibility

When you claim your free local listing on Yelp, you have the opportunity to provide detailed information and photos to potential customers. When people visit Yelp, they are looking for more than an address and phone number, they want to find a reason to visit your store. When visitors come to Yelp, they will usually ignore companies that have incomplete information. Chances are your competitors have already taken the time to fill out their profile information.

2. Yelp Lets You Target Motivated Consumers

An optimized Yelp profile is the perfect targeted marketing tool. For example, if you are a local restaurant, your information will be displayed to people looking for local restaurants. What's even better, you can update your profile as often as you want with special offers, discounts, or upcoming events.

While most types of marketing are a simple game of chance, hoping that your flyer, advertisement, or commercial will be heard or seen by someone who might be interested, Yelp gets your information to customers that are already interested in what you have to offer. By adding in details about promotions and offers, you create incentives for people to come into your business.

3. An Optimized Yelp Listing Raises Your Search Engine Rankings

Getting your business listing on Yelp can boost your organic search engine rankings on Google, Bing, Yahoo and many other major search providers. When a customer adds a review about your business, especially if they use some of the keywords that you are hoping for, search engines see this as useful information on a page that contains a link to your website.

In most cases, Yelp reviews are considered trusted and credible; so having this type of link is very valuable to search engines, and can bring in even more traffic. If you are attempting to improve search engine rankings for your company, Yelp is one of the most effective ways to accomplish that goal.

Bottom Line

Promoting your business online is no longer just a nice idea for businesses who want to remain competitive, it is absolutely vital to reach out to customers where the customers are at. Claiming and optimizing your free business listing on Yelp will help drive new customers to your business and ultimately increase profits.

Your Business on Yelp

Yelp is becoming a common site for people to find out where to eat, shop and be entertained. It is a staple source to discover businesses within your area. No longer are people relying on printed phone books. Yelp is a site allowing you to list your business, provide pictures and information, allow patrons to post reviews and address potential and current customers in a fresh, innovative, convenient, and timely manner.

There is no reason for your business not to be listed in Yelp. It is not difficult to sign-up. It enhances your site presence online, and provides an area for consumers to visualize your location, ambience, services, and/or products. Here is a guideline to help you through the process and ensure you do not miss this interactive marketing, advertising, promotional opportunity.

How to Set-Up a Yelp Business Page

Creating a Yelp business page is quick, uncomplicated and user-friendly. The first step is to register your business by filling out online forms. Follow the instructions.

Next, Yelp asks a few simple questions including business hours, name of business, payment accepted, address and phone number. Fill out the information accordingly. Answer a quick automated phone call. Then input the code provided verifying authorization regarding listing your business. Be certain the address, phone and business name are typed correctly. Accuracy is the key to your business receiving maximum benefits from Yelp.

In addition, the administration page offers businesses a wide array of options to include assisting people to find you effortlessly. The more information you include, the easier it is to move your competitors out of the way. If you have a customer looking for specific particulars, and your competitor has the information blank, but you have it filled out, then users are further inclined to choose your business over others. Moreover, if you are a restaurant, then include pictures. Add images of the food, establishment and/or surroundings. You want people to be enticed by the photos. Thus, be sure the pictures used are high quality. No one wants to look at a tarnished, dull, off-color picture of a gourmet pizza. You want the colors of the toppings vibrant and a strong urge to take a bite out of the pizza picture. So make sure your pictures are up to par.

Ways to Get Yelp Reviews (without Violating Its Policy)

Yelp has a unique aspect to it regarding customer reviews. Users are able to post and rate your business on Yelp. It is a great way to receive insight on what patrons think. For Humble Pie, we are able to read ratings of the quality of food, service, atmosphere and more. How you handle the reviews may separate you from other businesses.

For instance, if there is a bad review, you may address and post it on Yelp. Local business owners are able to provide feedback. Showing communication and wanting to fix the negative experience, product and/or service a customer received proves to users that you care about what

they think. It exhibits evidence that you are listening and willing to make changes improving overall customer encounters.

Yelp's Review Policy

The fact that Yelp discourages businesses from asking their customers for reviews may seem counter-intuitive since the site's popularity is built on users reading and writing reviews about their favorite local businesses.

Yelp defends its policy by saying that review solicitation could lead to mistrust, due to the likelihood that businesses would only encourage positive reviews from their customers.

