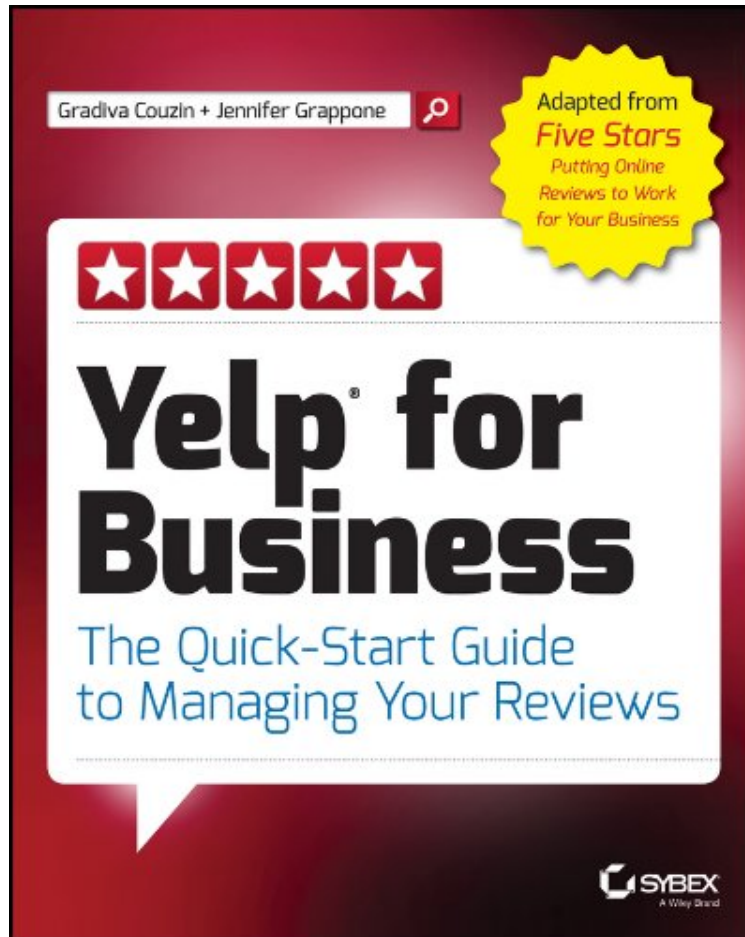


(Read now) Yelp for Business: The Quick-Start Guide to Managing Your Reviews

Yelp for Business: The Quick-Start Guide to Managing Your Reviews

Gradiva Couzin, Jennifer Grappone
ebooks | Download PDF | *ePub | DOC | audiobook



[Download](#)

[Read Online](#)

#1734547 in eBooks 2013-10-03 2013-10-03 File Name: B00GE7V15Q | File size: 79.Mb

Gradiva Couzin, Jennifer Grappone : Yelp for Business: The Quick-Start Guide to Managing Your Reviews before purchasing it in order to gauge whether or not it would be worth my time, and all praised Yelp for Business: The Quick-Start Guide to Managing Your Reviews:

While most businesses know the importance of online reviews on sites such as [Yelp.com](#), they have no clue how to grab the reins and help shape the conversation around their service or product. This guide will help users begin crafting and managing a winning presence on the Yelp reviews platform. It opens with a chapter outlining the opportunity for businesses of all types so that everyone understands how reviews affect the bottom line. The book then explores [Yelp's](#) demographics and then shows how to best use [Yelp's](#) features, including how to claim your business listing and craft a compelling presence. The compelling e-book also includes information about how to

communicate with reviewers, how to receive and respond to alerts when new reviews--good or bad--are posted, and when paid membership and promotional options should be considered. It's a great introduction to the crucial Yelp reviews platform and will also include promotion and a coupon for the upcoming Five Stars: Putting Online Reviews to Work for Your Business book (January 2014). nbsp;