

Chapter 8 Action Steps: Yelp

- ☐ Claim or update your practice's Yelp Business account.
- ☐ Add review badge or direct review link to website.
- ☐ Respond to reviews.
- ☐ Share recent reviews on Facebook or Google.
- ☐ Add Yelp to referral source tracking on client registration forms and in practice management systems to help quantify the value and return on investment for future updates and advertising.

