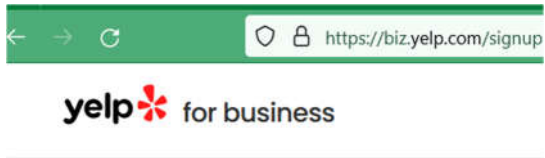


HOW TO SET UP YOUR BUSINESS ON YELP

If you don't have a Yelp Business account and have not set up any other Costa Oil shop location on Yelp, start here.

1. <https://biz.yelp.com/signup> - Use this signup link, it's different than a personal Yelp account.



2. Complete the form and Click **Create a free business account**.

Note: Use your costaoils.com email address or another email of your choosing. If you use a non costaoils.com email, be sure to update the publicly visible email after set up to show your costaoils.com email.

Create a free account to manage your Yelp page

First name Last name

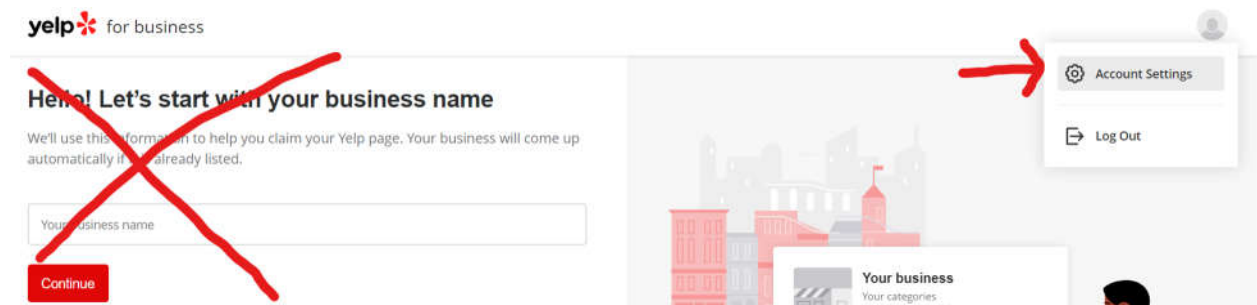
Email address

Password

By continuing, you agree to Yelp's [Terms of Service](#) and acknowledge our [Privacy Policy](#). We may send you marketing emails about Yelp's products, services and local events. Unsubscribe at any time.

Create a free business account

3. Ignore the business search section and click on the profile icon, then **Account Settings**.



4. On your Account Settings page, scroll down and click **Add another location to your account**. (Click here even though it's your first location.)

Additional options

[Add another location](#) to your account.

[Download a copy](#) of your Yelp business account data.

5. Enter the full address of your Costa Oil shop.

Enter the business name using this format:

Costa Oil – 10 Minute Oil Change – **City** (put your city if you have 1 location)


-OR-

Costa Oil – 10 Minute Oil Change – **City Street** (put your city and street name if there will be more than 1 location in the same city)

* Be sure to use this naming convention, with the dashes

Add a Location

Start by searching for your business to see if it's already listed on Yelp.
Adding a location is completely free and only takes a minute.



Street Address 123 Main St., City, State	Business Name Mel's Diner	Get Started
--	---------------------------	-----------------------------

Click **Get Started**.

6. Since you haven't created your business yet, it won't be found. Click **Add Your Business**.

Sorry, there were no matches. Please try adjusting your search.

Your business is not on Yelp?

Add Your Business

7. Complete the form using your specific location information.

Get started by telling us how customers can reach you

Business name	Costa Oil - 10 Minute Oil Change - Denver
City	Denver
State	CO
ZIP Code	80701

For **Business Categories**, use Oil Change Stations.

Business categories	Oil
	Automotive — Oil Change Stations
	Specialty Food — Olive Oil
	Local Services — Portable Toilet Services

For **Business phone number**, use your shop's phone number.

Business phone number

For **Website**, use the main website – costaoils.com
OR use your store website – location.costaoils.com

Enter your shop's street address, choose how many locations you have, then click **Continue**.

Street address

My business has 1-4 locations My business has 5+ locations

By continuing, you agree to Yelp's [Business Terms](#) and acknowledge our [Privacy Policy](#). We may email you about Yelp's products, services and local events. You can unsubscribe at any time.

Continue

8. Choose a verification method – it must be an email or phone number you can check to find the code that Yelp will send.

Choose a way to complete your claim

By continuing, you agree to Yelp's [Business Terms](#) and acknowledge our [Privacy Policy](#). You (costakapothanasis@gmail.com) are about to claim Costa Oil - 10 Minute Oil Change - Avon. [Change?](#)

Recommended

Receive a code at business email

Work email
your.name@costaoils.com **Send**

Receive a text at () () () ()

Answer a call at () () () () () ()

9. Hours – when asked for store hours, you can skip this if you are not open yet and add later. There is also an option to set an opening date.
10. After verification, you may see information about advertising on Yelp, including a free credit offer. You will also receive a call / many calls from Yelp sales people. At this time, we don't recommend spending advertising money on Yelp as the ROI is not good. Just tell them no

thank you and to stop pestering you (politely). 😊

Once your location is set up on Yelp, complete any other FREE sections that will help customers understand who you are and how you're better than the competition. Beware of features that Yelp will charge for – you can sign up for these at your own discretion, but again, they are not needed or recommended.

FREE items include:

Add a photo (you can add more than one, but an exterior image is good to start and the Coming Soon image if you are not open yet)

History – You can add a history of the business here. For example:

Costa Oil - 10 Minute Oil Change is the fastest growing oil change only business in the country. We specialize in no appointment, drive through, 10-minute oil changes. In addition to our short wait times, we don't upsell you on products or services you don't need. With top-of-the-line products backed by exceptional customer service, we strive to exceed our customers' expectations with each visit!

Meet the Business Owner – Add a brief bio for yourself and a photo.