## YELP ADS

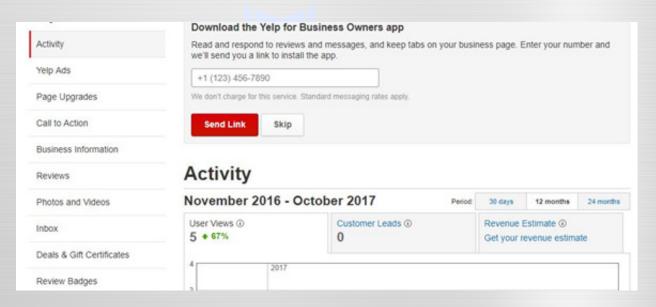
## Targeted ads with Yelp



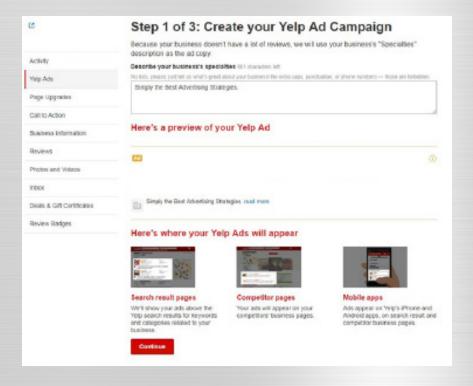
You must claim your Yelp page before you can create Yelp ads. Please reference *Claiming Your Yelp Page* in the Organic Campaigns section of this handbook.



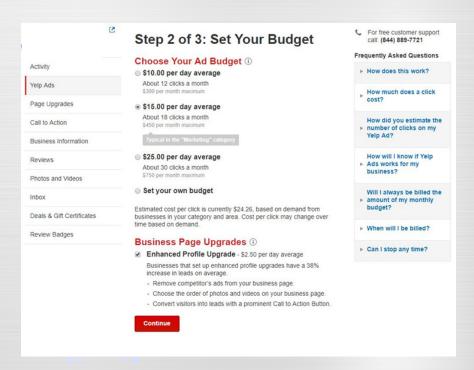
Yelp ads can appear in search results pages, competitor pages and in mobile apps. They are simpler than other ad formats. Click *Yelp Ads* on the left after logging into your business page. Your screen will look like the below screen.



Step 1 — Create your Yelp Ad Campaign. You will see the option to describe your business and your specialties. It will also automatically pull the photo associated with your business for the ad. Click *Continue*.



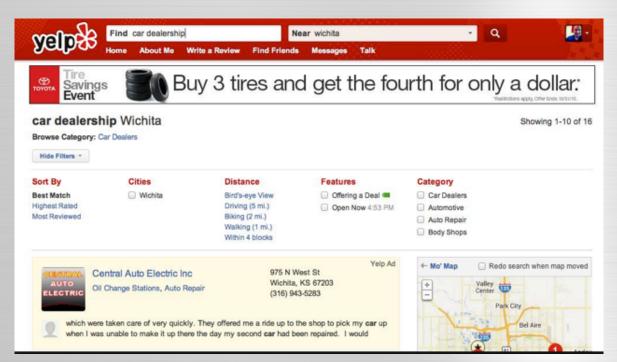
Step 2 — Set your Budget. Choose what you want in terms of the volume of clicks to your page. You can also include enhanced profile upgrades.



**Step 3** — Key in your payment information and select purchase. It's that easy. Yelp will do the rest for you.



## Here is an example of a Yelp Ad:





- Yelp is a simple ad platform and should be used as such. Write a business description highlighting the best attributes of your shop.
- Select a lower-resolution company photo for your Yelp Profile. The maximum photo size is 533 x 400.
- Investigate if Slideshow and Call To Action upgrades work for you. You should also Restrict Competitors' Ads if you look up your shop and see other businesses during your search.

