

# Yelp Ads

Yelp's top priority remains connecting consumers with great local businesses **Reach your customers on Yelp with two products:**

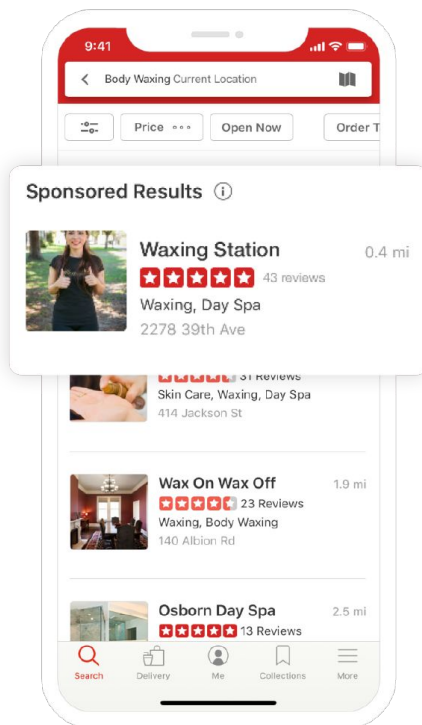
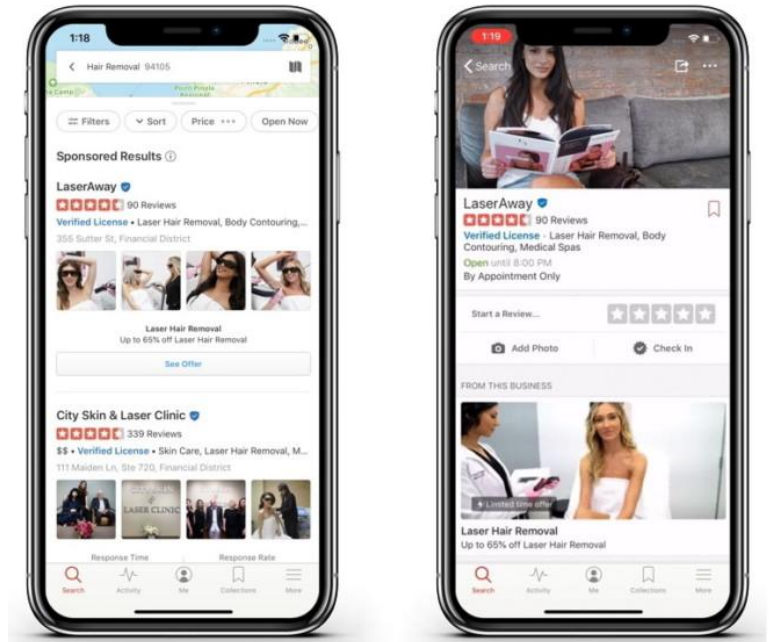
## 1. Search Advertising

Yelp Ads appear:

- Above search results
- On competitors' pages

Benefits of Yelp Search Ads:

- Increase visibility and reach
- Drive more traffic to your website
- More qualified leads



## 2. Enhanced Profile

- Brand Consistency
- Control Photo Content
- Complimentary Video Hosting
- Highlight new items or specials with call to action unit
- Focus potential customers on you by removing competitor ads

