



How to Claim Your Yelp Business Page

Congratulations for choosing to claim your Yelp business page! Due to Yelp's protection policies, you need to be near your business phone to complete this setup process. Please follow these instructions to claim your Yelp page:

- 1) Go <https://biz.yelp.com/> and enter your business name and address.
- 2) Scroll down to "Is this Your Business?" and click the red "Claim This Business" button.
- 3) Create a new business user account for Yelp. Remember to record your login username and password so you can update or manage your page. Then click "Continue."
- 4) Make sure you are near your business phone, with the same phone number as listed on this verification page. Click "Call Me Now" and enter the code on your screen when prompted on the call.
- 5) Follow the instructions on the following page to add your business information, hours, photos, and your website URL! Headshots, your logo, photos of your team, and pictures of your office or building exterior are great.

One word of warning: once you claim your business, you will likely be solicited with offers to advertise on Yelp. I've tested their advertising platform with several advisors and found it to be ineffective and relatively expensive, so I recommend against it.

Thanks and please give me any feedback you may have on this process!

Best,

Claire Akin, Indigo Marketing Agency

