

# ADDING, CLAIMING AND UPDATING YOUR AGENCY'S YELP® LISTING

Search engines use information from websites like Yelp to create listings for your business. This means they pull your agency **NAP** and cross reference with other sites to verify the information is correct and to define what should be used to contact you on each site. That's why the more accurate the information, the more likely search engines are to suggest your agency in searches.

## NAP

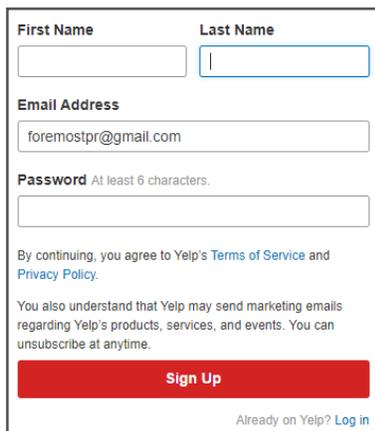
- Name
- Address
- Phone Number

Yelp acts as a search engine and as a website that holds a listing with your business information, just like Google™. Consumers then look for ratings, reviews, locations or contact information on Yelp, which can sway their opinion of your business or inspire the next action they'll take, such as calling your office.

It may seem odd to claim your business listing on Yelp if the correct information is already provided, but if that information somehow gets altered, then you have no way of changing it back. **Claiming your listing will put you in control of managing the information, responding to reviews and messages, and much more.**

Follow these steps to add, claim or update your business on Yelp to improve your Search Engine Optimization (SEO).

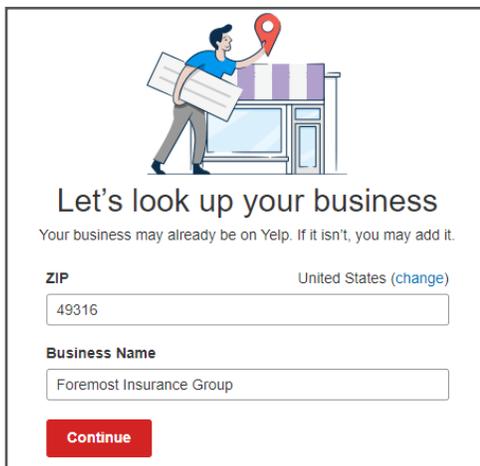
## ADDING YOUR AGENCY'S YELP LISTING



The screenshot shows the 'Sign Up' form on Yelp. It includes fields for 'First Name', 'Last Name', 'Email Address' (with 'foremostpr@gmail.com' entered), and 'Password' (with a note 'At least 6 characters'). Below the fields is a red 'Sign Up' button. At the bottom, there is a link for 'Already on Yelp? Log in'.

1. Visit [biz.yelp.com](https://biz.yelp.com) and click **Log in**. If you have a Yelp login, use that. Otherwise, click **Sign up** to create one.

2. Use the agency owner's name and agency email to create an account. Then click **Continue**.



The screenshot shows the 'Let's look up your business' form on Yelp. It features an illustration of a person with a location pin. The text reads: 'Let's look up your business. Your business may already be on Yelp. If it isn't, you may add it.' Below this are fields for 'ZIP' (with '49316' entered) and 'Business Name' (with 'Foremost Insurance Group' entered). A red 'Continue' button is at the bottom.

3. Plug in your agency ZIP Code and business name to see if it's already on Yelp. If no suggestions pop up or the ones that do appear aren't correct, click **Continue**. If it is an option, see next section.



### Add Your Business Details

**Business Name**  
Foremost Insurance Group

**City**  
Caledonia

**State**  
MI

**ZIP**  
49316

**Categories**  
Insurance Agency

**Business Phone**  
1-800-827-3905

**Web Address**  
www.Foremost.com

**Street Address**  
5600 Beechtree Lane

Add line

**Add Business**

4. Search for "insurance" in the category section, and then provide your business phone, website and street address. Then click **Add Business**.

5. Lastly, choose how you'd like to verify your business (email, phone call, text, etc.).

### Create a free business user account for Foremost Insurance Group

**Email Address**  
foremostpr@gmail.com

By continuing, you agree you have the authority to claim this account on behalf of this business. You agree to Yelp's [Terms of Service](#) and [Privacy Policy](#).

You also understand that Yelp may send marketing emails regarding Yelp's products, services, and events. You can unsubscribe at anytime.

**Continue**

Need help? (877) 767-9357

Already have a business user account?  
[Log in to claim.](#)

## CLAIMING YOUR AGENCY'S YELP LISTING

1. Visit [biz.yelp.com](http://biz.yelp.com) and click **Log in**. If you have a Yelp login, use that. Otherwise, click Sign up to create one.

2. Use your, the agency owner's, name with the agency email to create an account. Then **Continue**.



### Let's look up your business

Your business may already be on Yelp. If it isn't, you may add it.

**ZIP** United States ([change](#))  
49316

**Business Name**  
Foremost Insurance Group

My business isn't here **Add Now**

**Is one of these your business?**

 **Foremost Insurance Group**  
5600 Beechtree Ln SE, Caledonia

3. Plug in your agency ZIP Code and business name to see if it's already on Yelp. If your agency comes up as an option, **click on it**.

4. Then choose how you'd like to **verify** that this is your business (email, phone call, text, etc.).

## UPDATING YOUR AGENCY'S YELP LISTING

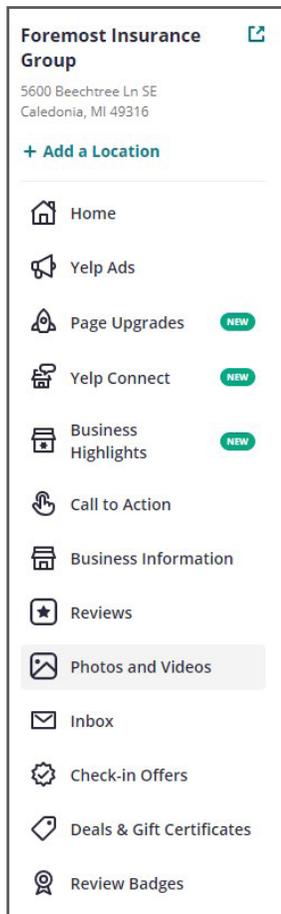
1. Once you're verified and able to manage your Yelp listing, go to your Yelp Business page, where you can view your activity throughout the past 24 months, 12 months or 30 days.



2. Click the **Business Information** tab to review things like NAP and your website. To edit any information on this page, click the **Edit** button in each section.



3. Mark the days your agency is open and provide hours.



4. Click the **Reviews** tab to see what customers are posting about your business. You can even reply back to them with a comment or message them personally.

5. Click the **Photos and Videos** tab to upload pictures of your building or your logo.

**For more marketing resources, visit [foremostagent.com](https://foremostagent.com).**



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