



Real People. Real Reviews.™

to connect people with great local businesses



 129
 69

Ahnui Y.

7/05/2007

"[Yelp] helped me find my hairstylist, esthetician, veterinarian, therapist..."



Business Owner

Pamela B.

9/12/2007

"My success depends on my dedication and the ongoing personal attention I give to my clients."



We started with user reviews in 2005



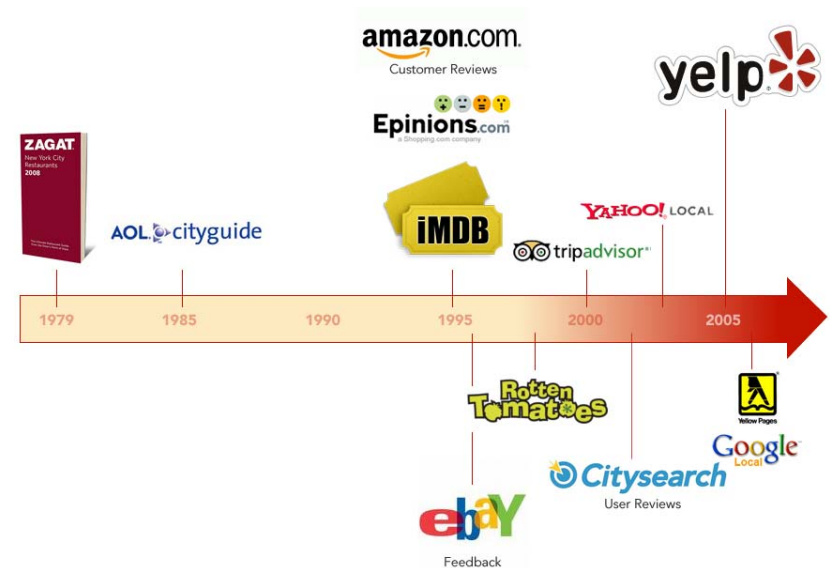
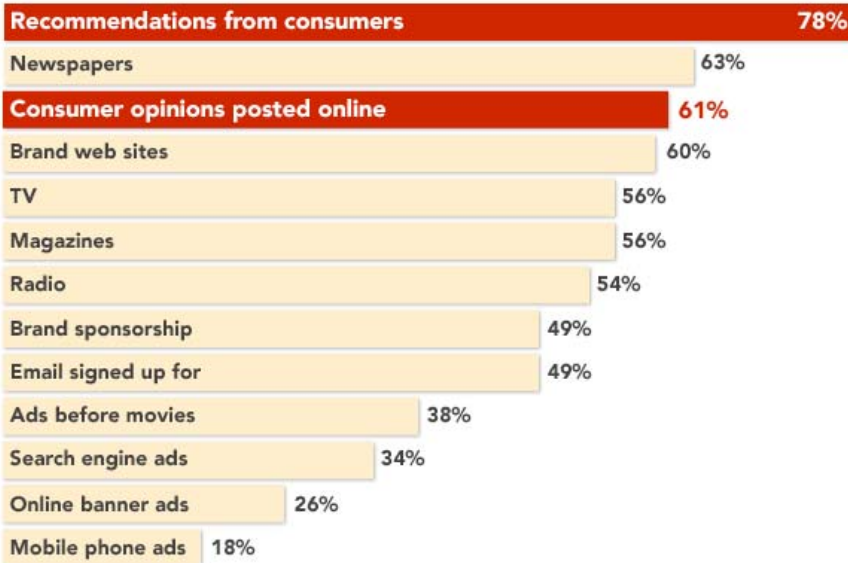
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Consumers value online reviews...

