



# Yelp 101 + Connect



Date



**Emily W.**

Senior Field Marketing Manager + Small Business Expert

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# Agenda

- **Consumer behavior**

  - Consumer trends

  - Purchase intentions

- **Leveraging Yelp's free tools**

  - Claiming your Yelp page

  - Updating and optimizing

- **Communicating during COVID-19**

  - How to build consumer trust

  - The art of staying top of mind for consumers

- **Yelp Connect**

  - Take advantage of paid features like Yelp Connect to help you express what's most important for your business



# Consumer behavior

The way consumers search for products, services and experiences changes as technology evolves.





# Reviews influence decisions



PRODUCT  
REVIEWS

UBER

DRIVER  
REVIEWS



RECIPE  
REVIEWS



MOVIE  
REVIEWS



# How do people make buying decisions?

97%

Read online **reviews** for businesses

85%

Trust online **reviews** as much as personal recommendations

73%

Say positive **reviews** make them trust an online business more



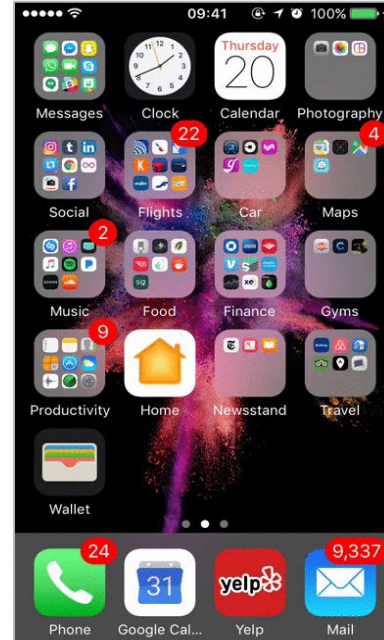
# Online intentions

f I want to Connect

📷 I want to Engage

G+ I want to Learn

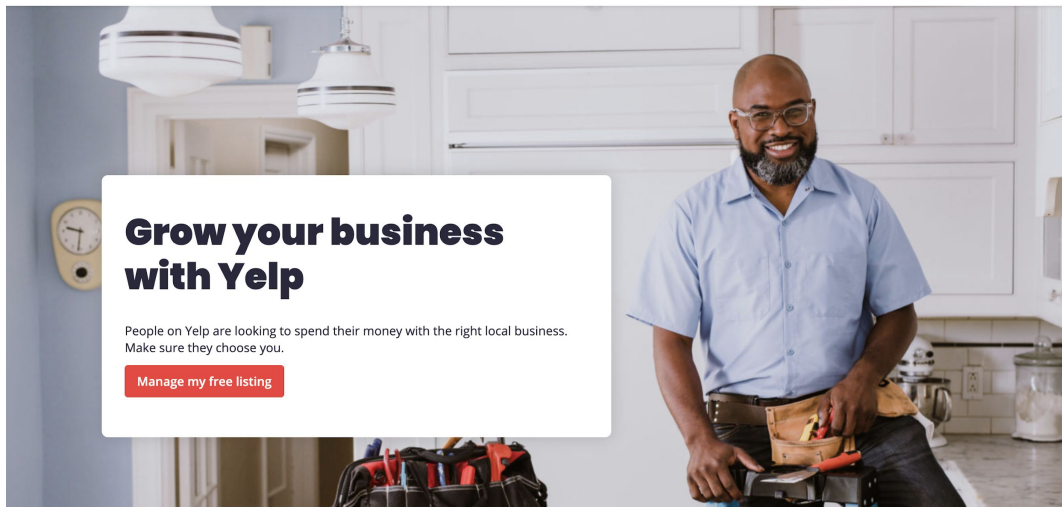
✿ I want to Buy



# Leveraging Yelp's free tools



# Claim your business



## Grow your business with Yelp

People on Yelp are looking to spend their money with the right local business. Make sure they choose you.

Manage my free listing



### Let's look up your business

Your business may already be on Yelp. If it isn't, you may add it.

ZIP United States (change)

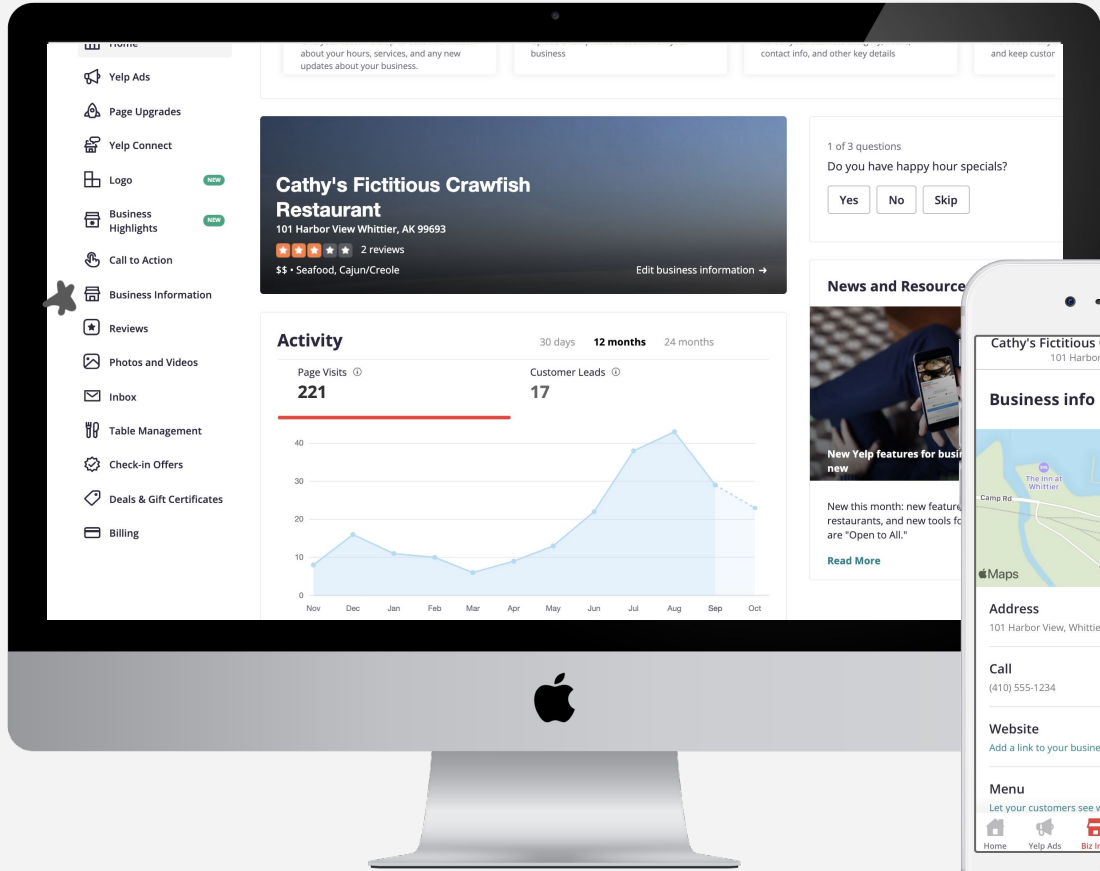
Business Name

Continue

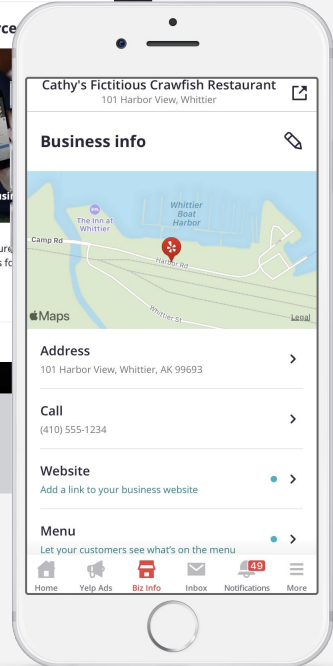
# Update your business information

Business pages with complete profiles see 4X more user views and 5X more customer leads per month.