"Let's face it, most business owners are only going to ask for reviews from their happy customers, not the unhappy ones," Yelp said. "Over time, these self-selected reviews create bias in the business listing — a bias that savvy consumers can smell from a mile away."

If consumers don't trust that Yelp will deliver authentic reviews, they may deem the site unreliable and not return — something that would adversely affect the company's bottom line. It's a bit of "give to get." In looking out for its users' best interests, Yelp is protecting its own.

Another aspect of Yelp's review policy has to do with the way its software algorithm determines which reviews appear on the site and in what order. The software looks at different signals, including various measures of quality, reliability, and user activity, and is attuned to flag fake or solicited reviews.

"Solicited reviews are less likely to be recommended by our automated software," Yelp said. "[W]e have the unfortunate task of trying to help our users distinguish between real and fake reviews ... the harsh reality is that solicited reviews often fall somewhere in between."

On average, the software recommends about three-quarters of the reviews that users submit, even with those safeguards in place.

Ways to Encourage Yelp Reviews

Getting Yelp reviews is well-worth the effort, if you believe the results of a 2011 study by Michael Luca, a professor at Harvard Business School, which found that a one-star increase in a Yelp rating led to a corresponding 5-9 percent jump in revenue.

There are several ways to get reviews — some of which Yelp itself recommends — despite its policy forbidding review solicitation

Get over it: If you are providing good products and or services to your customers, many will be actually happy to help your business with a review. Not everyone. Some of your clients are internet dummies, too.

Provide a "kit.": Help those who need some help with a simple brochure that explains how to create and leave a review for you. Give very specific instructions on where to find the review

area on yelp. Let them know in advance if they will have to sign up or get an account in order to do a review.

Email Follow Up: The best way to get a review is to directly ask for them. How? Getting a customer's email address is often the preferred way to communicate because once you have a customer's email address you can keep in touch with them. There are many legitimate reasons to ask for an email address (to confirm appointments, to send future sales and coupons, in order to access your literature on your website, etc).

Companies often overlook the marketing value of an email signature, but it's a subtle way to encourage Yelp reviews. Include the words mentioned in the first point: "Check us out on Yelp."

Once you have their email it's very easy and efficient to create a series of automatic emails to go out.

Share your 'People Love Us on Yelp' recipient status: "People Love Us on Yelp" is a program that provides a sticker and a letter of commendation from Yelp's founders to companies that qualify based on their history and rating. Stickers are mailed twice per year to all qualifying businesses.

In addition to displaying the "sticker on your window, Yelp recommends that you hang the letter of commendation in a picture frame at a conspicuous location inside your business, such as on the wall behind the cash register or front counter.

Share reviews on Facebook and Twitter : You can share Yelp reviews on social networks like Facebook and Twitter by logging into your business owner account and clicking the "Reviews" tab. It may be advantageous to include one or two negative reviews, so long as you add a comment citing your efforts to satisfy the customer. Fans and followers may become skeptical if they just see positive reviews.

Use reviews in marketing materials: While Yelp discourages asking for reviews, it doesn't mind you sharing those you've received in marketing materials. There are some guidelines, however:

- Don't take it out of context (e.g., don't excerpt a positive quote from a negative review);
- Stay faithful to the reviewer (e.g., no word substitutions or deletions);
- Only use Yelp's recommended reviews (i.e., do not use reviews that aren't currently recommended);
- Get permission from the reviewer and provide attribution;
- Attribute Yelp as the source using the logo guidelines above.

Yelp reviews may not make or break your business, but the fact that people rely on others like themselves for recommendations when making purchase decisions is sufficient reason to take advantage of the marketing benefits they have to offer. Just don't violate the policy guidelines.

Give customers a 'heads-up.' Instead of saying "Write a review about our business on Yelp," instead say, "Check us out on Yelp." The first is a solicitation while the latter is a "heads up" — an for your information that raises awareness. The difference may be slight, but it's worth noting.

Place a Yelp badge on your website: Request reviews on your blog. In fact, put up a standing request on your website, blog, Facebook, and anywhere else you have a presence online.

Yelp offers several badges that you can put on your site, which link to your business profile. Just copy and paste the HTML code associated with each badge into the site. Review averages and counts update automatically as new reviews come in.

[How to Beat a Bad Yelp Review](#)

No matter how good you are at what you do...

