



As of January 2019, we do not have a national relationship with Yelp and so FISH HQ is unable to actively manage your local Yelp page. However, we do have a limited partnership with Yelp, so FISH HQ creates a **free Yelp page for each franchise** location when they open. We make sure all your local business information is included on your page.

We send you a link to **claim your local Yelp page**.

Turn ON messages and notifications because you will get leads. You will be responsible for responding to those leads via the page's Inbox.

You will also receive **reviews** on Yelp. Whenever you receive a review on your Yelp page, you will receive an email from SOCi Notifications. For instructions on how to respond to reviews on SOCi, visit The Fishing Hole > System > Marketing > Reviews > SOCi.

Yelp will call you trying to get you to **advertise** with them. Before you sign up for anything, make sure you 100% know what you are signing up for. For more information on Yelp ads, [click this link](#) to visit Yelp's website. (<https://business.yelp.com/products/yelp-ads/>).