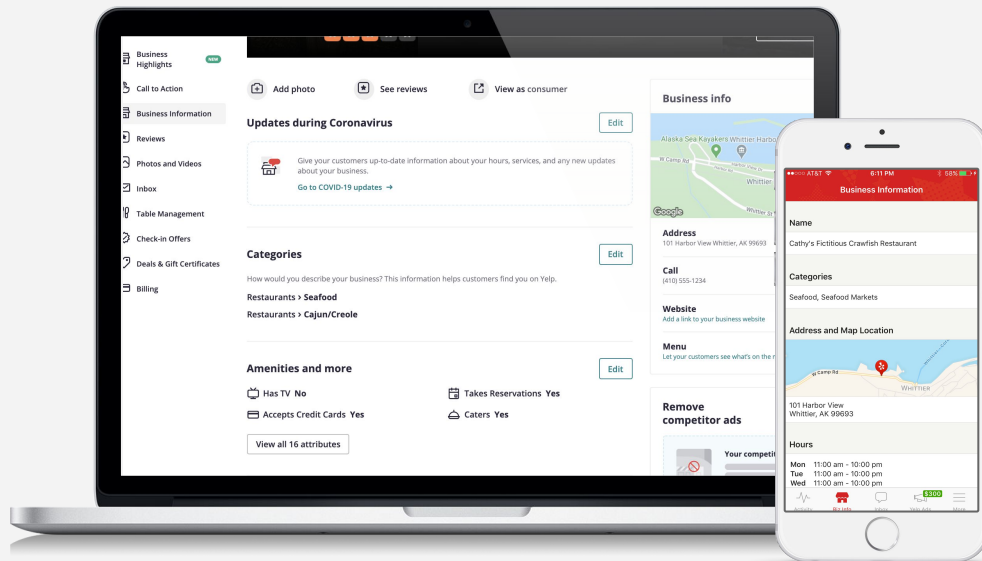


BIZ INFO ↗



↖ BIZ INFO

# REFRESH YOUR BASIC INFO /



NAME



ADDRESS



PHONE



WEBSITE



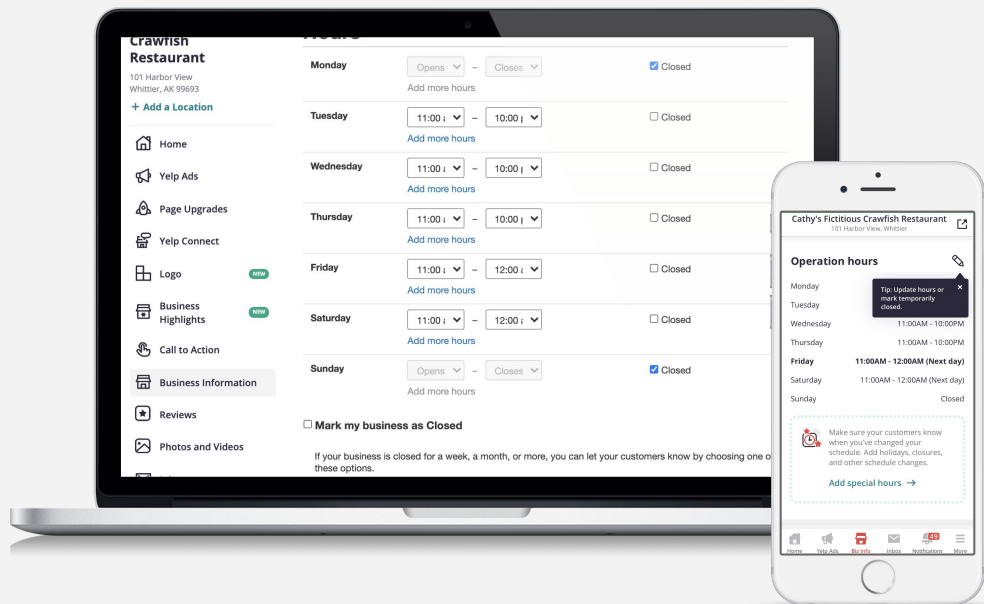
CATEGORIES



ATTRIBUTES



# HOURS /



OPEN/CLOSED



TEMP CLOSED

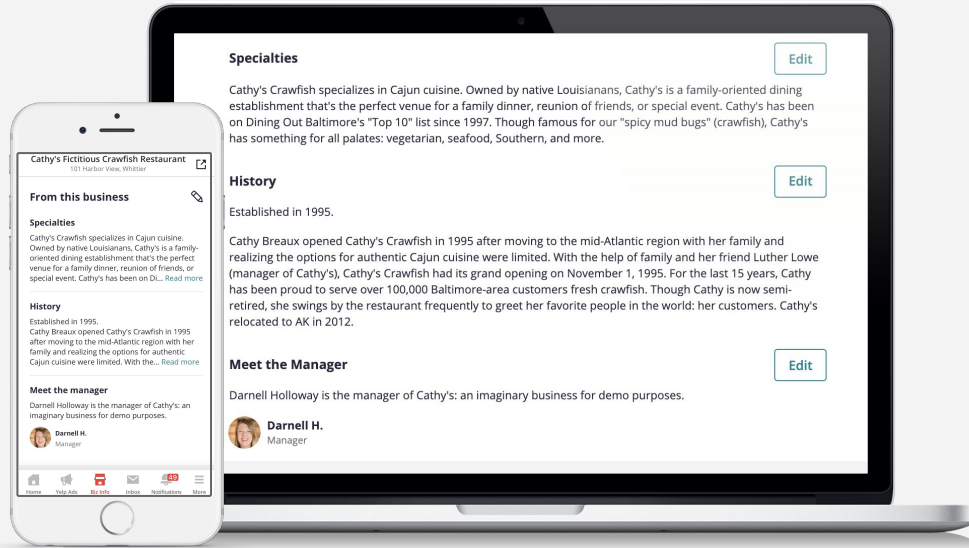


PERM CLOSED



SPECIAL HOURS

# FURTHER INFO /



SPECIALTIES



HISTORY



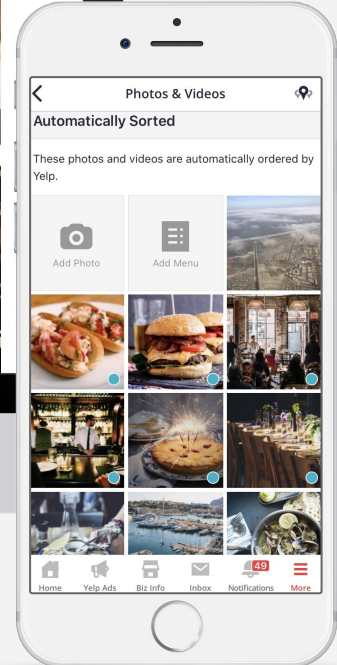
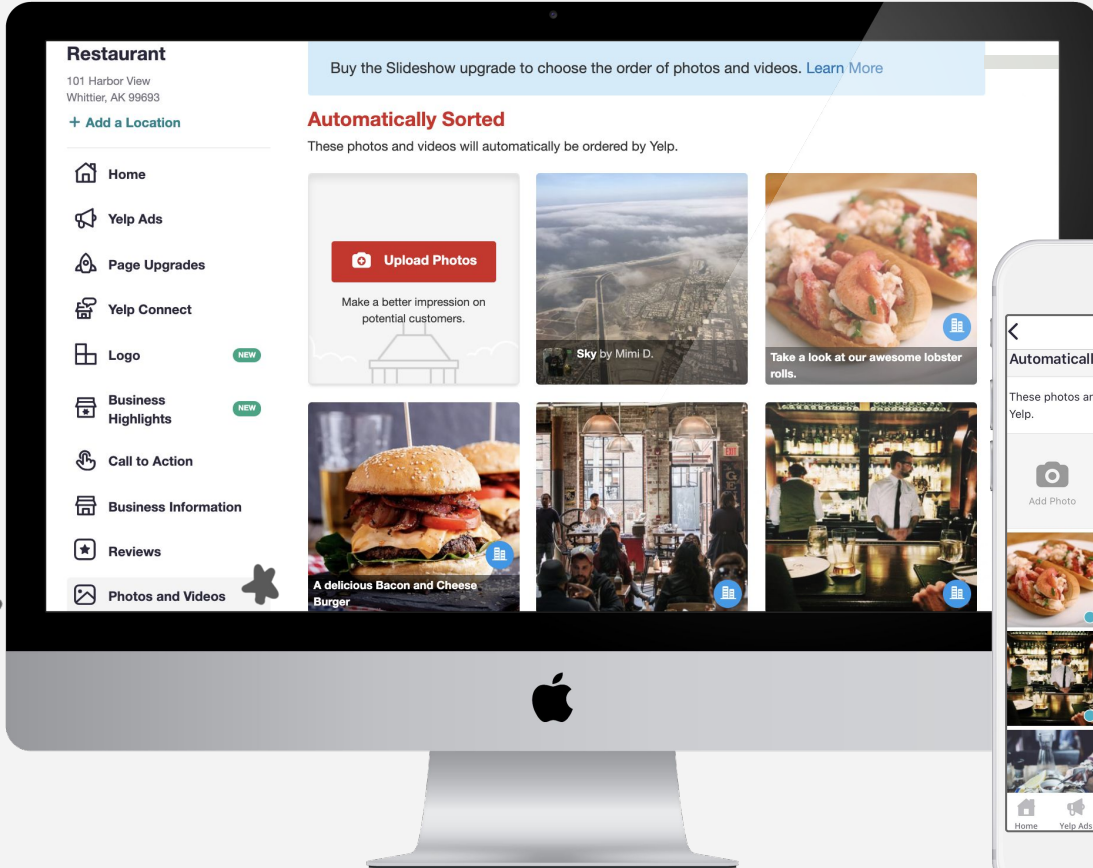
MEET THE OWNER

# Upload photos

Business pages with 10 or more photos see 12X more customer leads per month.

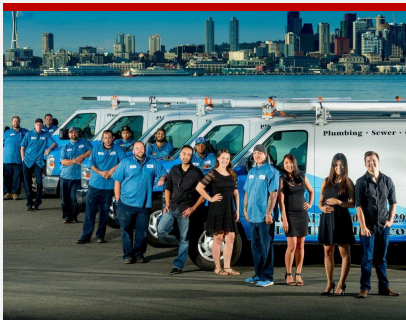


# PHOTOS /



PHOTOS & VIDEOS

PHOTOS & VIDEOS



TEAM



EXTERIOR



SERVICE



SPECIALTIES



DETAILS



OWNER

# Reviews

53% of consumers expect to receive a review response and businesses that respond see a 10% upgrade in star rating on Yelp.



