



INTRODUCTION

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CLASS:IM1B

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INTRODUCTION

Yelp is a business review website. Any business can set up a profile on Yelp for free, and users can set up their own free profiles to review a business.

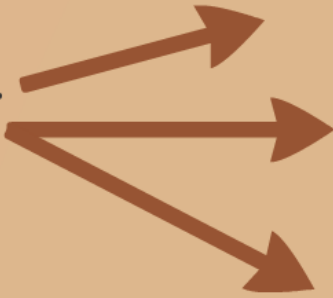
Thank you!

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Background



2004



- Yelp was founded in July
- Yelp got its name by "short" and "memorable"
- Yelp launches, based around the concept of "email-circles"

2005



- Yelp launches a revamped version of its sites

2008



- Yelp introduces business owner accounts

2013



- Yelp allows mobile reviewing for the first time in August 2013

2014



- Yelp introduces a video feature in July 2014.

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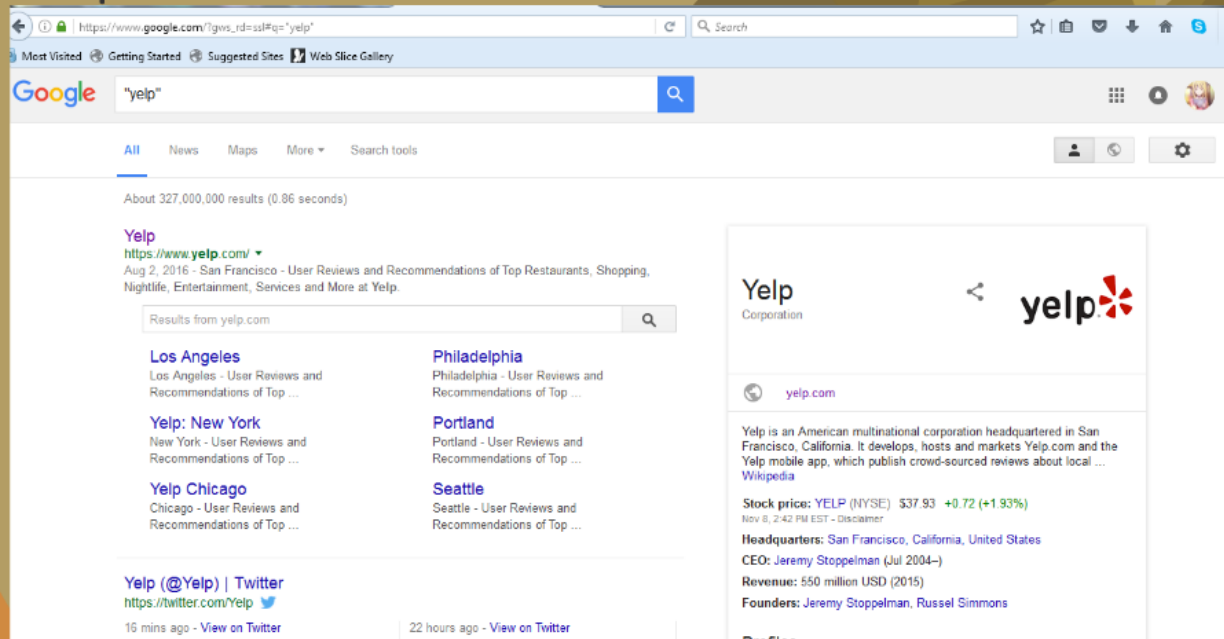
Function Of The Tool

- To help business company raise their profits
- To assist users find the best local or foreign business corporation they want

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Application Of The Tool

As a public
user:
step 1:



The screenshot shows a Google search for "yelp". The search results include a link to the Yelp website, a knowledge panel with the Yelp logo and company information, and a list of city-specific results for Los Angeles, Philadelphia, New York, Portland, Chicago, and Seattle. The knowledge panel provides details such as the stock price, headquarters, CEO, revenue, and founders.

Search results for "yelp":

- Yelp**
<https://www.yelp.com/>
Aug 2, 2016 - San Francisco - User Reviews and Recommendations of Top Restaurants, Shopping, Nightlife, Entertainment, Services and More at Yelp.