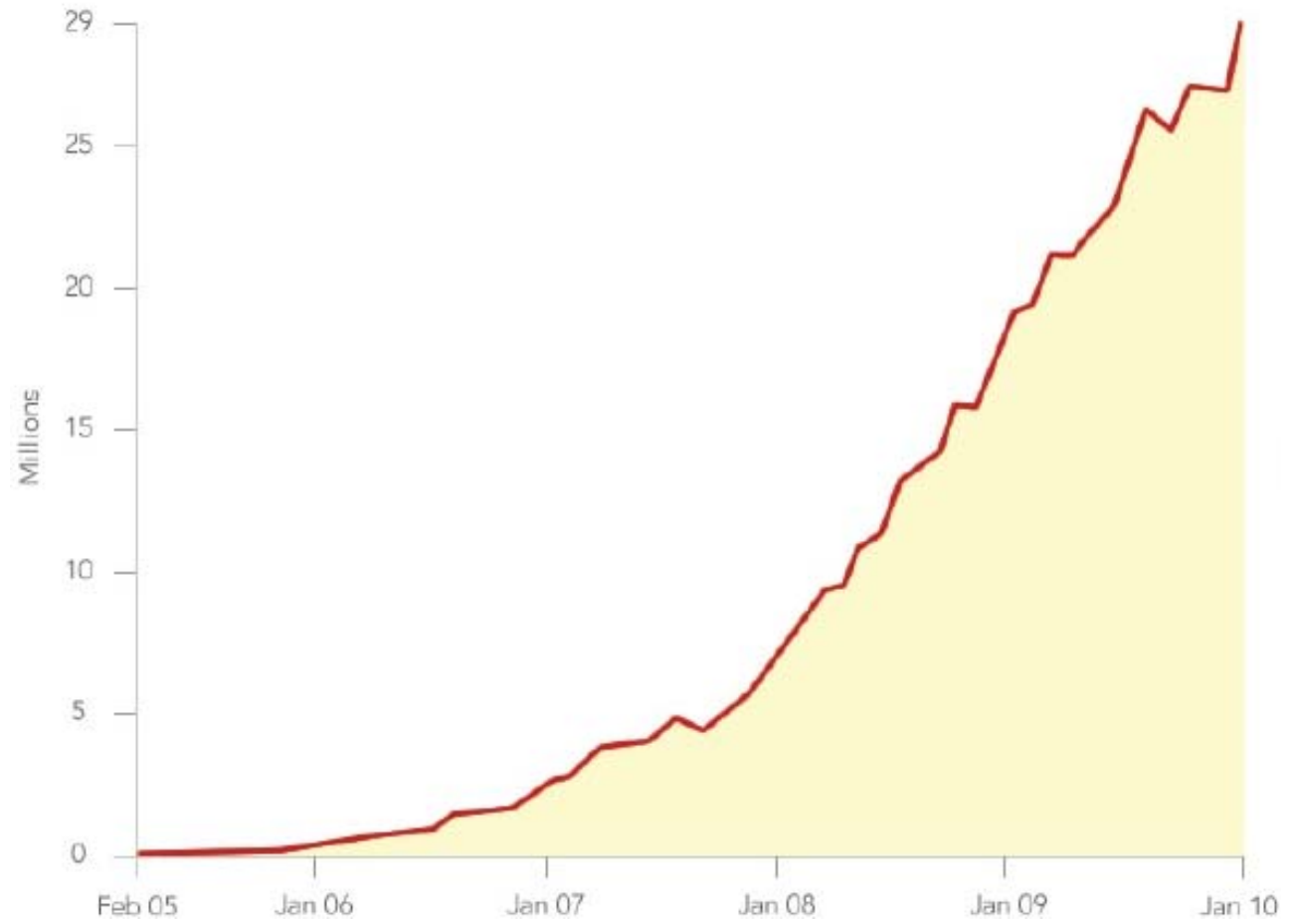
... which is why every major site and local guide has them.

Types of Advertising Trusted by Internet Users

Worldwide, April 2007 (Source: eMarketer)