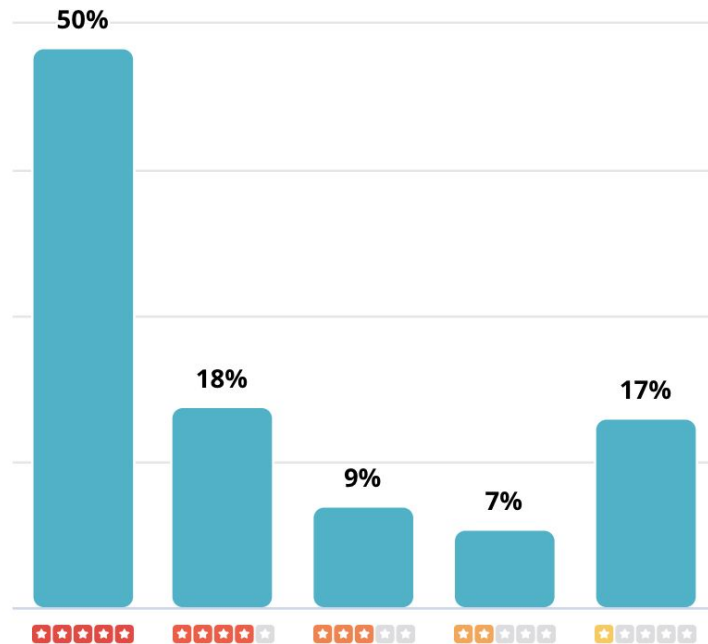
# Almost 80% of Yelp reviews are neutral to positive.

There are more 5 star reviews on Yelp than 1, 2 and 3 star reviews combined together.

This shows us that people *want* to have a positive experience.



## Star Rating Distribution



Percentages may not add up to 100% due to rounding.

## Respond to **positive reviews.**

01

Something to add

02

Nothing to add



Public Comment



Direct Message  
or  
"Thank" Button





## Respond to **critical reviews.**

01

Legitimate

02

Inaccurate

03

Rant



Public Comment



Public Comment




Direct Message



# Amplify the positivity.





 **thecupcakecollection** • Follow ...  
Nashville, Tennessee

 **thecupcakecollection** Eat, Enjoy & Repeat! We're open from 11-3 today in Germantown. See you soon!

#followthejoy #soyamgood  
#bestcupcakes #sweetpotato #tcc  
#nolafood #nolafoodie  
#nashvillefood #nashvillefoodie  
#cupcakecollection  
#thecupcakecollection #instayum  
#foodiefinds #foodstagram  
#blackowned #blackownedbusiness  
#soyamgood #sweetpotatocupcakes  
#sweetpotatochallenge

11w

 **heymavensxo** This four-star review is BS!!!! Every cupcake of yours deserves FIVE STARS and 



116 likes

AUGUST 2

Add a comment...

Post





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**TAKE A MINUTE**



---

**TAKE THE HIGH ROAD**



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**TAKE COMFORT**

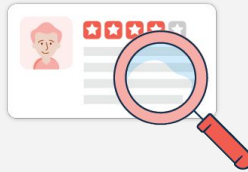


# The **do's and don'ts** of responding to reviews

The following guidelines can help you get into the right state-of-mind and craft a wise response for any review.

## Do's

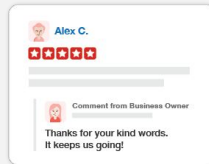
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- **Do** read the review, re-read it, and reflect before responding
- **Do** start with a “Thank you” for their business and feedback
- **Do** think of critical feedback as insight into how you can improve
- **Do** politely correct any inaccurate information within a review

## Don'ts

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- **Don't** use the same template for every response
- **Don't** respond to minor criticism in an otherwise positive review
- **Don't** forget to click “Thanks” if you're too busy to write a response
- **Don't** use Direct Message to ask a customer to change their review

# BUSINESS OWNERS APP

Yelp for Business Owners in the palm of your hand.



COMPLETE  
PROFILE



TRACK  
ENGAGEMENT



REQUEST A QUOTE  
MESSAGES  
REVIEWS



MANAGE  
REPUTATION

# Communicate during COVID-19

Build trust with customers by communicating your current operations and safety measures



# Create a clear, concise and consistent message

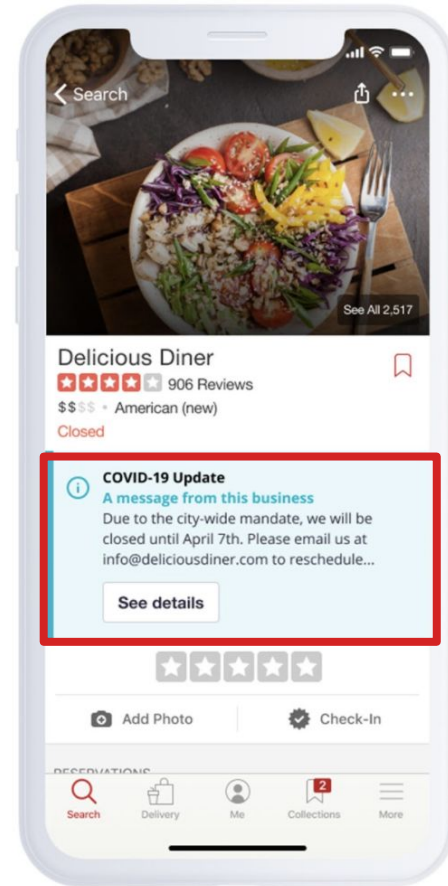
## Educate consumers on your business updates

- Hours
- Offerings
- Cleanliness
- Special safety measures
- Virtual services
- Best way to make contact
- How to make a purchase



# COVID-19 Update Banner

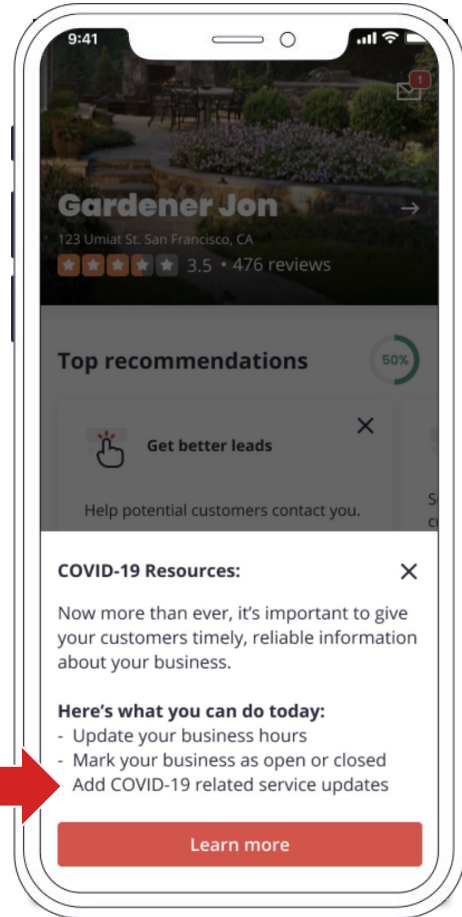
During these challenging times, businesses are adapting and making rapid changes. To help businesses easily communicate with their customers, a COVID-19 update banner is being displayed at the top of all Yelp Business Pages. You can edit this alert to communicate specific updates about your business's response to COVID-19.





# Virtual Service Offerings

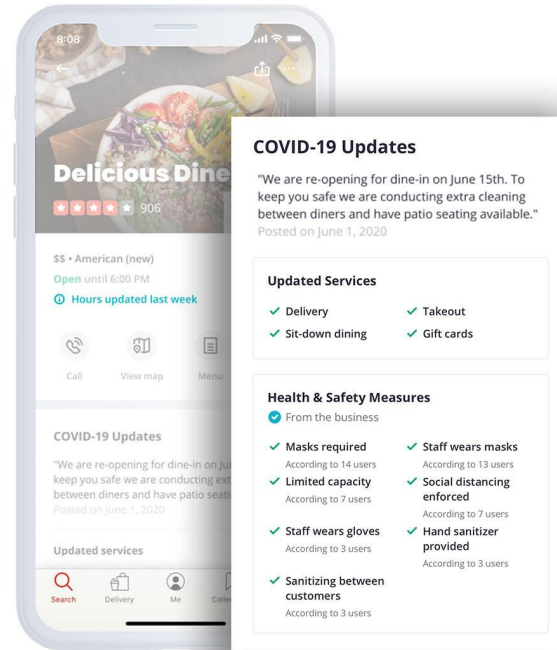
- Virtual classes
- Virtual consultations
- Virtual tasting sessions
- Virtual tours
- Virtual experiences
- Virtual performances



# Health and Safety Measures

Indicate the safety measures your business is taking to keep your staff and customers safe.

Some of these safety measures will be the differentiating factor for a consumer.



# Bay Home & Window



318 reviews

Details

Verified License

· Shades & Blinds, Cabinetry, Shutters [Edit](#)

Open 9:00 AM - 5:00 PM

★ Write a Review

📷 Add Photo

🔗 Share

🔖 Save

+ Follow

## COVID-19 Updates

"We are OPEN! Virtual and In-Home Consultations Available STEP 1 Schedule your Virtual Consultation. A team member will contact you and set you up with a video conference with one of our professional design consultant. STEP 2 Connect with a Designer: Our design team m..."

[Read more](#)

Posted on June 25, 2020

### Updated services

- ✓ Virtual estimates
- ✓ Virtual consultations

### Health & safety measures ⓘ

- ✓ Contactless payments
- ✓ Masks required
- ✓ Staff wears gloves
- ✓ Staff wears masks
- ✓ Sanitizing between customers
- ✓ Social distancing enforced

## Request a Quote

Response time  
**2 hours**

Response rate  
**100%**

Request a Quote

625 locals recently requested a quote



FREE Virtual&In-Home Estimate!

Schedule now



[bayhomeandwindow.com](http://bayhomeandwindow.com)

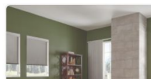


(925) 846-3400



[Get Directions](#)

## Updates From This Business



Stop the heat with elegance!

Saving on your electric bill has never



That's right... FRE

The mess lurking ir



## Communicate

### Protective barriers

We've seen it already in grocery stores—shields at the register to protect consumers and employees. Now companies around the country are designing and selling shields for all different industries, including Ottawa's [EzGARD](#), and Louisville's [HMI Cardinal](#).