Results from yelp.com

- Los Angeles**
Los Angeles - User Reviews and Recommendations of Top ...
- Philadelphia**
Philadelphia - User Reviews and Recommendations of Top ...
- Yelp: New York**
New York - User Reviews and Recommendations of Top ...
- Portland**
Portland - User Reviews and Recommendations of Top ...
- Yelp Chicago**
Chicago - User Reviews and Recommendations of Top ...
- Seattle**
Seattle - User Reviews and Recommendations of Top ...

Yelp Corporation

Yelp is an American multinational corporation headquartered in San Francisco, California. It develops, hosts and markets Yelp.com and the Yelp mobile app, which publish crowd-sourced reviews about local ...
[Wikipedia](#)

Stock price: YELP (NYSE) \$37.93 +0.72 (+1.93%)
Nov 8, 2:42 PM EST - Disclaimer

Headquarters: San Francisco, California, United States

CEO: Jeremy Stoppelman (Jul 2004-)

Revenue: 550 million USD (2015)

Founders: Jeremy Stoppelman, Russel Simmons

Profiles:

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step 2:

Best of Yelp: Kuala Lumpur

Food

1. **Boost Juice Bar**
22 reviews
He ordered something called Berry Crush.

2. **B.I.G. Ben's Independent Grocer**
15 reviews
It makes me feel like I'm not in Malaysia sometimes.

3. **Inside Scoop**
32 reviews
If you're adventurous, opt for the locally inspired teh tarik or bandung.

4. **VCR**
33 reviews
VCR is that little black house at the corner of the street.

5. **Ben's Independent Grocer**
11 reviews
And then there's the meat section, the best place to get marinated meat for a BBQ.

2 are interested

Anger Management Seminar
Saturday, Nov 12, 10:00 am – 1:00 pm
1 is interested
[More Events](#)

Fresh Lists

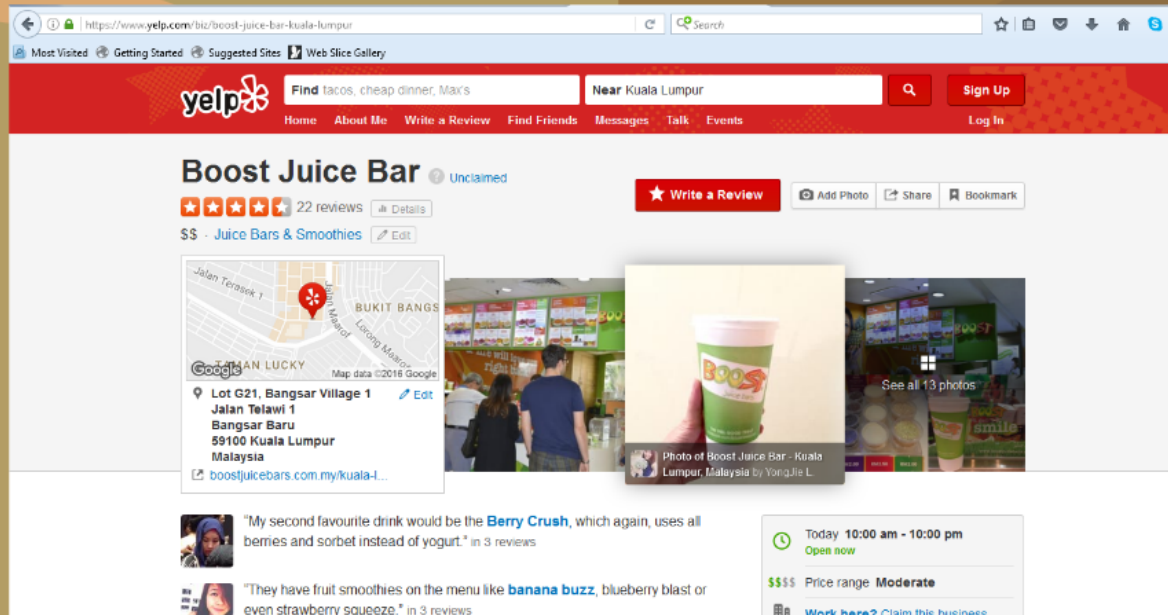
adventures in asia.
we hung out in asia for a couple weeks. here are some highlights.
15 businesses
[More Lists](#)

