


















BASIC VS. UPGRADED PROFILES ON YELP

PROFILE FEATURES

FEATURE	BASIC	BRANDED	ENHANCED
Update Business Page Content	 Self Serve One Location At A Time	 Bulk Upload with Account Management Support	 Bulk Upload with Account Management Support
Add Photos to Business Page(s)	 Self Serve One Location One Photo At A Time	 Bulk Upload with Account Management Support	 Bulk Upload with Account Management Support
Respond to Customer Reviews			
“From the Business” Description			
Yelp Call to Action Button			
Slideshow Featured Video Option			
Removal of Competitor Ads			

ENHANCED PROFILE WITH AD REMOVAL



PAID PROFILES WITH A
CALL-TO-ACTION
UNIT AVERAGE A

**50+ %
INCREASE**

IN TRAFFIC AND
CUSTOMER
LEADS VS. FREE
PROFILES



The screenshot shows a Yelp profile for 'Sports Authority' in Sunnyvale, CA. The profile features a map, address, phone number, and website. A promotional banner for 'Get \$10 off your purchase of \$50 or more!' is displayed. Below the banner are customer reviews. A red dashed box highlights a 'Foot Locker' competitor ad, with a red arrow pointing to it from a text box that says 'REMOVAL OF COMPETITOR ADS'. The profile also shows a 'Yelp Ad' for 'Asby Sports'.



SUPPORT ON YELP UPGRADED VS AGENCY BUSINESS

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BUSINESS OWNER ACCOUNT

FEATURE	UPGRADED	AGENCY
Set-Up	<p>Bulk Claiming and Page Updates by the Yelp Team for the Client. Ongoing support from Dedicated Account Manager.</p> <p>- Client Must Provide All Content No Input from Yelp</p>	<p>Bulk Claiming and Page Updates By Team with 7 Years Experience In Profile Creation to Attract Clients</p> <p>Work Side By Side With Client - Provide Best Practices for Success</p>
Creation, Consolidation, of Business Pages	Included in the Set-Up with Ongoing Location Data Verification and Support from an Account Manager.	Inputs for Success - Highlight Options For Local Market Demographics
Updates to Business Pages (e.g., hours, address)	Single Location and Bulk Updates Available with Support From Account Manager.	"On The Fly" Single Bulk Updates From Agency Dashboard - Direct Support to Business Franchisees
Account Access	<p>Customized Access that Includes:</p> <ul style="list-style-type: none"> • Multiple Logins • Master, Regional, and Individual Location Access Available • Agency Access Available 	<p>Agency Dashboard with Access To:</p> <ul style="list-style-type: none"> Update Business Content Update Photos Slideshow Update Holiday Hours Respond to Messages Respond to Reviews
Monthly Reporting	Aggregated Reporting Across All Locations with Campaign Performance Metrics Along with Single Location Reporting.	To Include Training Packet for Locations to Understand Metrics for Success - "How To Use System"
Account Management Support	Support Via Phone and Email From Client Account Manager.	Team With Local - Real World Business Franchisee Experience
Cost	Custom Pricing Available.	Creation Management Training Options Available