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Frustrated with Yelp?!: The Business Owner's Guide To Understanding & Mastering Yelp

Erik L Devash

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Are you frustrated with Yelp.com? Wondering why Yelp is filtering your good reviews?

For many small business owners, that's like asking if the sky is blue or if taxes stink! But it doesn't have to be that way. By the time you finish reading Frustrated with Yelp!? you will have learned all the tricks to employ and all the pitfalls to avoid while establishing your business's positive, relevant presence on Yelp.com.

Yelp is one of the most powerful social media tools today's tech savvy consumer uses, and it can be the greatest generator of business for the business that "uses" Yelp properly. Just so, the business owner who takes the wrong approach with Yelp.com (or, even worse, those who don't engage with the website at all) can stand to suffer a tarnished reputation and loss of customers and profits!

Frustrated with Yelp!? will help introduce Yelp.com to the uninitiated, explaining what exactly the site is, how it works, and who tends to use it. This handbook will also help educate those business owners and/or managers who may be more experienced with social media and marketing, yet still need an edge when it comes to mastering the web's most prominent review and rating site.

This book will take you through the basics, such as how to set up your business account on Yelp.com, or how to "claim" a page already established for your business (yes, this happens all the time!).

You will learn how to make sure your business's Yelp profile is accurate and up to date, and how to add, change, or remove information, images, and other pertinent material.

You will also get something of a "behind the scenes" look at how and why Yelp.com operates the way it does, with the infamous, mysterious Yelp Filter explained.

Most important of all, though, you will be getting a filed manual on how to deal with bad reviews and unhappy reviewers, and you will learn how to engage with and leverage satisfied clientele, reducing the negative impact created by the former group and maximizing the positive impact generated by the latter.

Through narrative chapters, step-by-step instructions, and even cautionary case studies, you can gain great insight and experience on how to best use Yelp.com based on the experience – and the past travails – of others who were frustrated with Yelp… so you don't have to be!

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Victoria Williams:

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James Thrasher:

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Carey Gilliam:

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Mary Wright:

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