30 Million Monthly Unique Visitors



Consumers on Yelp are affluent, educated adults



Real People. Real Reviews.™

Age



46%
18-34

36%
35-49

18%
50+

Education



32%
No
College

47%
College
Grad

21%
Grad
School

Income

16%
\$0-30K

22%
\$30-60K

27%
\$60-100K

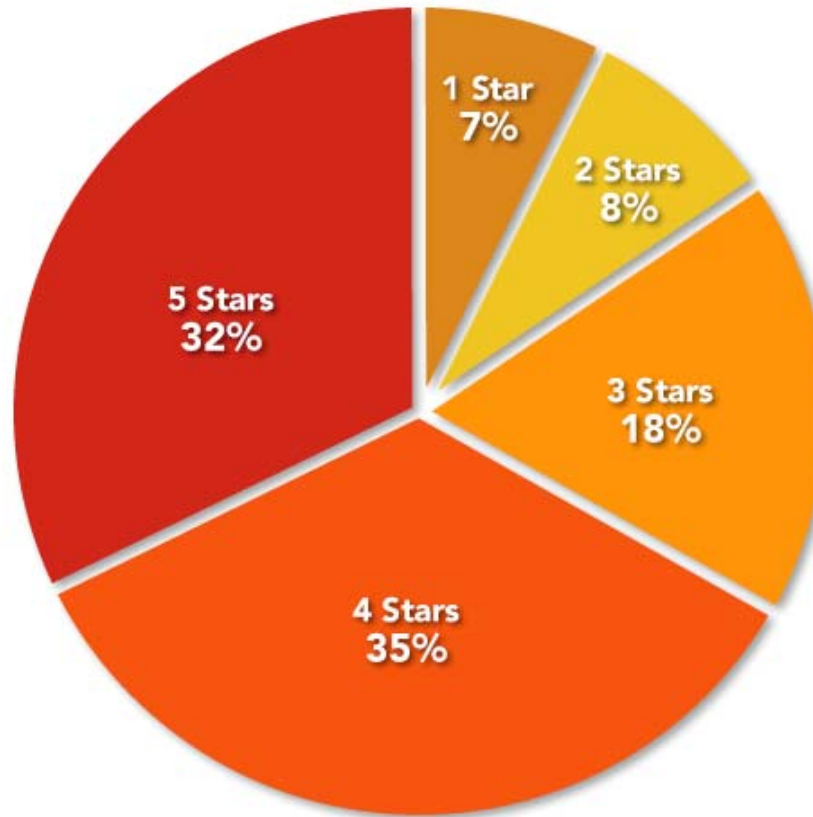
35%
\$100K+

85% of Yelp reviews are positive



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Distribution of All Reviews



Negative reviews play an important role too

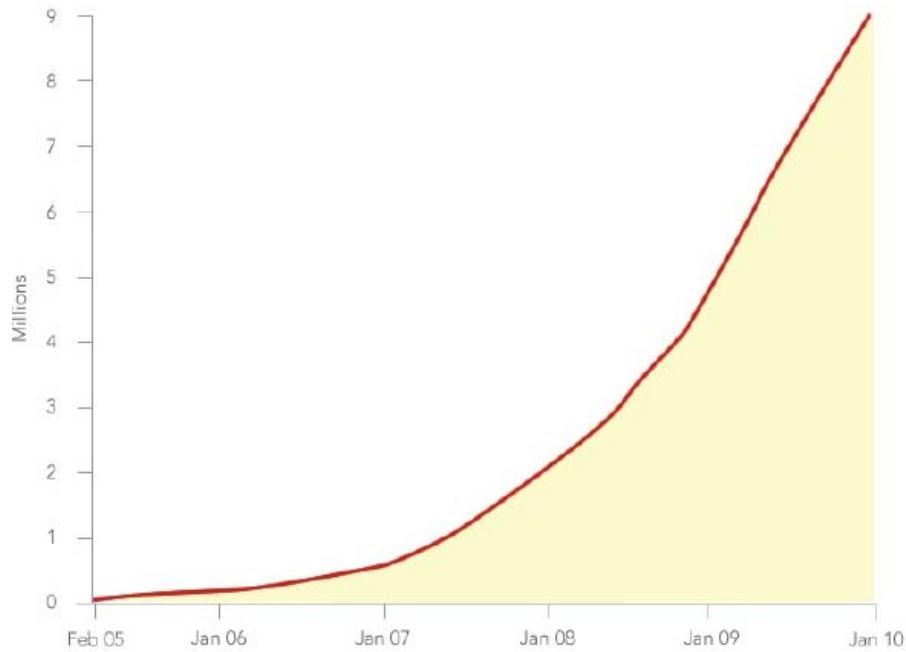
- A variety of experiences is consistent with real life
- You can't please 100% of your customers 100% of the time

9 million local reviews and counting

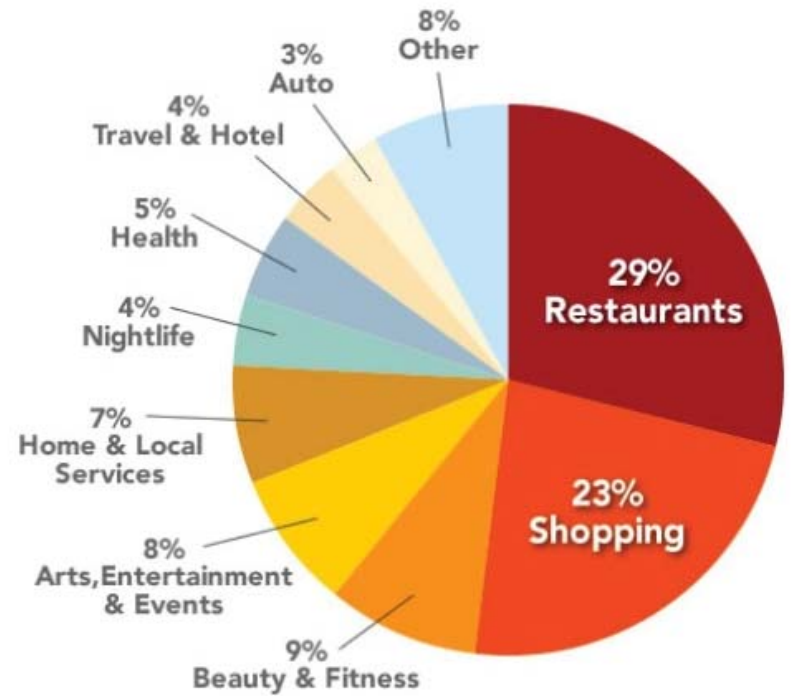


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Local Reviews (9 million)



