

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.

The screenshot shows the Yelp Business Owners app download screen. At the top, there's a section titled "Download the Yelp for Business Owners app" with a description: "Read and respond to reviews and messages, and keep tabs on your business page. Enter your number and we'll send you a link to install the app." Below this is a text input field containing "+1 (123) 456-7890" and a "Send Link" button. A "Skip" button is also present. Below the app download section is the "Activity" dashboard for the period "November 2016 - October 2017". The dashboard shows three metrics: "User Views" with a value of 5 and a 67% increase, "Customer Leads" with a value of 0, and "Revenue Estimate" with a link to "Get your revenue estimate". A line graph is partially visible at the bottom.

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**.

The screenshot shows the "Step 1 of 3: Create your Yelp Ad Campaign" screen. It starts with a message: "Because your business doesn't have a lot of reviews, we will use your business's 'Specialties' description as the ad copy." Below this is a section titled "Describe your business's specialties" with a text input field containing "Simply the Best Advertising Strategies." A preview of the Yelp Ad is shown below, displaying the text "Simply the Best Advertising Strategies." and a "read more" link. The screen then shows "Here's where your Yelp Ads will appear" with three options: "Search result pages", "Competitor pages", and "Mobile apps". Each option has a brief description and a "Continue" button.

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.

Activity
Yelp Ads
Page Upgrades
Call to Action
Business Information
Reviews
Photos and Videos
Inbox
Deals & Gift Certificates
Review Badges

Step 2 of 3: Set Your Budget

Choose Your Ad Budget ⓘ

- ☐ **\$10.00 per day average**
 About 12 clicks a month
 \$300 per month maximum
- ☐ **\$15.00 per day average**
 About 18 clicks a month
 \$450 per month maximum
Typical in the "Marketing" category
- ☐ **\$25.00 per day average**
 About 30 clicks a month
 \$750 per month maximum
- ☐ **Set your own budget**
 Estimated cost per click is currently \$24.26, based on demand from businesses in your category and area. Cost per click may change over time based on demand.

Business Page Upgrades ⓘ

- ☒ **Enhanced Profile Upgrade** - \$2.50 per day average
 Businesses that set up enhanced profile upgrades have a 38% increase in leads on average.
 - Remove competitor's ads from your business page.
 - Choose the order of photos and videos on your business page.
 - Convert visitors into leads with a prominent Call to Action Button.

Continue

For free customer support call: (844) 889-7721

Frequently Asked Questions

- How does this work?
- How much does a click cost?
- How did you estimate the number of clicks on my Yelp Ad?
- How will I know if Yelp Ads works for my business?
- Will I always be billed the amount of my monthly budget?
- When will I be billed?
- Can I stop any time?

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:

[Home](#)
[About Me](#)
[Write a Review](#)
[Find Friends](#)
[Messages](#)
[Talk](#)

Buy 3 tires and get the fourth for only a dollar.*

*Restrictions apply. Offer ends 10/31/13.

car dealership Wichita

Browse Category: Car Dealers

[Hide Filters](#)

Sort By
 Best Match
 Highest Rated
 Most Reviewed

Cities
☐ Wichita

Distance
 Bird's-eye View
 Driving (5 mi.)
 Biking (2 mi.)
 Walking (1 mi.)
 Within 4 blocks

Features
☐ Offering a Deal
☐ Open Now 4:53 PM

Category
☐ Car Dealers
☐ Automotive
☐ Auto Repair
☐ Body Shops

Central Auto Electric Inc
 Oil Change Stations, Auto Repair

975 N West St
 Wichita, KS 67203
 (316) 943-5283

Yelp Ad

which were taken care of very quickly. They offered me a ride up to the shop to pick my car up when I was unable to make it up there the day my second car had been repaired. I would

Mo' Map ☐ Redo search when map moved



Best Practices for Yelp

- 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.

