

WHAT MAKES A YELP PAGE EFFECTIVE?

case study

This infographic outlines the strategies that you should consider when creating your Yelp page.

Learn more at www.TellMeYourGoal.com

USA RV & Marine
 15 reviews
 Boat Dealers, RV Dealers, Boat Repair

951 Lake Havasu Ave N
 Lake Havasu City, AZ 86403
 (888) 453-8721
 usarvmarine.com

Donna, salesperson at USA RV & Marine.

Hours:
 Today 8:00 am - 5:00 pm Open now
 Mon 8:00 am - 5:00 pm
 Tue 8:00 am - 5:00 pm
 Wed 8:00 am - 5:00 pm
 Thu 8:00 am - 5:00 pm
 Fri 8:00 am - 5:00 pm Open now
 Sat 9:00 am - 5:00 pm
 Sun Closed

Recommended Reviews

Art W.
 Cathedral City, CA
 2 reviews
 8/29/2015
 What a great place to do business! I went looking for a pontoon boat and met Donna, a super salesperson with great knowledge and enthusiasm. She not only answered my questions but asked a few of me to help me pick the perfect boat. Her experience insured my experience would be perfect.
 If you're looking for a boar or rv, Donna should be your salesperson and USA Marine your place!

Rob W.
 First to review

From the business
 USA RV and Marine offers great deals on new and used RVs and boats including Keystone RVs, Sundance RVs, Ebbtide boats, Reinell boats, Voyager boats, Mercury boats, Volvo Pinta ...

People also viewed
 Savage Marine 15 reviews
 Quality Marine 4 reviews
 Half Track Marine 6 reviews

Rich Reviews
 Leaving the parking lot at USA RV and Marine with
 We just bought a brand new boat! We came all

Communication
 Comment from Mark M. of USA RV & Marine Business Owner
 6/25/2015 - Thank you very much for taking the time to write. You've pointed out some concerning mistakes on our...

Set Categories. You're allowed to have three categories. Make sure you use all of them and that they're the most relevant to your business and what your customers are searching for on Yelp.

Excellent pictures. Having clear, bright, high resolution pictures of staff, your building, or food is one of the best ways to improve conversions.

Hours of Operation. This is one of the main reasons patrons visit Yelp.

Business Information. This is often overlooked. Not only is it helpful for visitors, but it helps in ranking on Yelp. Your "About" section should include your company's history, information about the founder, and it should list all of the products and services that you offer.

Lots of Great Reviews. It's not easy to get reviews, let alone good reviews. But it makes all the difference. All else being equal, one business that has better and more reviews than another will rank higher on Yelp.

Rich Reviews. Encourage your customers to take great photos of your product or service. Some businesses even go as far as having selfie-zones like this couple who took advantage of it while on a boat test drive on the lake.

Communication. Often the most overlooked aspect of a well managed Yelp page, is providing prompt customer communication. As the business owner, you should respond to positive and negative reviews within 24 hours. Don't get angry if you get a negative review; keep it professional and try to see it from their perspective