

**Quand  
l'Amérique  
reprend la  
main**

**Yelp s'invite en  
France ou quand le  
commerce de  
proximité flirte  
avec le  
communautaire !!  
...Et le mobile dans  
tout cela ?**

**Zeva Bellel**

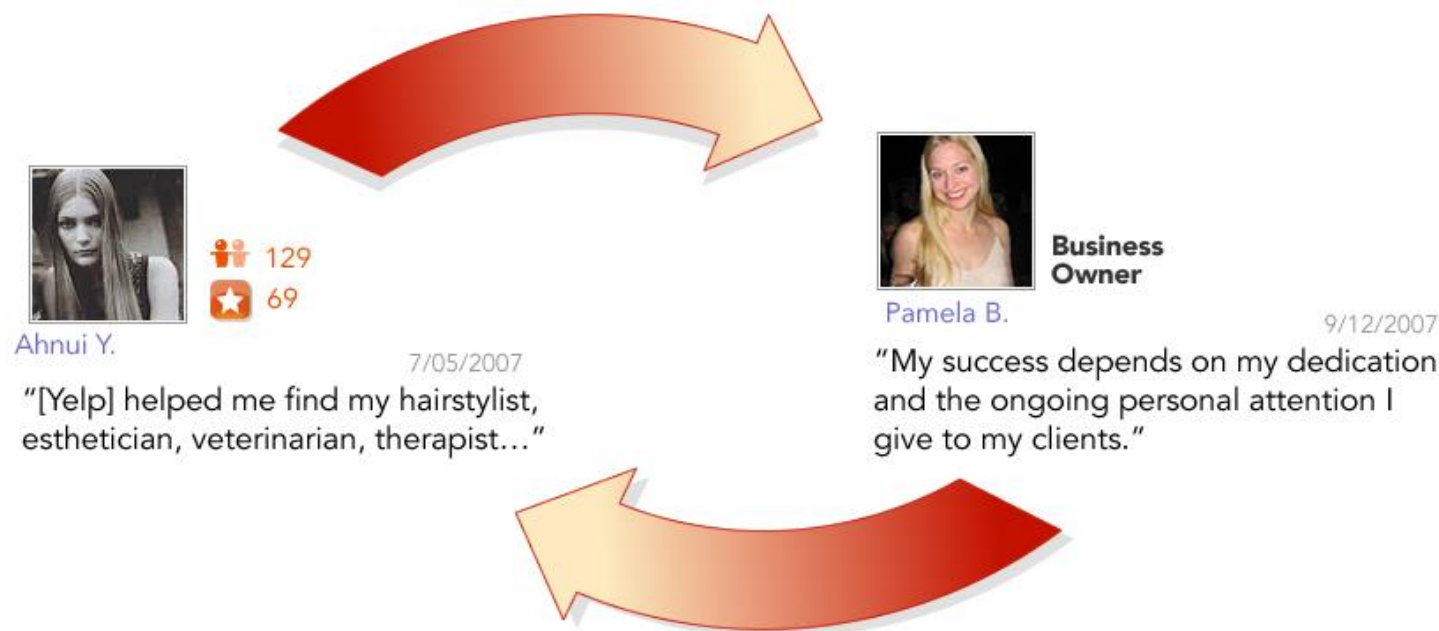
**Community  
Manager**



*Real People. Real Reviews.™*

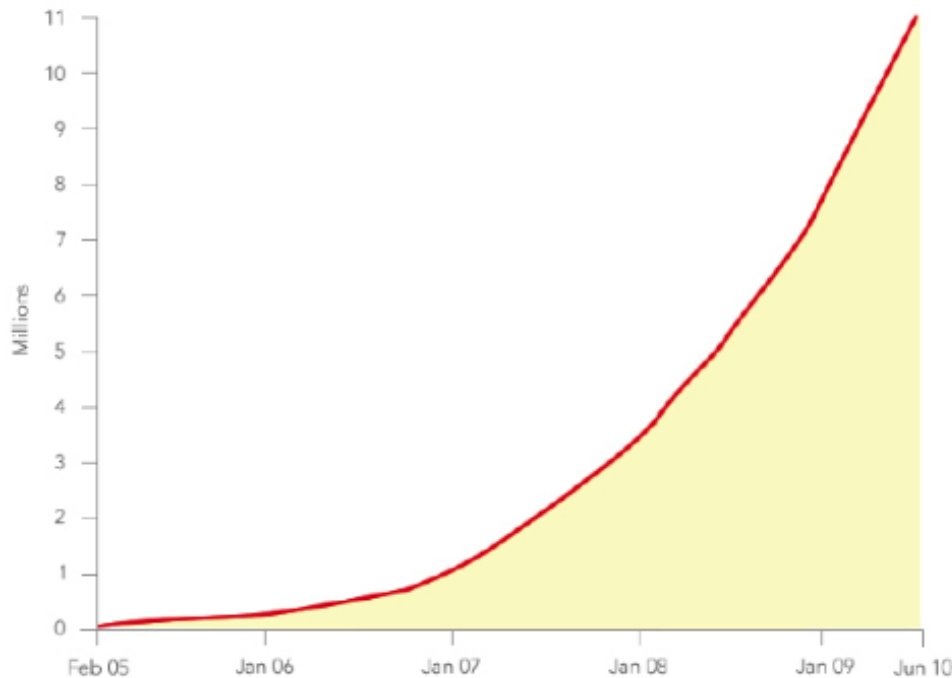
Zeva Bellel  
Community Manager Yelp Paris  
zeva@yelp.com