Business Categories

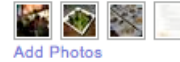


Ocean Bar

★ ★ ★ ★ ☆ 178 reviews [Rating Details >](#)

Categories: [Bars](#) [\[Edit\]](#)

Neighborhood: SOMA
555 Main St.
(between 3rd St. and Howard St.)
San Francisco, CA 94107
(415) 123-5555
www.oceanbar.com



Add Photos

Announce Special Offers

Happy Hour Every Wednesday

Come experience our legendary happy hour that includes \$2 ...
announced 2 days ago [More >](#)

Add Business Hours & Website

Hours:
Mon-Thu 11:00 a.m.-6:00 p.m.
Fri-Sun 11:00 a.m.-8:00 p.m.

Price: \$\$
Accepts Credit Cards: Yes
Wi-Fi: None
Reservations: Yes
Smoking: No

Parking: Street
Good for Groups: Yes
Good for Kids: No
Dress Code: Casual

[Edit business info](#)

[First to Review](#) Megan C.

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[Reviews \(178\)](#)

[About This Business](#)

About This Business Provided by business

[What's This?](#)

Specialties

Ocean Bar is famous in San Francisco our tasty and creative specialty drinks including our mojitos that you can't get enough of. We also have a warm atmosphere and super friendly staff.

History

Founded in 1998
We were founded in 1998 and since then we have become the destination in SOMA for our amazing happy hours. Come in and try out our famous appetizers.

Meet the Manager: Jane S.



"I'm originally from the North-West of the US but decided to move to SF after college. I love the Bay Area and am very proud to have opened a popular bar in the city."

Describe Your Business

Recommend Like-Minded Businesses

Ocean Bar also Recommends...

[Restaurant and Bar](#)

123 Main St.
San Francisco, CA
Category: Asian Fusion ...

"B Restaurant is one of my favorite places in the city, the view from their patio is amazing and their burgers are to die for".

[The Blue Plate](#)

123 Main St.
San Francisco, CA
Category: Asian Fusion ...

"Blue Plate is a great place to grab dinner. I love going there after a long day at work.", Jane D. (business owner)

We also offer search advertising in some cities



Real People. Real Reviews.™

optometrist Washington, DC

Browse Category: Optometrists

Show Filters

MyEyeDr. Sponsored Result
Category: Family Practice
Location: Washington, DC
Special Offer
17 reviews
1800 M Street NW
Washington, DC 20036
(202) 463-6300
www.myeeyedr.com/
In general I'm nervous about going to a store-front ophthalmologist, but I had a minor eye emergency a couple years ago and they were able to see me within hours. As others have...
read more »

1. For Eyes 28 reviews
Categories: Eyewear & Opticians, Optometrists
2021 L Street NW
Washington, DC 20036
(202) 659-0077
working in DC and turned to Yelp for a good optometrist in the area. Needless to say, I was not disappointed. I've been wearing contacts/glasses for about 14 years now so I've dealt with my fair share

2. Barry Ephraim, Optometrist 4 reviews
Category: Optometrists
816 15th St NW
Washington, DC 20005
(202) 628-6465
I am squeamish when it comes to eyes - the thought of glaucoma screening and drops makes me recoil. My visit with Dr. Ephraim was the most (dare I say) pleasant I have ever had with an optometrist

3. David Fissel, OD 3 reviews
Category: Optometrists
Neighborhood: Capitol Hill/Southeast
635 Pennsylvania Ave SE
Washington, DC 20003
(202) 546-2838
Great optometrists. Im basically blind without my specs so I suppose in a manner of speaking these guys save my life every single day. That theyre decent kind people and give great customer service



MyEyeDr.

based on 17 reviews Rating Details »

Category: Family Practice
1800 M Street NW
Washington, DC 20036
(202) 463-6300
www.myeeyedr.com/

\$99 Two Complete Pair of Eyeglasses Inappropriate?
From our Value Eyewear Collection, with single vision CR39 lenses. Offer not valid with other coupons, discounts or vision plan benefits.

