Yelp is a website people use to find information about local businesses and read reviews from other customers. According to Mashable, “Next to Google, there’s probably no more important site for small businesses than Yelp.”

Yelp is a popular way for customers to find details and reviews about local businesses. For example, if I wanted to find a place near me in Brighton that sells great fish tacos, I would visit www.yelp.com, type “fish tacos” here and “Brighton, MA” here, then click the magnifying glass.

When I put in a search it brings me to a page similar to this:

I can then pick the place based on location, hours, menu, star ratings, and customer comments about the food and service. So you can see why it’s helpful for your business to create a Yelp page, or to take control of your Yelp page people might already be talking about!
To get started using Yelp for your business, head to biz.yelp.com.

1a) Claiming your page

Often if people have already reviewed your business, it may already have a page that you would be able to claim and then manage. The first step is to check if your business already has a page that you could claim.

To do that, type in the name here and location here, then click “Get Started.” A list of search results will appear below. Check to see if yours is listed. If it’s not listed, skip to section 1b. If it is, it will either say “Already claimed” or “Claim This Business” next to it. If you have the option, click “Claim This Business.”
If you clicked “Claim,” the next page will ask you to start to create an owner account for the business by submitting your email in here.

![Create a free business user account for High Tech Home](image)

To claim your page, you need to answer a phone call or text from Yelp at the number listed on your page.
If the number provided is incorrect, click “change the business phone number”.

![Verify Your Business Phone Number for High Tech Home](image)

1b. Add your page if it does not exist
If you don’t see your business on the search results list, scroll to the bottom of the page and click “Add your business to Yelp.”

Can’t find your business? [Add your business to Yelp](#)
You will then be told to check your email for confirmation and further directions in order to set up your account.

2. Manage Your Page

To log into your account, go to biz.yelp.com/login, type your email and password, and click “Log In.”
On the left side of the page, you’ll see this list that helps you navigate your account. Click through each one to see what it lets you edit. We’ll go over the first one below.

- **Tech Goes Home**
  - 867 Boylston St
  - 5th Fl
  - Boston, MA 02116

  - **+ Add a Location**
  - **Activity**
  - **Yelp Ads**
  - **Page Upgrades**
  - **Call to Action**
  - **Business Information**
  - **Reviews**
  - **Photos and Videos**
  - **Inbox**
  - **Deals & Gift Certificates**

Click here to read what customers are saying about your business.

Here is where you can create deals on Yelp to entice customers.

Click here to add photos of your business and goods or services.
In “Activity”, you’ll see your page analytics. You can click through the tabs to see the number of views, customer leads, and estimated revenue, as well as the time period you want to view.

When editing your page, if you want to see what it looks like, click on this icon in the upper left corner.
3. Getting Advice from Yelp

For more Yelp advice, click through the pages in the Support Center. The link is “yelp-support.com/Yelp_for_Business_Owners” or click this button on the top of the page.

Don’t forget to log out after you are done by clicking your icon in the upper right corner and then clicking “Log out”.

Congratulations! You are now ready to set up your company’s Yelp site!