

chanel classic medium flap bag

7 steps to selling online with Amazon using Merchant Fulfilled Network (also known as FBA) | Tj T* | BT /

Learn more about shipping rates on the Professional plan

Turn over inventory quickly.

Business email address or Amazon customer account

Provide accurate product listings.

Video

Follow Amazon's returns policies and guidelines for charging restocking fees

See more about delivery expectations for individual sellers.

Download our free retail customer loyalty success guide to learn how to drive cu

stomers back 2x more.

This doesn't mean you should avoid the site completely; in fact, you should

do the opposite and try to understand it. To help clear the waters, here are 5 q

uestions and things you should absolutely know about Yelp as a business owner. T

his info will demystify the review site and let you determine for yourself wheth

er you want to invest in Yelp as a local business.

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Positive reviews should happen organically because customers love your store! Ye

lp does not recommend that you ask customers to write reviews or bribe customers

with discounts – huge no-no. However, you can still attract customers to your Y

elp page by putting a link to your page on your website, on your email signature

, social media, and by encouraging people to check-in to your store. The key is

to spread awareness and engagement.

FUN FACT: What's the secret to the "People love us on Yelp" decal

on store windows? They have to be earned. Yelp gives them out once per year acco

rding to the history and rating of each store. If you feel like you qualify, you

can also try applying for one here.

If this does not work out, you should respond publicly, in a level headed fashio

n. Yelpers are likely to read both the negative review AND the merchant's re

sponse before making up their mind. By explaining the situation and how you have

dealt with this privately, you can make the situation work in your favor by sho

wing that you do care about your customers.

4. Why are some Yelp reviews removed and added to a "not recommended"?

section at the bottom of every business page? Can I remove negative reviews from

this section, even as an advertiser?

FUN FACT: About 22% of "biased" reviews are filtered into "not re

commended." What does Yelp consider a biased review? Reviews from Yelpers w

ith little activity, reviews from the same computer, and reviews that are too ex

treme on either end of the spectrum. Sound unreliable? Many legitimate reviews d

o end up hidden for this very reason.