No matter how many people love your business...

No matter how hard you try to deliver excellence day in and day out...

It's just a matter of time before you get a stinging Yelp review. And the criticism may be fair and balanced and something you can learn from.

But oftentimes the reviewer has an axe to grind, and instead of telling you about what they were displeased with (so you can fix it) they prefer to hide behind their computer and vomit anything and everything on their mind. I find these people to be LOSERS with a capital "L".

Why? Because as adults we should give the other person a chance make "right" whatever we feel is wrong before exposing our dirty laundry for the whole world to see.

That's how a fair democracy should work. But nonetheless many people love to vomit on Yelp.

[So what can you do if your business gets a bad Yelp review?](#)

It's typical to want to hide and go through the typical stages of grief:

Denial

"This review doesn't mean anything. They don't know what they're talking about. No one is going to see it."

Anger

"How dare they? They don't know what they're talking about? They're out to sabotage me and my business."

Bargaining

"Maybe if I call Yelp! and explain the situation they'll remove the review for me."

Depression

"My business is over! No one will ever buy anything from me again. I should just pack up and move to a new state."

Acceptance

"People will be people - I'm bound to get a mix of good and bad reviews."

Acceptance is a dangerous place to end up when you cycle through the five stages. The fact is, bad reviews can definitely impact your business, especially among 30-45 year olds. Millennials and Gen Xers, the emerging group of maturing consumers with increasing income, rely heavily on internet reviews before making purchasing decisions according to recent market research. A proactive response to negative reviews is your key to turning negative reviews into a good thing for your business.

A Good Thing? Are you kidding?

No, I'm not joking. In the old days of marketing, companies spent tons of money and time trying to collect honest feedback on their products and services so they can work to make their company better and stronger. Now, the Internet provides that feedback for us for free. It's public, but nonetheless the information useful.

[Here's how you can save your business and turn those lemons into lemonade:](#)

1. Get more feedback from your customers

As part of running a business, it's your job to continually get feedback from your customers, clients or patients. That can be from a brief phone interview. It can be a form they fill out after making a purchase. Or It can be you asking your happy customers to review you on Yelp.

This is perfectly legal. It makes for good business.

And if you do this regularly (and if you are truly delivering a great product or service) then it's just a matter of time before your Yelp site has 90% positive reviews to counterbalance the occasional negative Nelly who has nothing better to do then use their keyboard to vomit their thoughts about your business.

Is this a perfect solution? No, it's not. But think about it for a second.

How do you value internet reviews you see about a business? Don't you look at the overall big picture?

Don't you evaluate how many great reviews compared with the bad reviews so you can make a buying decision based on the big picture?

That's how I do it. And it's how most people make a buying decision based on reviews too.

So if you have 18 good and great Yelp reviews and just a handful of bad reviews, then most people will still consider your business as one they want to spend their money at.

Remember, most people are fair in their initial evaluation of things. They'll give you the benefit of the doubt so you can prove yourself to them.

And this goes back to the fact that you must deliver an excellent product or service so your customer, client or patient has a great experience.

That way you'll never have to worry about another bad Yelp review again

2. Honestly examine the content of the review.

This is a tough step especially if you have a lot of pride in your business, which most of us do. Take a deep breath and step outside of yourself for a moment and calmly examine the review for its good and bad points.

3. Examine your products, pricing and how you deliver your products.

The first three P's of the marketing mix are Product, Pricing and Placement (distribution)... the heart of your business. Usually, if you're encountering several poor reviews online, you've got an issue with one of these three P's that needs to be fixed. That's when you can use these online reviews as an opportunity to improve your business. Getting poor reviews about your product or service? Perhaps your product/service is flawed - if so, time to go back to the drawing board and make serious fundamental changes. Are your prices too high? Consumers rarely complain about low prices, and perhaps you miscalculated your price positioning based on the competition. Complaints about product delivery or customer service? Your product placement/distribution needs a tune up. Time to look at your overall distribution model and implement new training.

4. Reply to the comment as soon as you can.

Don't let your bad reviews burn a hole into your online reputation. Websites like Yelp! and customer reviews on places like Amazon.com are there to provide transparency for the consumer. Show the consumer you understand this by replying publicly to the review online in a calm and respectful manner. Address the issue and how you plan to resolve it. Most people will be impressed with your willingness to interact and find a solution that they often repost a positive review later or remove their negative review. Either way, a potential customer is likely to see your response while browsing the reviews and will be able to shrug off the negativity if they see the owner cares.