## to connect people with great local businesses

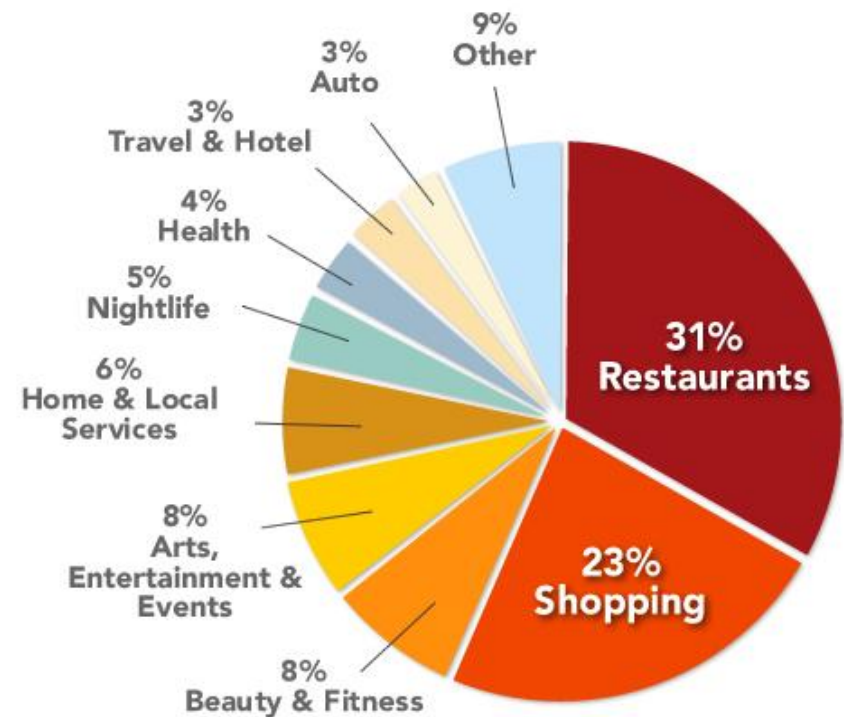


# 11 million local reviews and counting

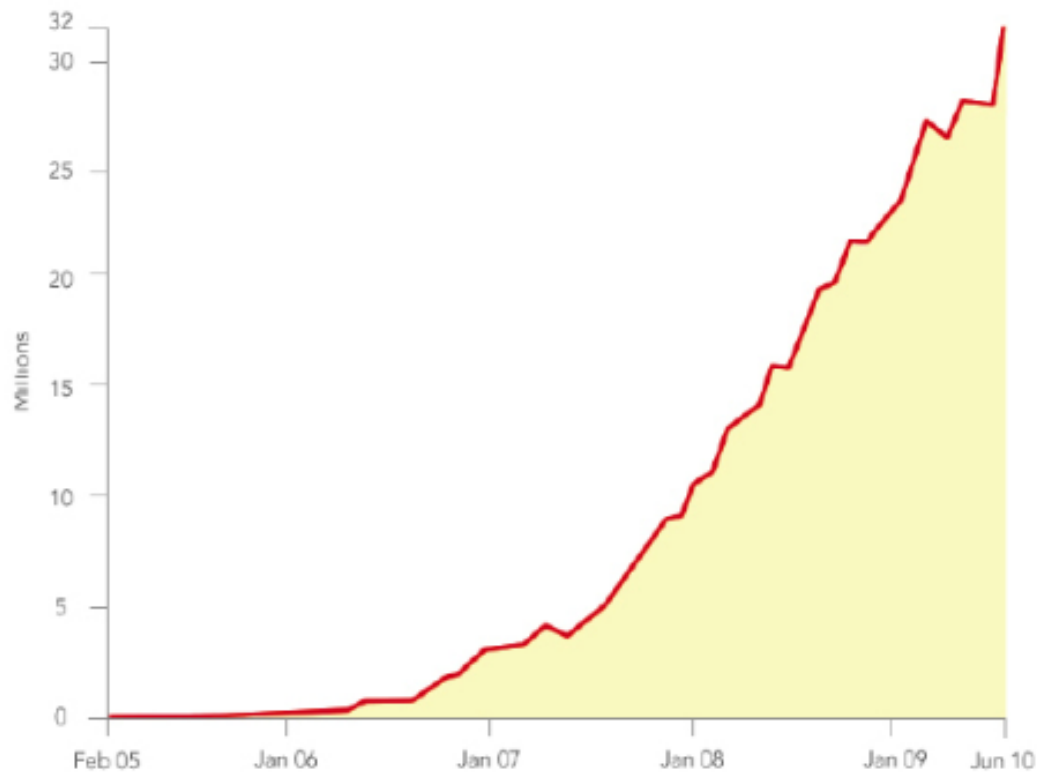
## More than 11 million reviews



## Business categories

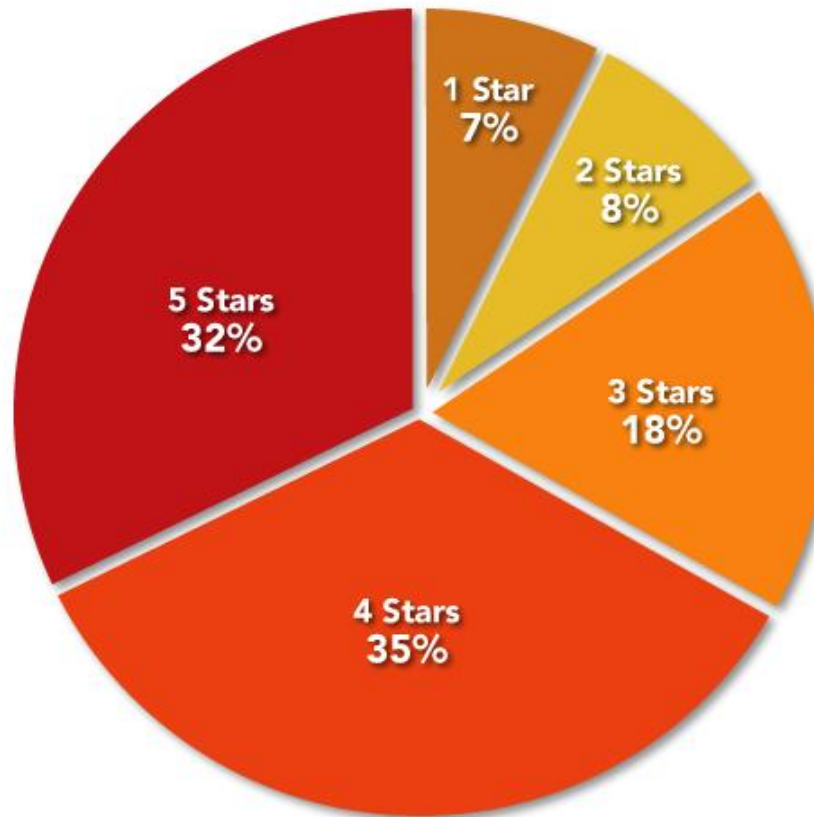


## 32 million monthly unique visitors



85% of Yelp reviews are positive

### Distribution of All Reviews

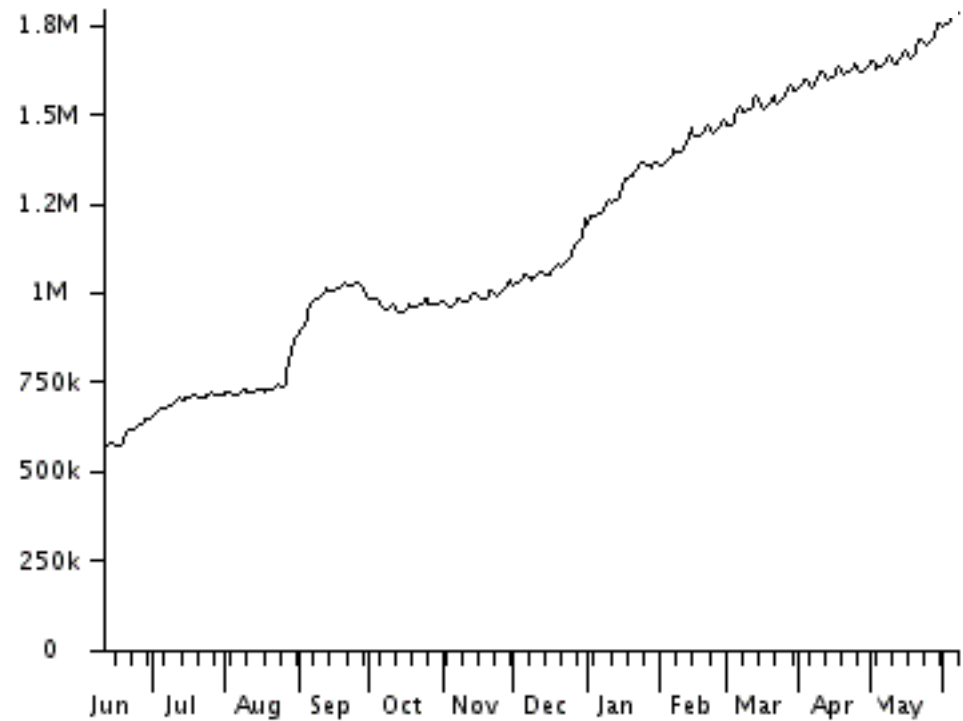


### Negative reviews play an important role too

- A variety of experiences is consistent with real life
- You can't please 100% of your customers 100% of the time



## Mobile daily uniques



**1.8M unique visitors from mobile devices  
last 30 days**

- **27% of all searches come from the iPhone app**
- **Every 5 seconds a call is made from the iPhone app**
- **~1MM people clicked “Get Directions” from the iPhone app in May**



**weekdays**



Photo: Aftergradavenues.com