[Gott's Roadside](#) in San Francisco now houses towering lush partitions between their outdoor tables to keep guests separated.



[Vinpearl Nail & Spa](#) in San Antonio constructed their own box shields to keep customers and staff safe during pedicures.



# New features and tools + Yelp COnnect

New things we rolled out in 2020–2021 to help you communicate what's most important to you, and increase visibility online



# Services Offered

Home Services > Landscaping

Remove

4 services selected

- Artificial Turf Installation
- Garden Design
- Garden Maintenance
- Irrigation Installation
- Landscape Design
- Landscape Maintenance
- Lawn Seeding
- Virtual Consultations
- Residential Services
- Stump Removal
- Tree Planting
- Tree Removal
- Yard Cleaning
- Commercial Services
- Garden Installation
- Hardscape Construction
- Landscape Construction
- Landscape Grading & Resloping
- Lawn Maintenance
- Sod Installation

Show less

## Photos and Videos



See All 6

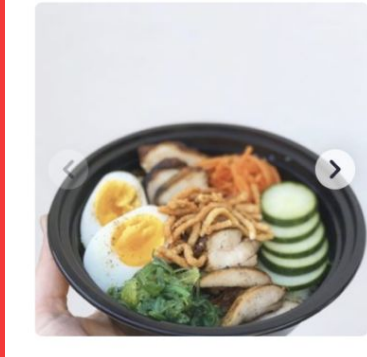
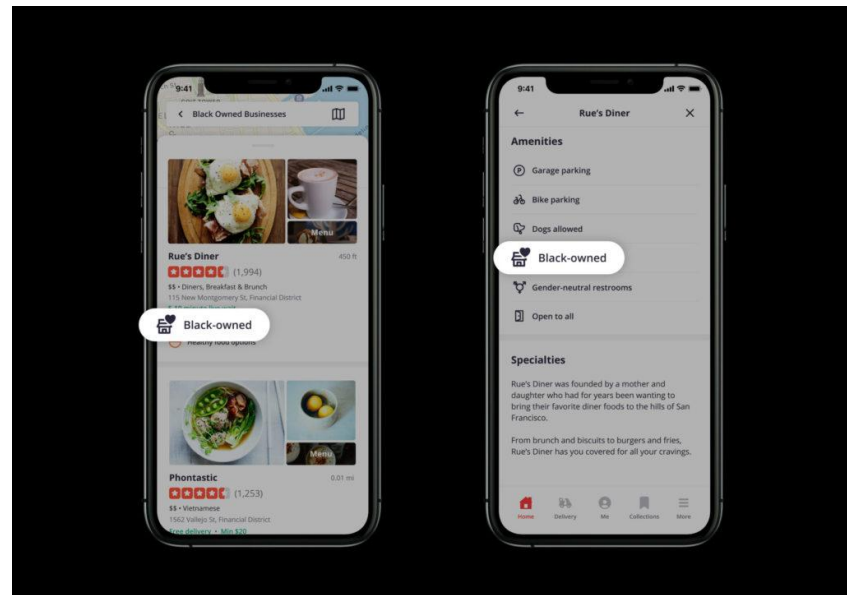
## Services Offered Verified by Business

- Access Control System Installation
- Access Control System Repair
- Aluminum Fence Services
- Artificial Turf Installation
- Automatic Gate Opener Installation
- Automatic Gate Opener Repair
- Chain Link Fence Services
- Commercial Services

See 39 More Services



# Black, LatinX and Women Owned Attribute (searchable!)



## 1. Cali Alley

★★★★★ 12

Comfort Food, Food Delivery Services, Burgers

🏠 Black-owned

🕒 Opened 3 months ago





# Request a Quote / Message the Business



## Starbright Floral Design Claimed

★★★★☆ 329 reviews [Details](#)

\$\$ • Florists [Edit](#)

**Open** 9:00 AM - 4:00 PM [Hours updated 1 month ago](#)

- [Write a Review](#)
- [Add Photo](#)
- [Share](#)
- [Save](#)

### COVID-19 Updates [Edit](#)

#### Updated Services

- ✓ In-store shopping
- ✓ Curbside pickup

### Request Information

Response time: **6 hours** | Response rate: **100%**

[Request Information](#)

12 locals recently requested information

[Order Hand-Delivered Flowers!](#)

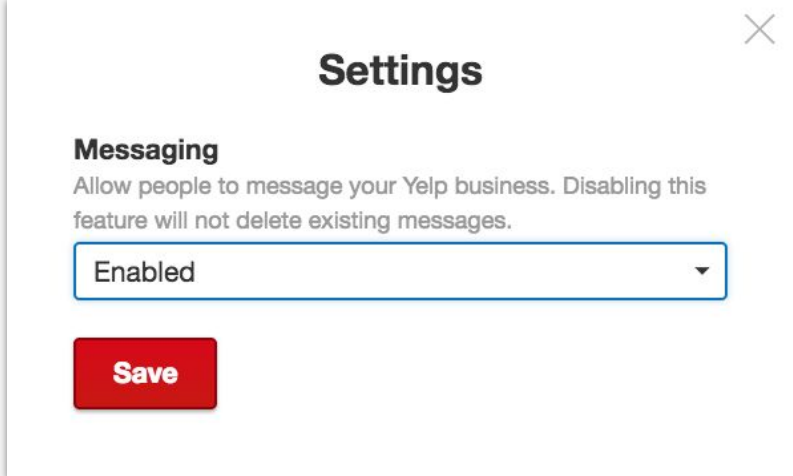
[Order Online](#)





# SET UP REQUEST A QUOTE /

1. Visit biz.yelp.com
2. Go to the 'Inbox' section
3. Go to 'Settings'
4. Select 'Enabled'
5. Respond within a day to get 4X more leads



The screenshot shows a 'Settings' dialog box with a close button (X) in the top right corner. The title 'Settings' is centered at the top. Below it, the section 'Messaging' is highlighted. The text below the section reads: 'Allow people to message your Yelp business. Disabling this feature will not delete existing messages.' Below this text is a dropdown menu with 'Enabled' selected. At the bottom of the dialog is a red 'Save' button.

**Settings**

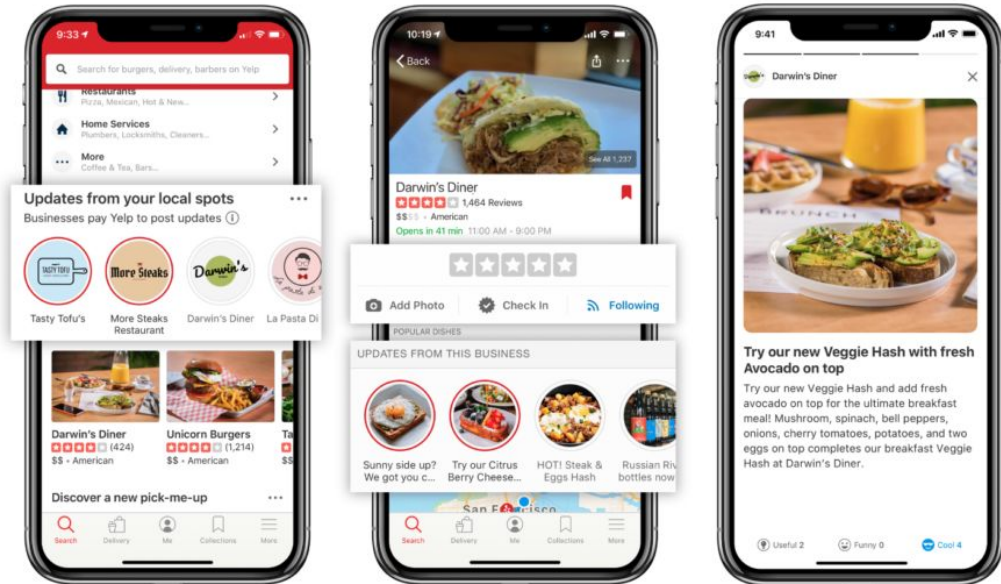
**Messaging**  
Allow people to message your Yelp business. Disabling this feature will not delete existing messages.

Enabled

**Save**

# Yelp Connect

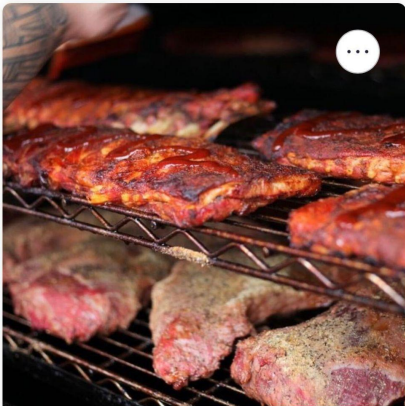
- Paid product
- Allows you to post updates and information for your followers to see
- Displays on your Yelp listing
- Is sent directly to consumers nearby who are connected to you
- View metrics and reach



# Yelp Connect



< Yelp Connect



**Father's Day BBQ Takeout Feast**

Preorder BBQ for Dad today! The fastest and easiest way to order bbq is to visit our website. We will be OPEN on Father's Da...

[Visit website](#)

👁 4,145 Posted Jun 18

< Yelp Connect



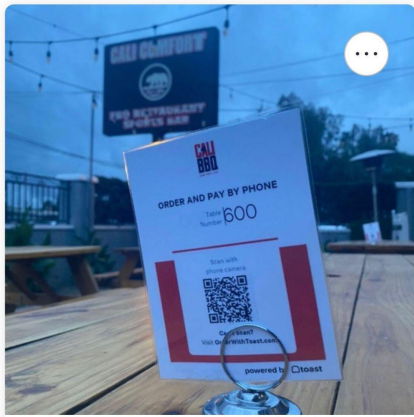
**Slow Smoked Brisket Sandwich**

The problem with great BBQ is that it takes time and expertise. Order slow smoked craft BBQ online anytime from ...