Online reviews are a part of the new era in marketing. Take advantage of the extra exposure and relish in the results.

Challenges with Yelp

Even with the size and passion of the user community, there are a few challenges with Yelp for the small business. Let's take a look at a few.

Anyone can post a review or comment. Positive feedback from a customer is worth its weight in gold, again anyone can post a review. People who leave only one or two reviews tend to get filtered out by Yelp.

There are some reported cases of companies paying for positive reviews.

As previously mentioned Yelp doesn't directly moderate reviews they receive. They have an understandably secret algorithm used to post comments without rebuttal from the small business owner. Don't expect help from Yelp to resolve negative comments. Small business owners can comment on any negative reviews publicly online or they can contact the negative reviewer privately online. Any reviewer can remove his or her own reviews.

With the growth of smartphones, mobile search and in particular local mobile search is the holy grail of growth for the two online marketing behemoths, Facebook and Google. Both have several recent business announcements about new services offering and significant leadership changes to address these markets.

Google reports more than 2 billion searches monthly focused on the local markets. Independent sources estimate those numbers to more than double in the next 15 months.

Facebook reports more than 200 million mobile users, with those users twice as active as non-mobile users. Both companies plan on spending significant resources to capture the lead in the mobile market. Yelp may just get caught in a crossfire leaving them with a cloudy future. Only time will tell.

Today, Yelp must be part of your local online marketing strategy if you need to connect to customers in your local market. If you're not there now, you need to get on board ASAP

How Yelp Benefits Small Businesses

To get started, you have to register your business on Yelp. Yelp, or even customers of your business can create a listing for your business and provide reviews. If a listing exists, the owner of the business (you) are the only person who can "claim the listing" and then create an official business profile. If your business doesn't have a listing, then you can create one.

Yelp provides a great local online marketing opportunity for small businesses. Basic contact information, hours of operations, detail service information and much more can be provided. The more detailed, informative and entertaining the content provided, the greater the return for the business owner. Added photos and video profiles are a great plus to help tell your business story. You can create promotional coupons as well.

The greatest benefit from Yelp is to get your customers to leave positive reviews. As I previously mentioned, Yelp is a social media site as well as a directory service. Yelp users rely on the comments from fellow users to evaluate small businesses. Users treat positive reviews as the primary measuring stick for each small business.

One additional issue I recommend is the links to other businesses. Yelp provides up to 5 links to other business. Treat these links the same way an SEO professional would look at a backlink for a website. Enter links to businesses with high traffic and active users. The intent is to get your business seen by as many users as possible.

Using Yelp to Promote Your Business

If you have a business and you want to increase your exposure, then a great way in which to do so is with Yelp. Yelp is an online directory where people go when they are trying to decide what they want to do, where they want to go, or what business they want to use for whatever.

Because the world that now exists is an 'on the move' world, Yelp is great to use in conjunction with your business as more and more people are looking for what they need on the fly with their smartphones. Look at it this way, people are going to select somewhere to buy what they are after so you might as well throw your hat in the ring.

What makes Yelp unique in promoting your business is the fact that it is driven by customer reviews. So, the better your services are, the better your reviews will be and the more people will come to trust you as an authority in your niche market.

Best of all, Yelp is free to register with and only take a little bit of time in order to do so. Here are some pointers you can use when you are utilizing Yelp to promote your business:

- **Be Thorough:** Be sure you fill out all the available data so that you have the best chance of snagging potential customers. If you fail to fill out all your admin pages in full, your Yelp ad will look bad and potential customers are likely to go on to your competition. Use current information and be sure it is kept up to date.

- **Advertise Offers and Specials:** A great feature with Yelp is the ability to advertise discounts and specials to potential customers. Using this will have your offers show up in the 'Announcements and Offers' directory giving you an instant advantage over your competition that is not using Yelp.

- **Address Problems:** Should you get a negative comment on Yelp, they allow you the ability to respond. Do so in a professional manner and stick to the facts so you can still come out of a negative comment smelling like roses and show others your ability to solve potential problems.

- **Use Badges:** Yelp also allows you to add badges to your website or your blog sites. Use these badges everywhere you can think of online as they will be linked to your Yelp page and will allow potential customers to click and view what others are saying about you on Yelp. As long as you are running your business ship-shape, then this type of activity can only help you.