**Yelp.com = heavy volume  
during the week**

**weekends**



Photo: Seattle Mariners

**Mobile = usage surges on  
the weekend**


# Design for Mobile: Highlight the Essentials



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Now in the UK

Logged in as Eric S. [My Account](#) [Log Out](#)




Real people. Real reviews.®

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zipcar. 

Yelp Search Results sponsored by Zipcar. Wheels when you want them.

zipcar. 

### The Duke Of Perth

★★★★☆ based on 255 reviews [Rating Details](#)

Category: Pubs

Neighborhood: Lakeview  
2913 N Clark St  
(between Oakdale Ave & Surf St)  
Chicago, IL 60657  
(773) 477-1741  
[dukeofperth.com](#)

Nearest Transit: Wellington (Purple Express, Brown)  
Hours: Mon 5 p.m. - 2 a.m.  
Tue-Fri, Sun 12 p.m. - 2 a.m.  
Sat 12 p.m. - 3 a.m.  
Accepts Credit Cards: Yes

Price Range: \$\$  
Parking: Street  
Good for Groups: Yes  
Wheelchair Accessible: Yes  
Outdoor Seating: Yes

Best Nights: Mon, Wed, Fri  
Happy Hour: No  
Alcohol: Full Bar  
Smoking: No  
Coat Check: No


[Add Photos](#)


[Edit Business Info](#) [First to Review](#) [a w.](#)


[Send to Friend](#) [Bookmark](#) [Send to Phone](#) [Update My Review](#) [Print](#)

#### 255 reviews for The Duke Of Perth

[Review Highlights](#) [What's this?](#)


 "Hands down the best **fish and chips** in the city." (in 130 reviews)

 "Young's Double Chocolate Stout and a leek and potato pie - delicious." (in 7 reviews)

 "Excellent food and a kick a\*\* selection of **scotch**." (in 64 reviews)

Sort by: **Yelp Sort** | [Date](#) | [Rating](#) | [Useful](#) | [Funny](#) | [Cool](#) | [Total Votes](#) | [Friends'](#) | [Elites'](#)

All Reviews


 **Elite '10** [Matthew S.](#)  
Celebrity Librarian at Lakeside


[Compliment](#) [Good Message](#)

[View Larger Map/Directions](#)


