
Our free tips to help your business with lead generation



HOW TO SET UP YOUR YELP PAGE

1. Go to Yelp for Business at biz.yelp.com and click Get Started.
Find your business by typing in your zip code and your business name. If you don't see your business, click Add Now and fill out your business details.
2. Create a free business user account by entering an email address and password. You should use an email address you check regularly to stay on top of what's happening with your page.
3. Verify your account by entering your verification code. You'll get an email or call to the number listed on your page.

You will be notified when your business page

How to manage your Yelp page

Managing your Yelp presence is easier than ever with the tools provided to business owners.

- Add photos and customize your online storefront.
- Track your customer activity. For example, you can see when customers view your Yelp page or take secondary actions like call your business.
- Fill your page with business information such as hours, history, and specialties.
- Download the Yelp for Business app so you can track your traffic.
- Take a minute to respond to your new customers if they write you a review.

Consumers turning to Yelp are looking for a great local business like yours, and they're looking to buy. That means you're tapping into a high quality audience.

How to create a google business page

1. Sign in to your Google Account, or create one. Then, click Next. Sign up with your business email domain since this account will be for your chain. Enter the name of your business or chain. If you have a chain, you can also select it from the suggestions that display as you type.
2. Enter your business' or chain's address. Then, click Next. You may also be asked to position a marker on the location of your business or chain's branch on a map. If your business doesn't have a physical location but operates within a service area, you can list the area instead. Then, click Next.
3. Choose how your business will display on Google Maps. If you serve customers at your business address: Enter your business address. Click Next. If you also serve customers outside your business address, you'll have the option to list your service areas as well. If you don't serve customers at your business address: Enter your business address. At the bottom, click I deliver goods and services to my customers Next. List your service areas, then click Next.
4. Search for and select a business category. Then, click Next.
5. Enter a phone number or website URL, then click Finish. You'll also have the option to create a free website based on your information. It's recommended that you provide the individual phone number or store page for each location, rather than a single centralized call center.
6. Select a verification option. It's recommended that you review your information before you request verification. To verify now, at the top, find the red banner and click Verify now. To verify later, click Verify later Later. If you're not authorized to manage the Business Profile for the chain, find the person in your organization who's authorized and continue the process.

Free Website Audit Checklist

Design:

Is your website's navigation menu easy to use?

Is your branding consistent with your logos, domain, and website?

Have you defined (or are using) a color scheme on your website for brand consistency?

Have you added a graphic designed image to show case your menu/services?

Is your site's typography and fonts easy to read?

Are you using high quality graphics and images on your website?

Is your overall design of your website cohesive and consistent with your company's branding?

Is your website mobile friendly?

Does it have a call to action button?

Do you have a graphic stating "Covid Hours" if different from normal

Content pages:

Have you defined "how" your website will serve your audience?

Do you have a compelling marketing message on your site tailored to the audience that you want to serve?

Is your opt-in offer prominently displayed on your website?

Marketing goals and objectives:

Have you created multiple funnel paths to turn your visitors into email subscribers?

Do you have a plan in place to drive traffic and visitors to our website?

Do you have a system in place to track visitors behavior and interactions on your site? Add a subheading

Have you clearly defined the results that you want your website to produce?