Using Yelp is a great way to get a leg up on your completion. While Yelp is not such a secret anymore, you can still take advantage of what they have to offer by making sure you please your customers every time. By doing so, you will grow your positive comments and this will set you apart from those who either have no Yelp account or have one, but do not groom it in the same manner as you do.

Yelp and Your Practice

Since the advent of social media, users across the planet have become addicted to sharing information online, whether it is news, media, or opinion. There's something subtly attractive about having the freedom to express one's opinion in a place where countless others can see. But if you think social media is all about personal gossip and status updates, think again. In recent years, social media has become one of the top resources for users looking for information about businesses, products, and services. More often than not, opinions shared via social media will make or break a customer's decision to do business in a certain location.

This is why it is crucial to grow your practice by taking advantage of online city or business guides which are driven by user-inputted data. In an earlier blog post, we discussed the benefits of utilizing Google Places to drive inbound marketing, but there are similar sites, such as Citysearch and Angie's List, which can have just as much of an impact on your practice as Google Places. The site that is steadily becoming the most popular is Yelp. Founded in 2004, it is relatively new compared to its competitors. Only in the past few years has it started to become a prominent name in social media. If this is your first time hearing about it, you probably aren't alone.

Yelp boasts of a monthly hit count of over 41 million, and its review count has increased exponentially since 2008. Currently, it has more than 15 million reviews - more than Citysearch or Angie's List. It has become widely popular on wireless and mobile devices, such as iPhones and Droids, because it is also available as an "app." This makes it faster and more convenient to access than having to go through the mobile browser, and it becomes handy in crunch situations when a customer or patient needs a last minute review on a restaurant, retail store, or healthcare provider.

Nearly half of all reviews on Yelp are aimed specifically at those seeking popular dining establishments or shopping venues. Reviews of healthcare practices stand at a small 5% of its

total user input. This may seem daunting, but for the relatively small amount of healthcare practices found on Yelp, this is good news. They are getting more exposure without competition from their peers. Practices which rely heavily on out of pocket expenses from their patients - such as plastic and LASIK surgeons or aestheticians - will find Yelp extremely useful, since a large majority of Yelp users are between the ages of 18-50 and make more than \$60,000 in annual income.

You may be hesitant to put your practice onto a user-driven site like Yelp for fear of what your patients might have to say about you. Reputation is everything, and social makes it much harder to avoid negative feedback when users can post reviews so easily and anonymously. But do not let that hold you back. Be proactive about your online reputation.

Yelp for Restaurants and How It Helps Your Marketing Efforts

Yelp is one of the best places on the internet to get information from other users about all kinds of places including restaurants. As such, one can understand the importance of a good web presence on a platform like this one. To get a good idea of how important Yelp is for marketing you can read the article about how it is killing chain restaurants.

If it is powerful enough to kill chain restaurants, then it sure as hell is powerful enough to get your small family operated business for example to a whole new level. The platform has its own mobile app that shows people nearby, places that they can read other customer reviews on. Below you will find a couple of useful practices that can be used to draw customers to your venue by taking some time to maintain your Yelp page.

Good Practices for Restaurant Owners on Yelp

First of all and probably the most important thing that a restaurant owner should do is get involved with the customers. This is not only important for restaurant owners of course, but for any other business too. If you show your customers that you are interested in their opinion and it matters to them this will make them give you a second chance if you've let them down the first time or it will make them like you even more if you take the time to thank them for a good review that they left on your Yelp page. Taking the time to comment users reviews makes your customers feel special which is extremely important.

Answer the comments accordingly and don't let your emotions take the best out of you. Answering to negative comments can be a pain especially if they are undeserved. Sometimes the customer might not be right but the good business ethics tell us exactly the opposite. If a customer leaves a negative review on your page answer them politely and even offer them something for free just to get the negative review down. You might lose 20\$ on the free meal but you'll gain way more in the good review that he'll leave or the bad one that he'll remove.

Make People Aware of Your Yelp Page

Remember that some people might not be aware of Yelp yet. This is especially important for your regular customers as they will definitely leave nice reviews on the website. After they do that you can give them a free beer or something like that just to thank them for it as it will definitely help out with future customers that find your restaurant through the platform - sort of a win-win situation.