**Browse Nearby:**  
[Restaurants](#) | [Nightlife](#) | [Shopping](#) | [Movies](#) | [All](#)


**Related Special Offers** [More](#)


 **Kelly's Pub**  
Food Specials  
Neighborhood: Lincoln Park



 **Rocking Horse**  
Daily Craft Beer & Whiskey...  
Neighborhood: Logan Square


**People Who Viewed This Also Viewed...**


 **Jake's Pub**  
★★★★☆ 83 reviews  
Neighborhood: Lakeview

 **Johnny O'Hagan's Irish...**  
★★★★☆ 58 reviews  
Neighborhood: Lakeview

 **Galway Bay**  
★★★★☆ 80 reviews  
Neighborhood: Lakeview

 **6:06 PM** 





### The Duke Of Perth


★★★★☆ 238 Reviews

Pubs

Price: \$\$

Hours Today 12:00 PM - 2:00 AM **Open**


Transit Wellington (Purple Express, Brown)





#### Read 50 Reviews & 3 Tips


Hands down the best **fish and chips** in the city.


**Map** 2913 N Clark St  
(b/t Oakdale Ave & Surf St)  
Lakeview  
Chicago, IL 60657

 Home

 Nearby

 Search

 Bookmarks

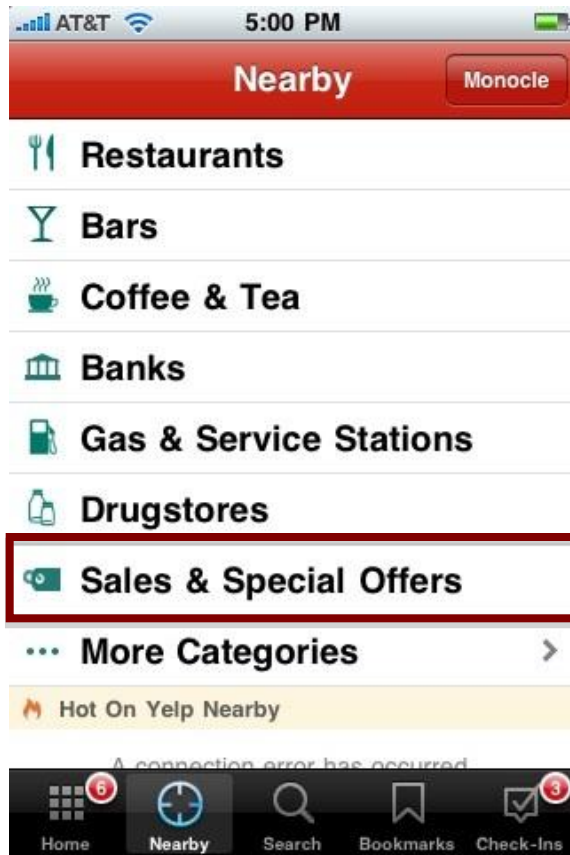
 Check-Ins 2

# Sales and Special Offers Nearby

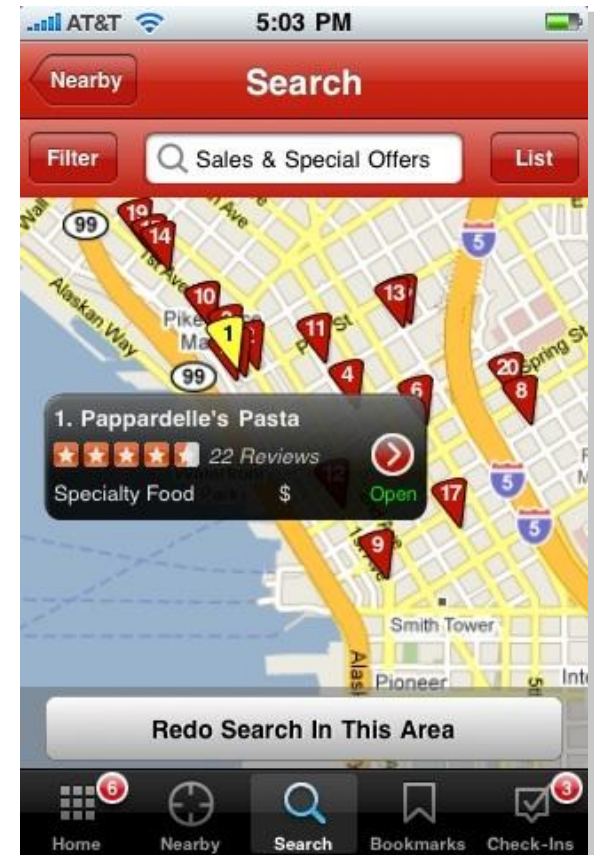


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## List



## Map





**Review Drafts**



**Photos**



**Quick Tips**



**Check-Ins**



## 9 reviews for Action Fitness

Search Reviews

Sort by: **Yelp Sort** ▾ | [Date](#) | [Rating](#) | [Useful](#) | [Funny](#) | [Cool](#) | [Total Votes](#) | [Friends'](#) | [Elites'](#)

