How to register your business on Yelp
Step 1: Go to http://biz.yelp.com
Click on "Create your free account now"
Step 2: Fill in "Business Name" & "Near" (address)
Step 3a1: If your business appears, click "Unlock"
Step 3a2: Create business owner account; click "Continue"
Step 3b1: If business does NOT appear, click "Add Business to Yelp"
Step 3b2: Fill in form; click on “Add”; will receive email to verify the business (may take a couple of business days)
Step 4: Verification instructions
-- If unlocking listed business click “Call me now”; look for PIN; type code provided using phone pad
-- If adding business you will receive email with link to verify the business (within two business days). Create business owner account and click “Call me now”; look for code; type code provided using phone pad
Step 5: Login to your Yelp business account dashboard to:
-- Read/respond customer reviews
-- Find out who is searching for your business
-- Create check-in offers