[Visit website](#)

👁 4,459 Posted May 14

< Yelp Connect



**Open for Limited Dine-In Seating**

After 13 months of delivery and takeout only, we are open again for limited dine-in seating in our bar and outdoor patio. W...

[Learn more](#)

👁 5,461 Posted Apr 26

# Yelp Connect



## We're keeping **Cali Comfort** **BBQ** top-of-mind

We're connecting you with hungry diners on Yelp. Your followers are listening to your story – here's how the conversation's going:

THIS PAST WEEK

1,304

opens in the past 7 days

4,677

opens in the past 30 days

YOUR TOP POST

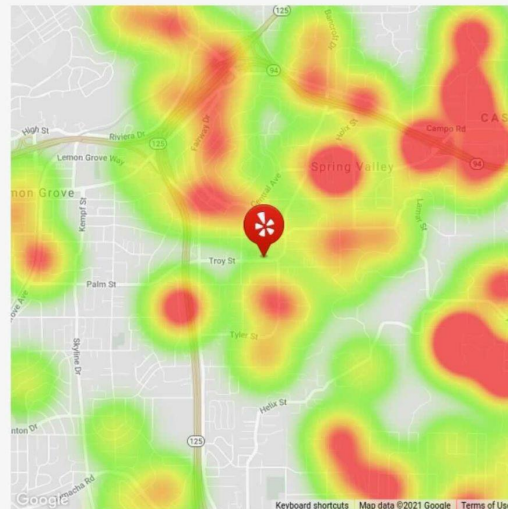
< 44

Yelp Diners are Connecti... ^ v

### Open for Limited Dine-In Seating

After 13 months of delivery and takeout only, we are open again for limited dine-in seating in our bar and outdoor patio. We hope to serve you again soon.

WHERE YOU REACHED THIS WEEK



# Logo

- Paid product
- Proudly and prominently display your logo on your business page and in search results



## Astoria Co+op ✓ Claimed



41 reviews

[Details](#)

\$\$\$ • Grocery, Delis [Edit](#)

**Open** 8:00 AM - 8:00 PM [Hours updated over 3 months ago](#)

[★ Write a Review](#)

[📷 Add Photo](#)

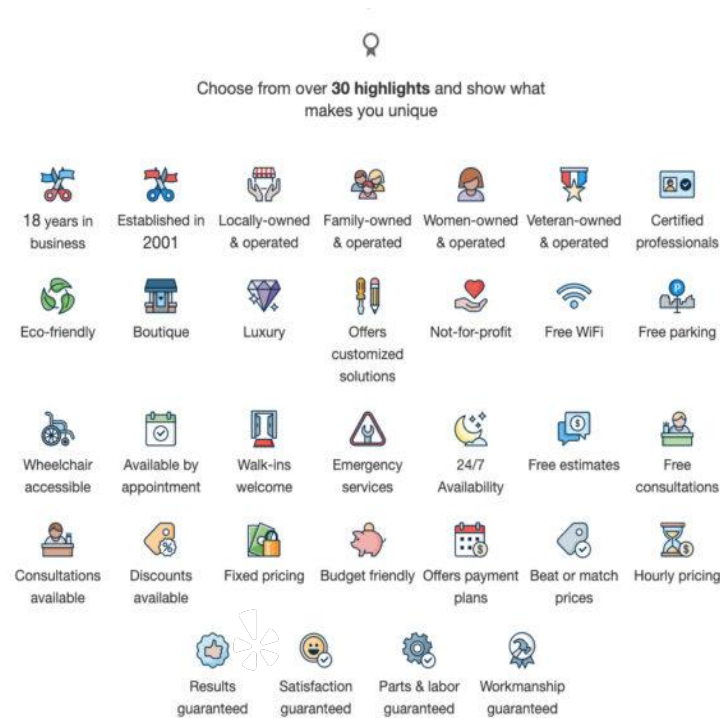
[🔗 Share](#)

[🔖 Save](#)



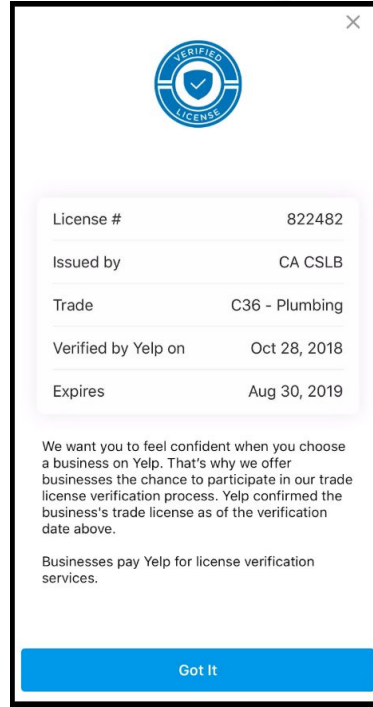
# Business Highlights

- Paid product
- Choose up to 6 highlights (from 30 available)
- Top 2 highlights you select appear in search results
- Make your business stand out



# Verified License

- Paid product
- Give customers peace of mind
- Yelp verifies that the business has an active license
- Sets you apart



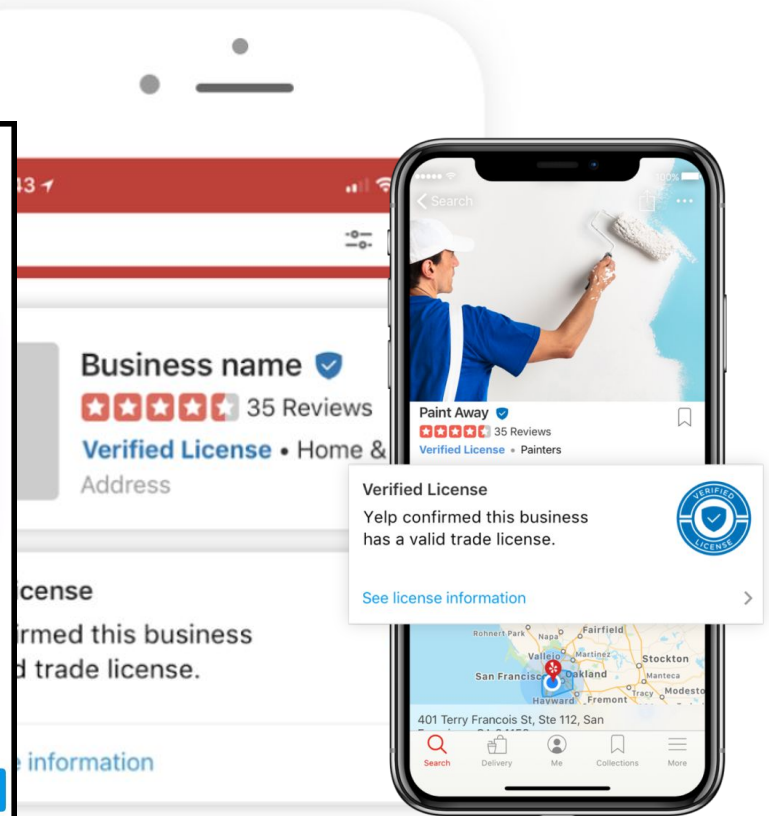
VERIFIED LICENSE


License #	822482
Issued by	CA CSLB
Trade	C36 - Plumbing
Verified by Yelp on	Oct 28, 2018
Expires	Aug 30, 2019

We want you to feel confident when you choose a business on Yelp. That's why we offer businesses the chance to participate in our trade license verification process. Yelp confirmed the business's trade license as of the verification date above.

Businesses pay Yelp for license verification services.

Got It




Business name 

35 Reviews

Verified License • Home & ...

Address

Paint Away 

35 Reviews

Verified License • Painters

Verified License

Yelp confirmed this business has a valid trade license.

[See license information](#)

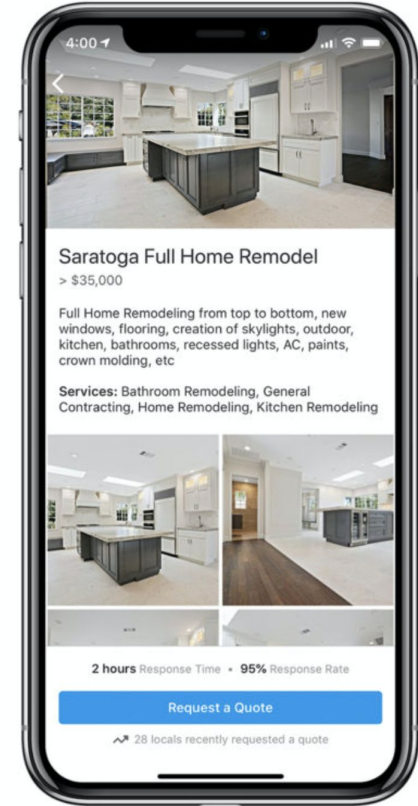
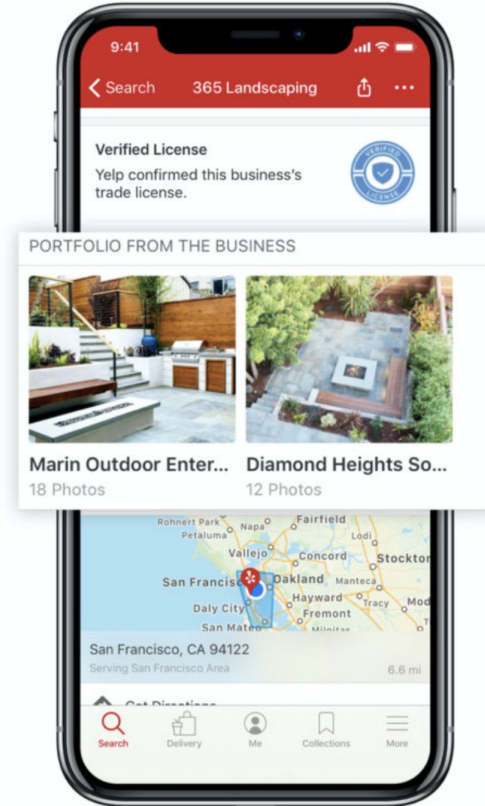
401 Terry Francois St, Ste 112, San Francisco, CA 94118