Upload lots of nice pictures of your restaurant to the website. Make sure the photos show your place in the best possible way. We live in a visual world and someone said that a picture is worth a thousand words. A study shows that more than 70% of the people will decide whether or not they like the place, before they have read the description or even the reviews. Having no photos at all doesn't work either because everyone wants to know what kind of a place they're going to and even the longest description couldn't give them a good idea of what to expect.

This list of the top 10 restaurant pages on Yelp will give you a good example of how to run your page. It might be from 2011 but the basics are still the same so give it a go and get some ideas.

Yelp is a site that's created in a way to make it as easy as possible for both the customers and the restaurant owners to work with. There's a great menu of options that you can use to customize your venue's page. There are a number of categories to choose from like Japanese, Sushi, Steak house, Burger joint and many, many others.

So don't wait any longer and try it yourself. If used properly Yelp can increase the number of customers. And if you found this article useful, there are many others in the category that will definitely help your marketing efforts as well.

Yelp for Car Dealers

The American Honda Motor Company forged a similar partnership with Yelp recently. Honda found that a Yelp Ads campaign resulted in a three times increase in user views to its Yelp Business Pages, and a 63% increase in customer leads, such as mobile calls, website clicks, and mapped directions to the dealerships.

Honda decided to make Yelp a Preferred Marketing Provider after discovering that many of the Yelp Business Pages for its dealerships were lacking important information, such as their hours of operation, phone numbers, and websites. Honda and Yelp also tested the impact of Yelp Ads on three dealerships in the Los Angeles metro area.

The president of one of these dealers, Jeff Christoffel of Honda of Pasadena, emphasized the importance of analytics and tracking tools for the dealership. He said, "An important part of advertising for us is being able to measure it. We like to see the amount of traffic that we can generate, whether it's phone calls to our service department, leads to our internet department, or walk-in traffic."

Honda's test shows how auto dealerships can take a cue from local businesses that have long realized how impactful Yelp can be on their bottom line, and help drive local traffic, too.

Why do dealerships experience such an influx of traffic from Yelp Ads? There are a number of reasons.

First, Yelp Ads allow dealerships to target consumers when they're searching for auto repair or a new or used car dealership nearby. In fact, national businesses that target consumers with Yelp Ads average an 86% increase in directions and map views to their business locations.

Second, Yelp Ads appear in a variety of places, including on relevant search result pages and competitor business pages.

Finally, since nearly two-thirds of Yelp searches now take place on mobile devices, Yelp offers national businesses the opportunity to attract nearby consumers while they're on the go. Once a consumer clicks on a Yelp Ad, businesses can direct their next step with a call-to-action button, such as Volvo's "Reserve Inventory Now." There's nothing like having the resources to close the loop with consumers who are actively searching for services and intending to make a purchase.

In addition to increasing traffic, Yelp provides valuable customer feedback for dealerships. Christoffel noted, "One of the nice things about Yelp is it not only drives traffic to the dealership, but it gives us immediate feedback on what our customers think about us."

By leveraging enterprise tools for managing reviews, Yelp offers national businesses the ability to sort their reviews by rating, date, or "awaiting reply" across locations. This tool enables multilocation businesses to monitor and respond to customer feedback from a centralized dashboard.

Yelp offers products specifically for auto dealership franchise models, with dedicated support for businesses of all shapes and sizes—from small independent dealerships to national OEMs.

How Yelp Can Grow Your gym Business Rapidly

Since Yelp.com is growing rapidly in popularity I'd like to discuss some strategies and tips for using Yelp.com to promote your Gym business.

Step One: Get listed. Begin by registering on Yelp.com and searching Yelp's directory for your gym business listing. If a listing exists, use the "claim this listing" link to create your official business profile. If your business doesn't have a listing, then it's time to create one.

Step Two: Get your Yelp on. Yelp to your heart's content by reviewing your favorite grocery store, favorite hang out, etc. It's important to spend some time Yelping so you can get a sense of the Yelp community. You should also read reviews that others have left for your favorite local establishments just to give you an idea of what Yelp is all about.

