

## About Yelp

*Our purpose: **To connect people with great local businesses***

### 10 Things You Should Know About Yelp

1. Yelp was founded in *2004* to help people find great local businesses like dentists, hair stylists and mechanics.
2. Yelp had an average of approximately 108 million monthly unique visitors in Q2 2013.
3. Yelpers have written over *42 million* local reviews.
4. In addition to reviews, you can use Yelp to find [events](#), [lists](#) and to [talk](#) with other Yelpers.
5. Every business owner (or manager) can setup a [free account](#) to post photos and message her customers.
6. Yelp makes money by *selling ads* to local businesses - you'll see these clearly labeled "[Yelp Ads](#)" around the site.
7. Paying advertisers can never change or re-order their reviews.
8. Yelp has an [automated filter](#) that suppresses a small portion of reviews - it targets those suspicious ones you see on other sites.
9. You can access Yelp via [iPhone](#), [Android](#), [BlackBerry](#), and more - see the full list of mobile apps [here](#).
10. The [Weekly Yelp](#) brings locals updates on the latest and greatest business openings & other happenings.