

Yelp

How to Claim Your Yelp Listing

1. Visit <https://biz.yelp.com/claiming>
2. Click on “Claim my business”
3. Type in the name of your practice under “Business Name”
4. Type in your Zip code in “Near”
5. Select the “Claim” button to the right of your listing
 - a. If you do not have a listing that appears see “Create a Yelp Listing”
6. Create a business owner account with Yelp (follow on-screen setup and verification process)
 - a. Yelp will require you to verify the listing by generating an automated telephone call to the number on file for the listing. You will need to complete this process to gain ownership of your listing.
7. Once the account is created and the listing is verified you have completed the step up process.

How to Create a New Yelp Listing

If you have tried searching for your practice on Yelp (as outlined above) and you did not find a listing for your practice, you will need to create a new Yelp listing.

1. Visit <https://biz.yelp.com/claiming>
2. Click on “Claim my business”
3. Type in the name of your practice under “Business Name”
4. Type in your Zip code in “Near”

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5. If you do not see your listing click on the option to “Add your business to Yelp” at the bottom of the search. It will read as “Can't find your business? [Add your business to Yelp](#)”
6. Complete the form with information about your business.
7. Select “Add Business”
8. Create a business owner account with Yelp
 - a. Your business page will not appear in search results until this information has been verified and approved by Yelp moderators. Once it is approved, you'll receive an email with instructions on how to claim your business page.

How to Brand my Yelp Listing

1. Login to your business listing at <https://biz.yelp.com/login>
2. Select “Business Information” from the menu on the left
3. Ensure you complete and verify all of your business information. If you need to edit any of the information select “Edit” to the right of each category
 - a. Verify your business name and spelling
 - b. Make sure your category is listed accordingly. Make sure it reads “Veterinarians”
 - c. Verify your hours
 - d. If you offer any specialties or special services include this information under “Specialties”

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- e. Include a brief history about your practice.
4. Select “Photos” from the menu on the left
5. Click on “Upload Photos”
 - a. Upload photos of the practice. If you are accredited by any organizations include their logos (i.e. AAHA, Cat Friendly Practice, etc.). Make sure the photos you upload are warm and friendly. These images will be displayed to prospects searching for your services on Yelp.