What Diners Want Today
...and what they will be seeking tomorrow
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EMAIL ME!
Searches for *Impossible Burger*
What *experiences* inspire us?
What motivates diners to go out to eat

- Spend time with partner or spouse
- Try a new place that opened
- Socialize with friends
- Avoid cooking at home
- Celebrate a personal achievement
- Go on a date
- Celebrate a professional achievement
- Eat by myself
- Meet new people

(Yelp Users vs. General Population)
Searches for **Waitlist** on Yelp
What are diners looking for once they have a seat in your restaurant?
Common Review Keywords

Positive

“Outstanding Service”

“Entire Staff”

Individual names, such as “Robert”, “Ashley”, “Jeff”
Sunday Night Football
30 second ad
Run across 4 games

Monthly Searches for Restaurants on Yelp

72mm

150mm
The majority of Yelp searches are unbranded

98% of the traffic in the top 100 search terms in the Restaurants category is unbranded
The majority of Yelp searches are unbranded

95% of the traffic in the top 100 search terms in the Mexican category is unbranded

Yelp Internal Data
The majority of Yelp searches are unbranded

97% of the traffic in the top 100 search terms in the Chinese category is unbranded
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