Nearest Transit: Farragut North (Red) Farragut West (Blue, Orange)
Hours: Mon-Wed. 9:00 a.m. - 6:00 p.m. Thu. 9:00 a.m. - 6:30 p.m. Fri. 9:00 a.m. - 5:30 p.m.
By Appointment Only: No
Edit Business Info

Send to Friend | Bookmark | Send to Phone | Write a Review | Print

Reviews (17) | About This Business

17 reviews for MyEyeDr. Search Reviews

Sort by: Yelp Sort | Date | Rating | Useful | Funny | Cool | Total Votes | Friends' | Elites'

One of the Business' Favorite Reviews What's This? This business is a Yelp Sponsor

Amy V. 14 144
thriftiness meets refinement
Washington, DC
Compliment | Send Message | Follow This Reviewer

3/12/2009
In general I'm nervous about going to a store-front ophthalmologist, but I had a minor eye emergency a couple years ago



Photo by Lauren W. Add Photos View All Photos

Visitors from Yelp spend twice as much time at MyEyeDr.com than visitors coming from Google.

Show off your reputation across platforms



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Park Slope Eye

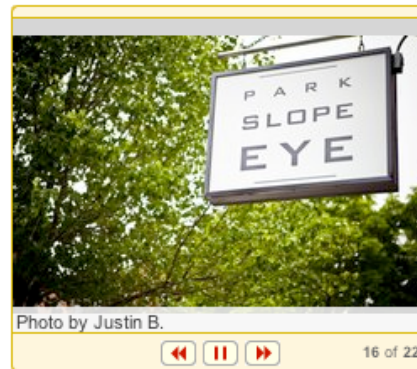
★★★★★ based on 28 reviews [Rating Details »](#)

Categories: [Optometrists, Eyewear & Opticians, Professional Services](#)

Neighborhood: Park Slope
682 Union St
(between 4th Ave & 5th Ave)
Brooklyn, NY 11215
(718) 577-5196
www.parkslopeeye.com

Free \$25 Gift Card!

Free \$25 Gift Card! See: <http://www.facebook.co...> for details!



[Add Photos](#)

[View All Photos](#)



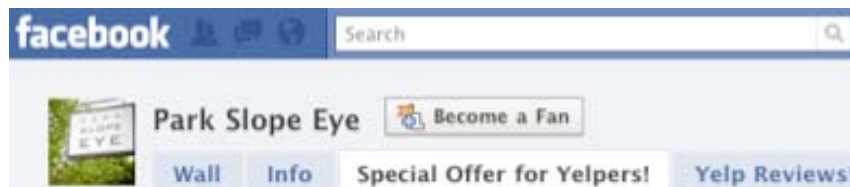
12
 7

Kristin D.
Brooklyn, NY

★★★★★ 9/29/2009

I can't believe I am just now writing this review! I went to Park Slope Eye about a year ago after looking them up on Yelp.

Dr. Bazan is an extremely patient, charismatic and informative doctor and I can't imagine going to a different eye doctor as long as I live in New York.



We love Yelpers because they are such a positive force in our community! We are going!

Customer service is the new marketing



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Lasik Eye Center

★★★★★ based on 69 reviews [Rating Details](#) »

Categories: [Optometrists](#), [Ophthalmologists](#), [Laser Eye Surgery/Lasik](#)

Neighborhood: Koreatown
Lasik Eye Center
3920 Wilshire Blvd
Los Angeles, CA 90010
(213) 384-5222
www.click2lasik.com

Best price for experience in CA!

[Inappropriate?](#)

Always ask specifically for Dr. Joseph Lee! Dr. Joseph Lee is the only lasik surgeon at all three locations (LA, Cerritos, Torrance)

Hours:
Mon., Fri-Sat. 9:00 a.m. - 5:00 p.m.

By Appointment Only: Yes

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69 reviews for Lasik Eye Center

[Search Reviews](#)

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

[One of the Business' Favorite Reviews](#) [What's This?](#)

This business is a Yelp Sponsor



Elite '10

Zizi B.

489

Oh, Zizi, you came and you gave without taking....

221

Santa Monica, CA

[Compliment](#)

[Send Message](#)

[Follow This Reviewer](#)

★★★★★ [Update](#) - 7/11/2008

I keep getting e-mails from friendly Yelpers that want an update on my experience, as they are doing their own research

Dr. Lee estimates that 95% of his Yelp inquiries go through with the surgery, which beats word of mouth referrals.

- The most successful businesses on Yelp focus on providing great customer service, not soliciting reviews. Word of mouth will take care of itself.
- Start using Yelp's free tools today at <http://biz.yelp.com>. Your page will look better, and this can drive new business.

(feel free to email me at paul@yelp.com)

Questions?