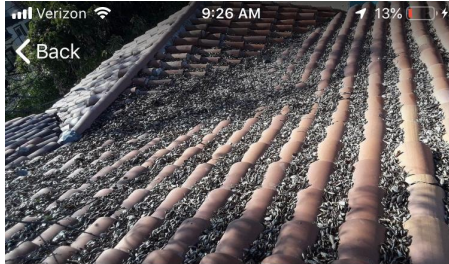


# Portfolios

- Paid product
- Bring your designs to life
- Consumers can request a quote directly
- Project length and pricing range help set the right expectation







## Tile Roof Cleaning and Tune Up in Pasadena CA

\$1,000 to \$5,000 • Completed June 2019

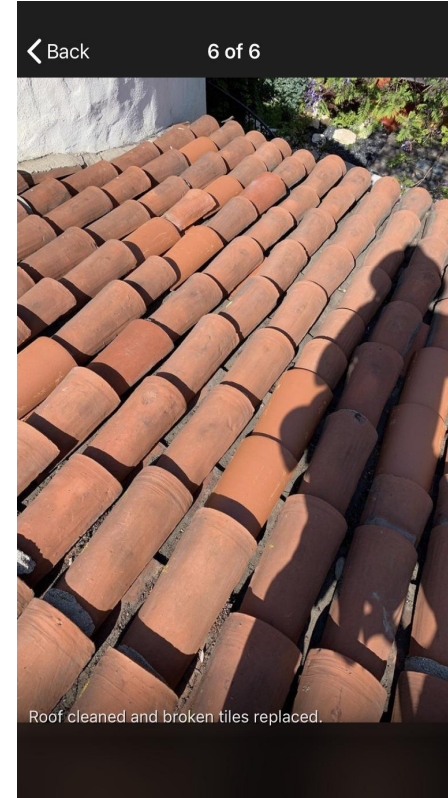
This tile roof in Pasadena was in need of a good cleaning/ tune up and it got it.

**Project Duration:** 1-7 days

**Services:** Roof Cleaning, Roof Repair, Tile Roof Services




All these leaves do not allow water to properly drain of the roof.



Roof cleaned and broken tiles replaced.



## Skincare




**Visia Skin Analysis**

< \$100

"Complimentary Service" Our team of professional aestheticians performs a face scan using a VISIA Complexion Analysis System.

[Read More](#)


**Services:** Acne Treatments, Anti-aging Treatments, Eye Treatments, Facial Treatments



Visualize the skin's surface in three dimensions from any angle with 3D viewer.

Visia technology

## Body Shop/ Auto Dealer



**2016 Toyota Corolla S**

< \$100

Meticulous maintained, low miles (under 30k), navigation, sunroof

[Request a Quote](#)

30 minutes response time - 100% response rate

2016 Corolla S



Enable businesses to showcase what they do best



**Yelp** Find Contractor Near San Francisco, CA Log In Sign Up

Restaurants Home Services Auto Services More Write a Review For Business

### Precision Rooters

★★★★★ 173 reviews  
Plumbing, Hydro-jetting

San Francisco

Serving San Francisco  
Visitation Valley  
(415) 724-1824  
precisionrooterdrain.com  
Request a quote  
Replies in about 20 minutes  
Send to your Phone

Check Out Our

### Services Offered

- Drain Cleaning

### Ask the Community

Yelp users haven't asked any questions about this business yet.

Ask a Question

### Lemon Remodeling and Services

★★★★★ 16 reviews  
Verified License Contractors Edit

Write a Review Add Photo Share Save

**Verified License**  
Yelp confirmed a business or employee license. See license information

### Portfolio from the Business

- San Jose Kitchen Remodel (11 Photos)
- San Jose Apartment Remod... (32 Photos)
- Saratoga Full Home Remodel (50 Photos)
- San Jose Small Bathroom Re... (8 Photos)

See More Projects

### Highlights from the Business

- Free consultations
- Available by appointment
- References available
- Workmanship guaranteed
- Certified professionals
- Family-owned & operated

Services Offered Verified by Business

- Bathroom Remodeling
- Home Remodeling
- Room Additions
- General Contracting
- Kitchen Remodeling

Request a Quote

3 hours Response Time 100% Response Rate

Request a Quote

32 locals recently requested a quote

Schedule Appointment

lemonremodeling.com

(408) 883-0191

Get Directions  
437 W San Carlos St  
San Jose, CA 95110

\$350 for \$500 Deal at Lemon Remodeling and Services  
\$350 Buy now

Buy Gift Certificate  
Buy Now

100% Response Rate

Request a Quote

Recently requested a quote

Certificate

11am - 4:00 pm Open now

# Fresh New Look to the Ads Dashboard, More Campaign Control, Heat Map to Track Metrics



yelp for business

123 Umiaat St.  
San Francisco CA 92078  
[+ Add a location](#)

- Home
- Yelp Ads
- Business Information
- Page Upgrades
- Yelp Connect
- Business Highlights
- Portfolio
- License Verification
- Call to Action
- Reviews
- Photos and Videos
- Nearby Jobs
- Inbox
- Community Questions
- Check-in Offers
- Deals & Gift Certificates
- Billing
- Review Badges

## Yelp Ads

### Ad Performance

#### Impressions (last 30 days) 375

#### Ad clicks (last 30 days) 145

#### Calls to your business

Your call tracking number is (000) 000-0000. We do not provide the caller's complete phone number in order to protect their privacy.

Calls received	Answered	Avg call duration
<b>251</b>	<b>65%</b>	<b>4:30 min</b>

Date	Phone number	Duration
02/01/2019, 08:14 AM	(415) 378-XXXX	45 sec
02/01/2019, 08:08 AM	(415) 125-XXXX	1 mins
02/01/2019, 08:02 AM	(606) 871-XXXX	30 sec
02/01/2019, 07:59 AM	(510) 371-XXXX	10 min

#### Spend this billing period

Your spend:	Avg cost-per-click:
<b>\$531.67</b>	<b>\$3.67</b>
<small>Due on Feb 1, 2020</small>	

### Ad Settings



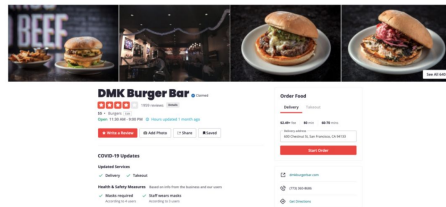
# Resources

blog.yelp.com



## 5 free things you didn't know you could do on your Yelp Page

**Alli Schwartz**  
Thursday, September 3, 2020 · #BusinessOwners, #Free Tools



There are many free features to choose from when creating and updating your Yelp Page. The typical listing has [basic business information](#), [photos](#), and [reviews](#)—and most business owners stop there. But a little extra work will make your page stand out. Here are five hidden gems that you can add for free.

## 3 tips for adapting your sales and marketing during times of change

**Cultivate Advisors**  
Wednesday, October 14, 2020 · #Tips & Tutorials, #BusinessOwners



## Dos and don'ts of responding to reviews on Yelp

**Emily Washcovich, Small Business Expert**  
Tuesday, September 1, 2020 · #Tips & Tutorials, #BusinessOwners, #Free Tools



Photo by Brooke Cagle

## Lessons from Jon Taffer of Bar Rescue on a bulletproof plan for success

**Holly Hanchey**  
Friday, October 9, 2020 · #Tips & Tutorials, #BusinessOwners, #Restaurants



Photo by Benjamin Zanatta

People have been dining out for more than a thousand years—since the first restaurant as we know it opened in 1100 A.D. in China—and have operated in basically the same way ever since. You sit down at a table, a server takes your order, brings that order to

### Grow your business with Yelp

Add or claim your business, update your page, respond to reviews, view click and call reports or get ahead of the game with premium upgrades and simple, powerful advertising tools.

