

Gradiva Couzin + Jennifer Grappone



Adapted from
Five Stars
Putting Online
Reviews to Work
for Your Business



Yelp[®] for Business

The Quick-Start Guide
to Managing Your Reviews

Yelp for Business

The Quick-Start Guide to Managing
Your Reviews

by Gradiva Couzin and Jennifer Grappone

Acquisitions Editor: WILLEM KNIBBE
Development Editor: DICK MARGULIS
Technical Editor: PHIL ROZEK
Production Editor: DASSI ZEIDEL
Copy Editor: LIZ WELCH
Editorial Manager: PETE GAUGHAN
Production Manager: TIM TATE
Senior Marketing Manager: JAY LESANDRINI
Vice President and Executive Group Publisher: RICHARD SWADLEY
Associate Publisher: CHRIS WEBB
Compositor: MAUREEN FORYS, HAPPENSTANCE TYPE-O-RAMA
Proofreader: REBECCA RIDER
Project Coordinator, Cover: KATHERINE CROCKER
Cover Designer: RYAN SNEED

Copyright © 2014 by John Wiley & Sons, Inc., Indianapolis, Indiana

9781118857694 (ebk)

9781118857731 (ebk)

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Limit of Liability/Disclaimer of Warranty: The publisher and the author make no representations or warranties with respect to the accuracy or completeness of the contents of this work and specifically disclaim all warranties, including without limitation warranties of fitness for a particular purpose. No warranty may be created or extended by sales or promotional materials. The advice and strategies contained herein may not be suitable for every situation. This work is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If professional assistance is required, the services of a competent professional person should be sought. Neither the publisher nor the author shall be liable for damages arising herefrom. The fact that an organization or Web site is referred to in this work as a citation and/or a potential source of further information does not mean that the author or the publisher endorses the information the organization or Web site may provide or recommendations it may make. Further, readers should be aware that Internet Web sites listed in this work may have changed or disappeared between when this work was written and when it is read.

For general information on our other products and services or to obtain technical support, please contact our Customer Care Department within the U.S. at (877) 762-2974, outside the U.S. at (317) 572-3993 or fax (317) 572-4002.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com

Trademarks: Wiley and the Sybex logo are trademarks or registered trademarks of John Wiley & Sons, Inc. and/or its affiliates, in the United States and other countries, and may not be used without written permission. Yelp is a registered trademark of Yelp, Inc. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc. is not associated with any product or vendor mentioned in this book.