### From Reviewers You're Following



Elite '10

**Bryan B.**

👤 376

The fear of being crap is a great motivator

📍 278

San Francisco, CA

👍 Compliment

✉ Send Message

👤 Stop Following



12/21/2009



5 Check-ins Here

This place is about as good as it gets when it comes to local gyms. The place is family run and the equipment is in perfect condition. When I think about it, I spent the past two years getting ripped off at the Sports Club LA. Action Fitness is closer to my apartment, costs \$60 a month and doesn't require any sign up fees or commitments.

Action Fitness is a no nonsense friendly gym that offers you everything you need to kick those gluts into shape. It is the least pretentious gym I have ever gone to and I enjoy chatting about football (soccer) with the owner. The weight selection is complete and there are plenty of cardio machines as well. There are open lockers to place your belongings while you work out and they also supply a workout towel.

2009 is almost over and I'll have to put the decision to join Action Fitness as one of the best decisions I've made this year. Top marks!!!

Was this review ...? [Useful](#) (2) [Funny](#) (1) [Cool](#) (1)



Bookmark



Send to a Friend



Link to This Review

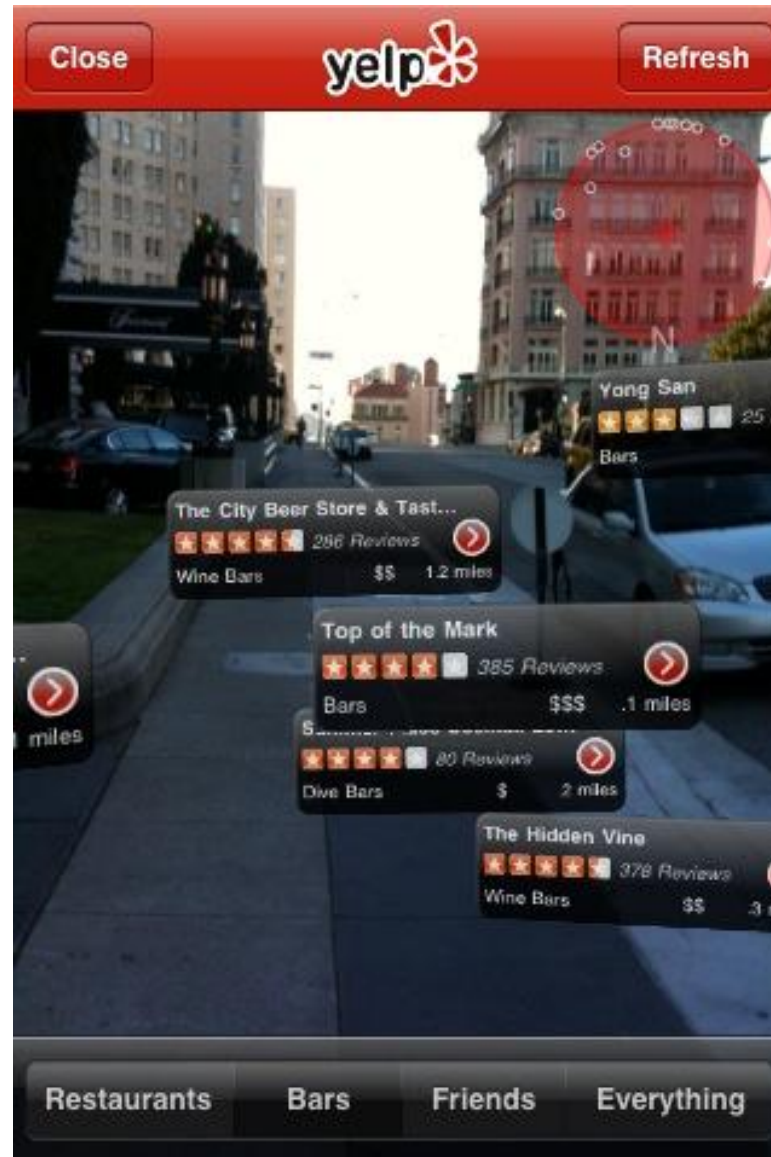


Flag this review

# Use the Platform: Yelp Monocle



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# Video



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