[Manage my free listing](#)

### Related Articles



Lessons on fighting the good fight with celebrity chef Rick Bayless



Lessons in becoming your own brand from chef Jet Tila



Lessons from a Michelin restaurant's

# A New Podcast Brought to You by Yelp and Entrepreneur Media

*Behind the Review features conversations with business owners and reviewers about their experiences - whether positive or negative - giving listeners behind-the-scenes insights and real life learnings.*



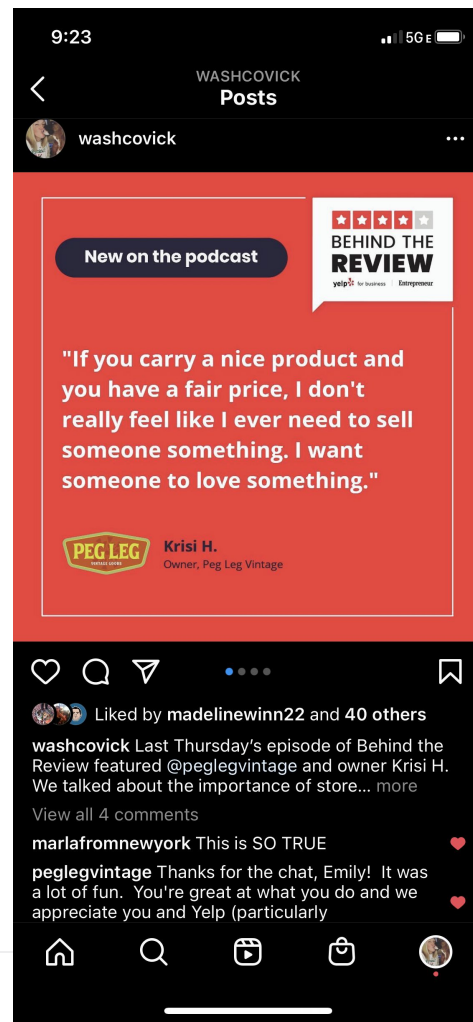
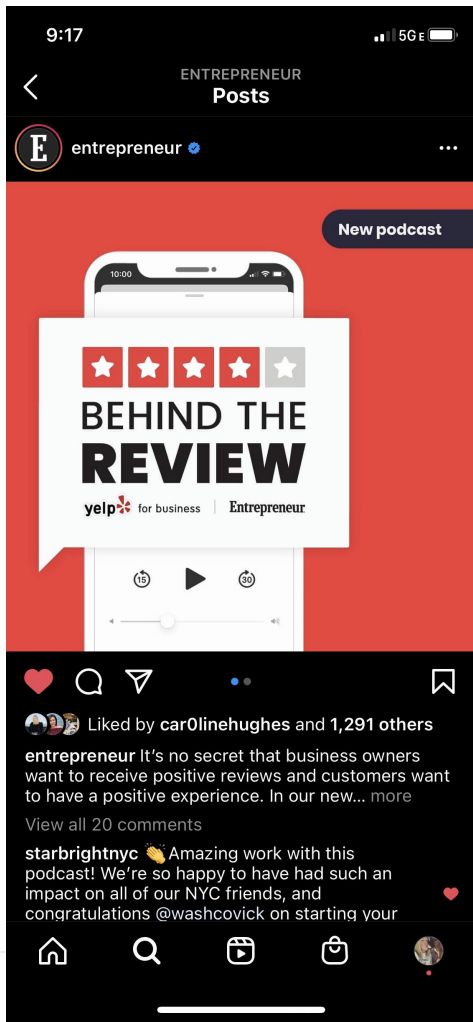
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[NEXT ARTICLE](#)



Image credit: Courtesy of Yelp & Entrepreneur





# Summary

- **Consumer behavior**

  - Consumer trends

  - Purchase intentions

- **Leveraging Yelp's free tools**

  - Claiming your Yelp page

  - Updating and optimizing

- **Communicating during COVID-19**

  - How to build consumer trust

  - The art of staying top of mind for consumers

- **New features and tools**

  - Take advantage of the free and paid features to help you express what's most important for your business













**Questions?**  
emilyrw@yelp.com



# Appendix Slides



**Analyze and identify any themes or trends, then strategize a response plan**

-  **Pricing and value**
-  **Food and beverage**
-  **Service**
-  **Facilities and amenities**
-  **General experience**
-  **Takeout and delivery**





**89%** of consumers read businesses' responses to reviews



**Respond to  
reviews on  
every platform  
because that's  
what your  
customers  
want**

**Businesses who have responded to reviews **average a .5 higher rating** compared to businesses with no review responses**

**Businesses who respond to their reviews, **have received more reviews on average** this year than those who have not**

**Businesses who have more reviews **have higher user views and customer leads****



**“Answer every complaint, in every channel, every time.”**



From the *New York Times* bestselling author of *Youtility*

# HUG YOUR HATERS



**How to Embrace Complaints  
and Keep Your Customers**

## JAY BAER

Foreword by Tom Webster, Edison Research

# Responding to critical reviews



Public comment



Direct message



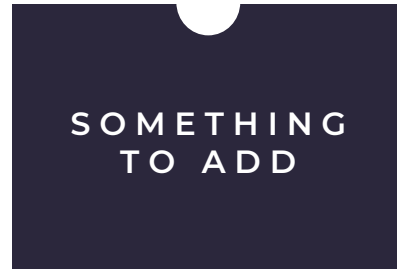
PUBLIC COMMENT PUBLIC COMMENT DIRECT MESSAGE



# Responding to positive reviews

 Public comment

 Direct message



PUBLIC COMMENT



DIRECT MESSAGE





# Amplify the positivity



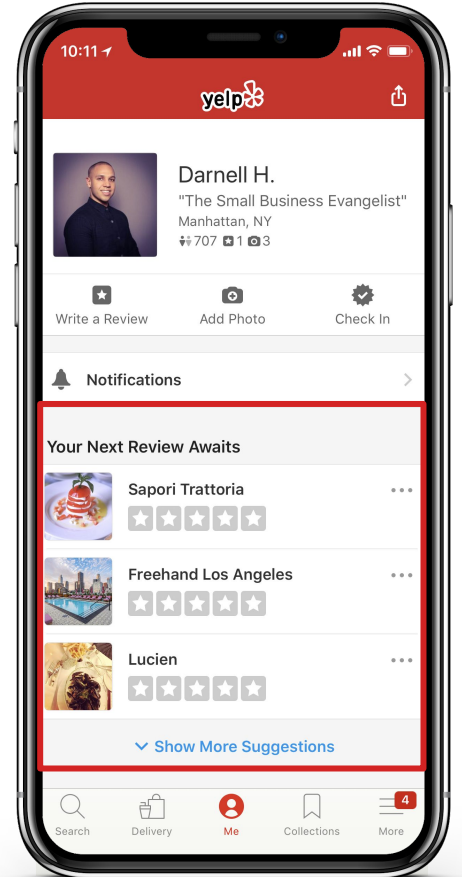
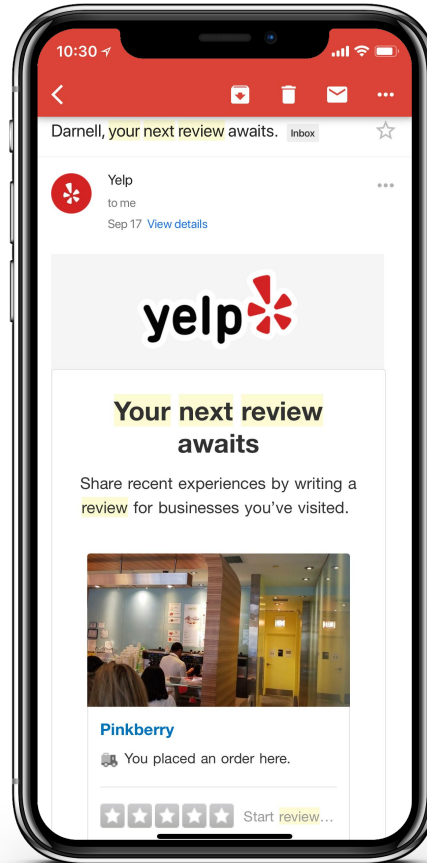
**Don't interfere  
with the natural  
flow of reviews.  
Inspire great  
reviews  
organically.**



# Reviews

CHECK OUT OUR GREAT CUSTOMER REVIEWS!

facebook yelp g+ ACCREDITED BUSINESS BBB



# Action items

Reminder: Create a strategy for managing and responding to reviews



---

TAKE A MINUTE



---

TAKE THE HIGH ROAD



---

TAKE COMFORT



# What is Yelp doing to communicate?

## Yelp Teams Up with My Black Receipt to Support Black-owned Businesses



Tara Lewis, Director of Community Expansion + Trend Expert at Yelp

Thursday, June 18, 2020 • #Product, #Impact, #News

Earlier this month, our CEO Jeremy Stoppelman [shared the initial steps](#) Yelp is taking to lay the groundwork for change and better support the Black community. Part of our commitment is to give people who want to support Black-owned businesses, an easy way to do so, and give businesses a way to self-identify as Black-owned on Yelp if they choose to do so with a free searchable attribute. Today, we're excited to officially launch the Black-owned business attribute in partnership with [My Black Receipt](#), a movement whose mission is to empower the Black community with economic independence by galvanizing consumers to spend \$5 million at Black-owned businesses from Juneteenth (June 19) through Independence Day (July 4). The new searchable Black-owned business attribute is free and opt-in only, as the decision to self-identify as Black-owned should rest solely with the business.



# What is Yelp doing to communicate?



## New Consumer Alert on Yelp Takes Firm Stance Against Racism



Noorie Malik, VP of User Operations

Thursday, October 8, 2020 • #News, #Product, #Consumer Protection Initiative

*Update: To learn about the most commonly asked questions regarding our media-fueled Consumer Alerts, read more in our [FAQ](#).*

When we notice an unusual spike in activity on a business's Yelp page, our team of moderators will investigate and temporarily disable content as we place an alert on the business's page to warn users that some of these reviews may not be based on first-hand experiences.

### Here's what we'll do when an incident involving racism occurs:

- We'll default to a general **Public Attention Alert** to inform consumers if someone associated with the business was accused of, or the target of, racist behavior.
- We'll only escalate to a **Business Accused of Racist Behavior Alert** when there's resounding evidence of egregious, racist actions from a business owner or employee, such as using overtly racist slurs or symbols; and this alert [will always link to a news article from a credible media outlet](#) so users can learn more.