Today in Talk

Word Association Game - KL Edition!
Humor & Offbeat
6 days ago
[More Talk](#)

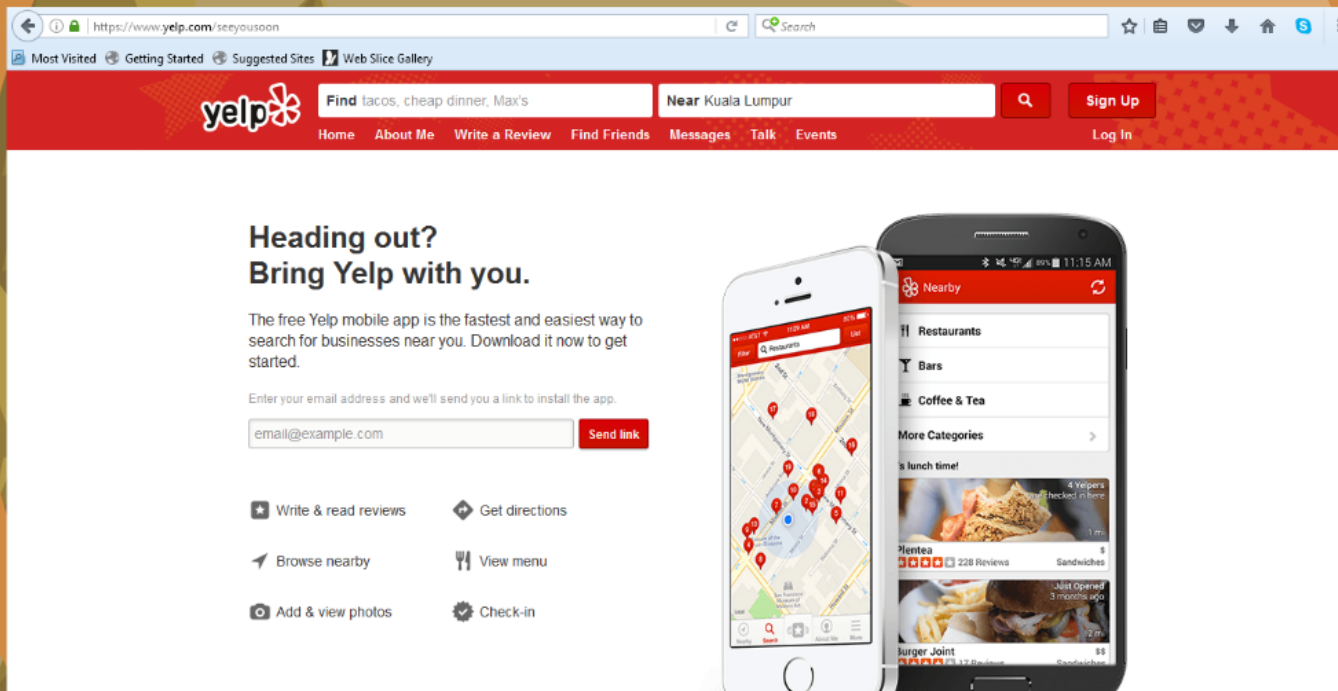
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step 3:



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As a yelper:



The screenshot shows the desktop version of the Yelp website. The browser address bar displays "https://www.yelp.com/seeyousoon". The navigation bar is red and contains the Yelp logo, a search bar with the text "Find tacos, cheap dinner, Max's", a location bar with "Near Kuala Lumpur", and buttons for "Sign Up" and "Log In". Below the navigation bar, the main content area features the heading "Heading out? Bring Yelp with you." followed by a sub-headline: "The free Yelp mobile app is the fastest and easiest way to search for businesses near you. Download it now to get started." Below this is a form to enter an email address, with "email@example.com" entered and a "Send link" button. To the right of the text are two smartphones. The left smartphone shows a map with red location pins. The right smartphone shows the "Nearby" app interface with a list of categories: "Restaurants", "Bars", "Coffee & Tea", and "More Categories". Below the categories are search results for "Montea" (Sandwiches) and "Surger Joint".

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