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## Frustrated with Yelp?!: The Business Owner's Guide to Understanding Mastering Yelp

By Erik L Devash

Esioh Internet Marketing, United States, 2013. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Are you frustrated with ? Wondering why Yelp is filtering your good reviews? For many small business owners, that's like asking if the sky is blue or if taxes stink! But it doesn't have to be that way. By the time you finish reading Frustrated with Yelp!? you will have learned all the tricks to employ and all the pitfalls to avoid while establishing your business's positive, relevant presence on . Yelp is one of the most powerful social media tools today's tech savvy consumer uses, and it can be the greatest generator of business for the business that uses Yelp properly. Just so, the business owner who takes the wrong approach with (or, even worse, those who don't engage with the website at all) can stand to suffer a tarnished reputation and loss of customers and profits! Frustrated with Yelp!? will help introduce to the uninitiated, explaining what exactly the site is, how it works, and who tends to use it. This handbook will also help educate those business owners...



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