



## YELP / LOCAL MARKETING PLAN WORKSHEET

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**INTRODUCTION.** What do they say? *Failing to plan is planning to fail.* This worksheet helps you begin to brainstorm a step-by-step Yelp / Local marketing plan

**LOCAL LISTING CONCEPT.** Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for each local / review site page. What are customers looking for? What are the keywords that they search for, and the value that they seek from your business?

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**TARGET CUSTOMERS.** Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on Yelp, Google+ Local, or other sites? Indicate if so, and explain what are they “doing” on -

Type 1: \_\_\_\_\_  
Type 2: \_\_\_\_\_  
Type 3: \_\_\_\_\_

Yes, our customers are on Yelp, Google+, etc..  No, they are not.

Which sites matter the most: \_\_\_\_\_  
\_\_\_\_\_

**(REMEMBER:** Google+ has the MOST impact on Google search results!)

**LOCAL MARKETING VALUE.** Summarize the marketing value, if any, you see in local / review marketing for your company:

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We see marketing value in Yelp / local / review sites:  a lot  some  neutral  not much

The primary value(s) from Yelp, Google+, review sites to our company are:

- Helping us with SEO; boosting our performance on Google results
- Interacting with existing customers  Finding new customers
- Being discovered via Yelp, G+  Staying in contact with customers
- Social sharing, customers will likely share our content
- eWOM  Customer Continuum, nurturing customer evangelists
- Trust indicators: we need to be on Yelp, G+, review to look substantial

**KEYWORDS.** Indicate the KEYWORDS that customers are likely to type into Yelp, Google+, and any other possible review sites. Include “short tail” keyword phrases like “Massage therapist” as well as “long tail” local keyword phrases like “Massage therapists Tulsa.”

Keyword phrase #1: \_\_\_\_\_  
Keyword phrase #2: \_\_\_\_\_  
Keyword phrase #3: \_\_\_\_\_  
Keyword phrase #4: \_\_\_\_\_

Most important **review** sites for your business (from Google / from customer surveys).

Yelp  Google+ Local  Other: \_\_\_\_\_  Other: \_\_\_\_\_  
 Other: \_\_\_\_\_  Other: \_\_\_\_\_  Other: \_\_\_\_\_

**YOUR EXISTING LISTINGS.** For each of the above, starting with Google+ and Yelp, find your listing and its public URL; indicate below:

Site: \_\_\_\_\_ Your Listing URL \_\_\_\_\_  
 Claimed?  Email that controls: \_\_\_\_\_  Password: \_\_\_\_\_  
 Reviews, and how many? \_\_\_\_\_ Comments: \_\_\_\_\_  
\_\_\_\_\_  
 What type of photos are needed? \_\_\_\_\_  
 What type of business description is needed? \_\_\_\_\_  
\_\_\_\_\_

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Site: \_\_\_\_\_ Your Listing URL \_\_\_\_\_

Claimed?  Email that controls: \_\_\_\_\_  Password: \_\_\_\_\_

Reviews, and how many? \_\_\_\_\_ Comments: \_\_\_\_\_

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What type of photos are needed? \_\_\_\_\_

What type of business description is needed? \_\_\_\_\_

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Site: \_\_\_\_\_ Your Listing URL \_\_\_\_\_

Claimed?  Email that controls: \_\_\_\_\_  Password: \_\_\_\_\_

Reviews, and how many? \_\_\_\_\_ Comments: \_\_\_\_\_

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What type of photos are needed? \_\_\_\_\_

What type of business description is needed? \_\_\_\_\_

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**CROSS-LINKING.** Make sure that for EACH of the above the SAME address and SAME phone number are consistently used. Also, be sure to link FROM the listing TO your website. Link FROM your website TO your most important local review sites, especially your Google+ and Yelp listings.

- Address is consistent across ALL local review sites.
- Phone number is consistent across ALL local review sites.
- Website links TO Google+ listing
- Website links TO Yelp listing
- All local sites link TO the website

**PROMOTION STRATEGY.** Indicate how you are going to pro-actively solicit positive reviews, without getting into trouble:

Strategy #1: \_\_\_\_\_

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Strategy #2: \_\_\_\_\_  
\_\_\_\_\_

Strategy #3: \_\_\_\_\_  
\_\_\_\_\_

Strategy #4: \_\_\_\_\_  
\_\_\_\_\_

**RESPONSE TO REVIEWS.** Are you prepared for negative reviews? Who will respond to them? What tone will you take:

**MEASUREMENT.** Indicate how you are going to measure your reviews? How many per month, what type of reviews?

**LOCAL REVIEW RESPONSIBILITY.** Who will be responsible for local / review marketing at your company?

- Yelp set up issues: \_\_\_\_\_
  - Text issues / content: \_\_\_\_\_
  - Graphical / photo issues \_\_\_\_\_
  
- Google+ set up issues: \_\_\_\_\_
  - Text issues / content: \_\_\_\_\_
  
- Other set up issues: \_\_\_\_\_
  - Text issues / content: \_\_\_\_\_

**OTHER THOUGHTS AND IDEAS ABOUT YELP LOCAL REVIEWS.** Having researched a) whether your potential customers are on Yelp, Google+, etc., and b) what competitors are doing (e.g., to solicit reviews), what general thoughts, concepts, “big picture” ideas do you have about Yelp / Local / Google+

We see potential in local reviews for our business marketing plans because:

Our comfort level with soliciting reviews is:

- Do nothing / stay within the official terms of service.
- Politely ask for honest reviews.
- Incentivize our employees
- Incentivize the reviewers
- Go totally to the dark side, and get fake reviews