At Yelp, we value diversity, inclusion and belonging, both internally and on our platform, which means we have a zero tolerance policy to racism. We know these values are important to our users and now more than ever, consumers are increasingly conscious of the types of businesses they patronize and support. In fact, we've seen that reviews mentioning Black-owned businesses were up more than 617% this summer compared

# What is Yelp doing to communicate?

## Yelp Joins the 15 Percent Pledge



**Brenae Leary, Public Relations Manager**

Monday, August 31, 2020 • #Community, #News, #Impact

Today, we're excited to announce that we are joining the [15 Percent Pledge](#), an organization calling on retailers to dedicate 15% of their shelf space to Black-owned businesses. While we aren't a traditional retailer, we recognize our unique position to help consumers use their purchase power to support businesses that align with their values. We've seen over the last few months an overwhelming outpouring of support for Black-owned businesses on Yelp, as searches for Black-owned businesses have continued to see significant increases across categories (up 6,520% compared to the same period last year\*). This is a strong signal that our users remain committed to supporting the Black community as we all continue to work towards a more equitable America.

Aurora James, the founder of the 15 Percent Pledge, shared her thoughts on the movement and Yelp's commitment:



# What is Yelp doing to communicate?

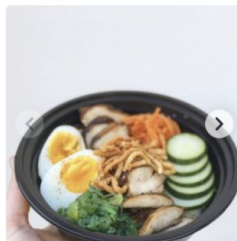
## Black-owned business attribute

There's a new attribute in the Amenities section of Yelp Business Pages to indicate that a business is Black-owned. This new attribute is free and opt-in only, as the decision to identify as Black-owned should rest solely with the business.

This attribute is also searchable, in response to consumer demand for an easy way to find and support Black-owned businesses.

If you are a Black-owned business and want to add the attribute to your Yelp Page and to appear in “Black-owned” search results, you can opt-in via your Yelp for Business account by following these simple steps:

1. Visit [Yelp for Business \(Business Information tab\)](#) on your desktop or mobile browser.
2. Click Edit next to Known for.
3. Select Yes beside Black-owned.
4. Click Save Changes.



### 1. Cali Alley

★★★★★ 12

Comfort Food, Food Delivery Services, Burgers

🏠 Black-owned

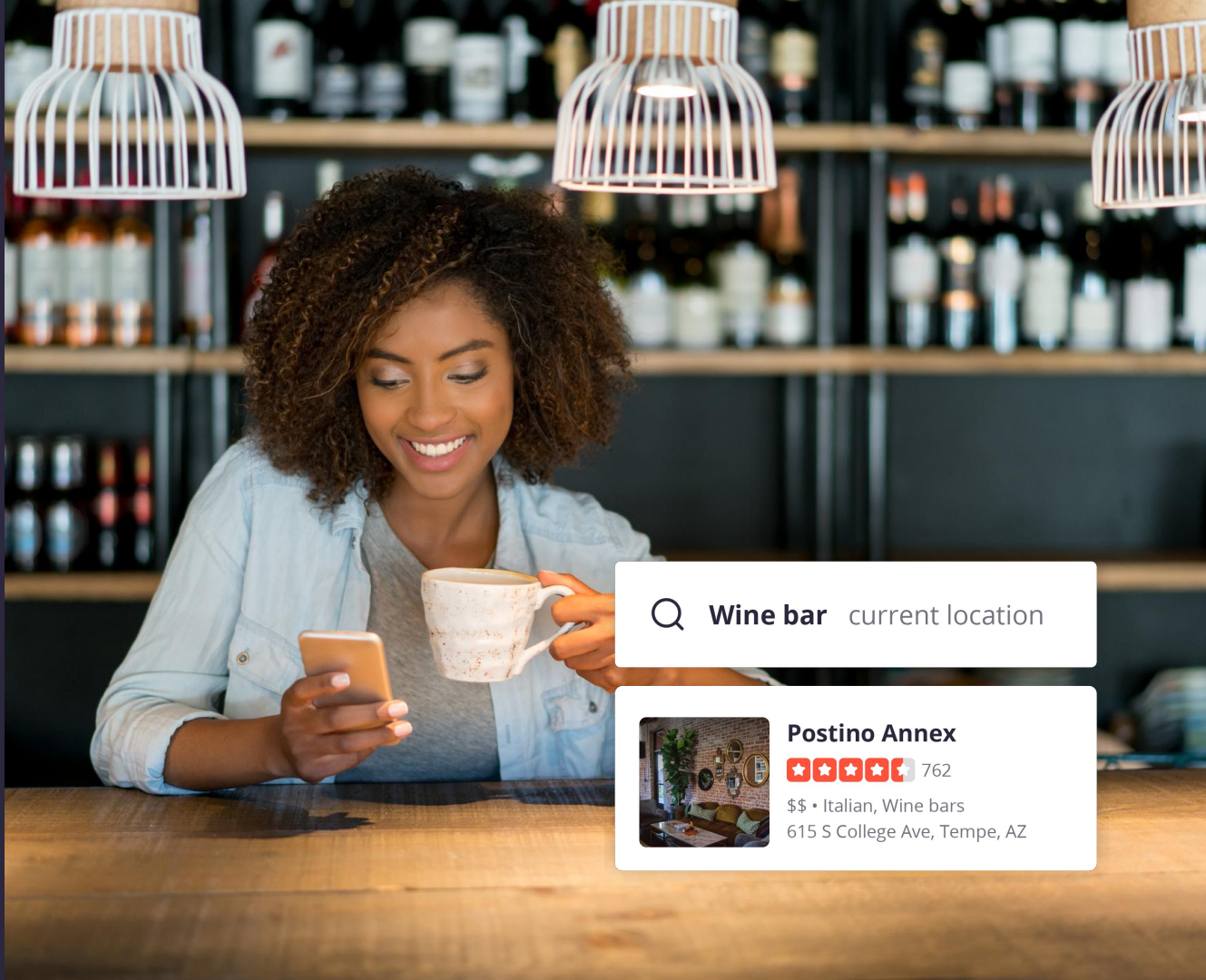
🔥 Opened 3 months ago



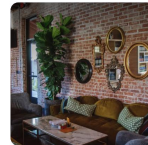


# Consumers turn to Yelp

Amy wants to find a restaurant with a great wine list for her sister's birthday dinner.



🔍 **Wine bar** current location

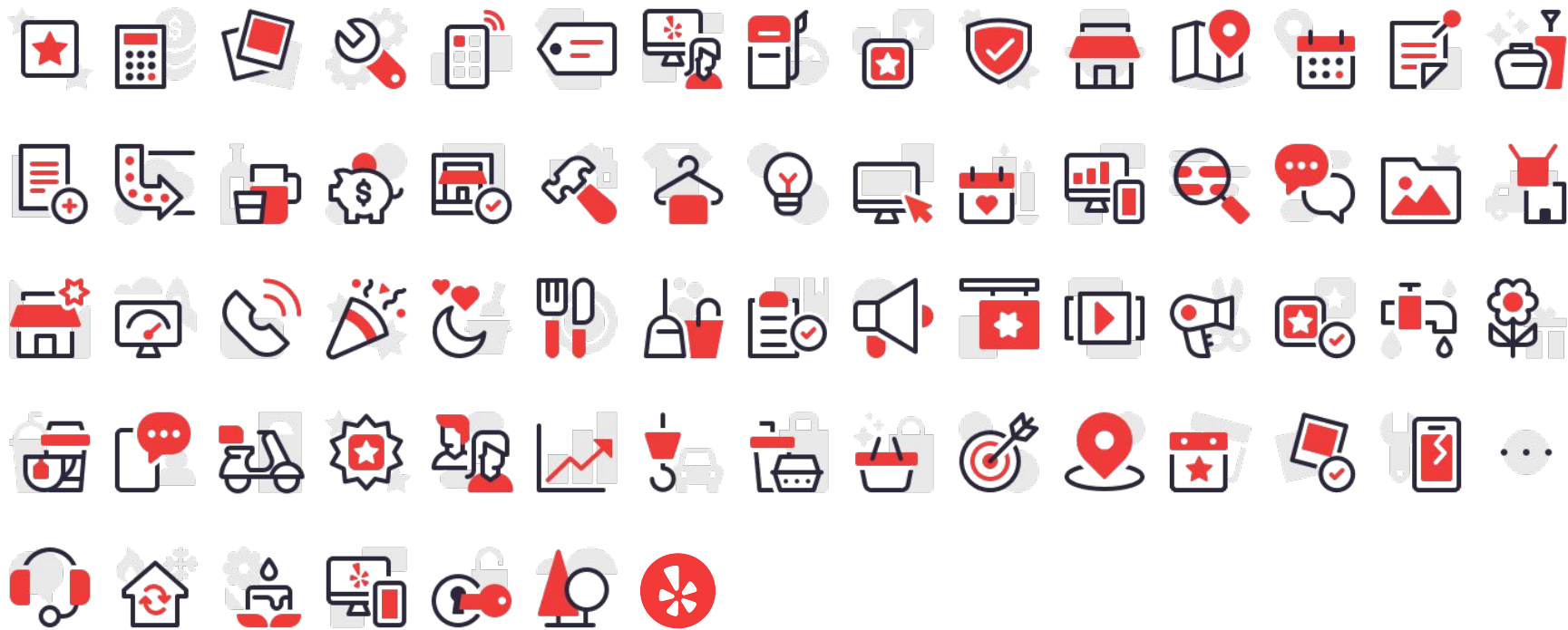


**Postino Annex**

★★★★☆ 762

\$\$ • Italian, Wine bars  
615 S College Ave, Tempe, AZ





Note: If an icon you need does not exist in this bank, please provide an example icon and request for one to be made by the creative team..



# ILLUSTRATIONS