Step Three: Get yourself reviewed. Once your business is listed, you can now get reviews. A good way to get positive reviews on your profile is to solicit them from your family and friends. There's nothing wrong with this (it's a good way to jump start your profile), but you must tread carefully. Yelp.com's system deletes reviews that don't seem "normal." Here's how you can make sure reviews from your friends and family aren't automatically deleted:

Yelp users who only post a single review will probably have their review deleted in pretty short order. Yelp.com's system automatically tags these types of reviews - good or bad - as "spam." So if you want the good reviews from your friends and family to "stick," ask them to post several reviews on other businesses first before leaving a comment on yours. This ensures that their feedback will always be there, and it makes them look like natural Yelpers.

Step Four: Build a killer profile. Many business owners make the mistake of thinking that their business hours and products are enough for a good profile. This isn't so. Take the time to make your Yelp.com profile informative and interesting, and don't forget you can advertise a coupon for your business for free.

Step Five: Keep in touch with the community. You can always help others in business. Yelp allows each business profile to link to 5 other businesses, regardless if they're related to your business or not. It's best to choose your five links wisely. Quality should come first, and it's smart to recognize active Yelpers (who have more ability to help you) instead of just friends and family.

Step Six: Encourage your customers to review you. Make sure to tell all your customers that your business is listed on Yelp and that you would appreciate a review. Customers that really like your service will often jump at the chance to sing your praises. Place a sign on your door, a note in your menu, or a blurb in your next customer newsletter.

Step Seven: Network. Networking is both fun and easy. You can exchange great feedback with other businesses. Utilize all of Yelps resources to the hilt. Gain more friends, and get them to have a taste of what your business can offer. Your profile is made all the better when you have a good network of friends on Yelp.com.

Getting on the Yelp.com bandwagon now while it's steadily growing can lead to more customers (and more business) for years to come. Participate, get those positive reviews, and grow your business with Yelp!

Yelp Could Be The Key To Finding A Good Doctor

It used to be that when finding a plastic surgeon, or any doctor really, you would rely heavily on word of mouth. A doctor a family member went to or a friend would probably be at the top of your list. While this method is still quite popular the constant connectivity of the general populous is sending more men and women to the internet to find the right person to give them a nip and tuck. Here are some tips to help you make an informed decision about your plastic surgeon.

Once you've narrowed down your search to a handful of doctors either through a search engine or a directory it's important to take your search a step further to see what people are saying about their experiences with the doctor. Much like reviews and ratings on a shopping site, this information can make or break your decision to schedule a consultation with the doctor.

With help from popular websites like Google Places, Yelp, RateMDs, and HealthGrades it is easier than ever to see what patients are saying about doctors. Take time to read about the experiences people are having with this doctor. Understand that not everyone is going to have something nice to say and that everyone's experience is different. Weight the good with the bad, and in the end make an informed choice based off of your gut instinct. If the information you have read about the doctor or a review you have read makes you uneasy you may want to consider another doctor. Plastic surgery is a life changing experience and it is best to undergo a procedure with a doctor you feel comfortable with from beginning to end.

What's Reputation Management for Doctors Without Websites and Yelp?

So how can doctors protect their reputation and the privacy of their patients while at the same time attract more clients?

First, having control on their online presence is key - this is accomplished by having a website. If you don't have one, go today to blogspot.com and use your name but get one and post it in your yelp listing.

Second, claim all the business listings of your practice. That listing on Yelp is something you can identify to Yelp that its your practice and this will give you the ability to respond to reviews in a professional manner. You will find there are many directories you can claim.

Third, have a dedicated page where you can specifically ask patients for their review. This can be done tastefully and with other reviews already listed on the page which would model a review style and provide that guidance we all experience when faced with the prospect of writing.

Additionally, this allows for a potential negative review to be captured since these reviews are not automatically posted and give the practice the ability to response in private.

Fourth, you can have positive reviews printed on your intake forms, invoices, brochures without violating doctor-patient confidentiality.

Fifth, turn your reputation management into reputation marketing. By posting your 5-star reviews on your website and in your printing material, you will position your practice as a leader in your community for the specialties you offer. Reputation marketing is much more proactive than management. You will not only protect your reputation but you will grow your reputation and help more people each month who are actively seeking the professional help you provide.

But the first step is to have a website where you can begin to take control of your online reputation.

Conclusions

Today, Yelp must be part of your local online marketing strategy if you need to connect to customers in your local market. If you're not there now, you need to get on board ASAP. They are the gold standard, but keep an eye on both Google Places and Facebook Places. All three should be part of your local online marketing strategy.