



# Yelp Trust & Safety Report 2020

February 25, 2021 | [trust.yelp.com](https://trust.yelp.com)



# Contents

› <b>Prioritizing Integrity and Quality of Content on Yelp</b>	<b>3</b>
Introduction	
How Yelp Maintains Content Integrity	
Competitor Analysis	
By the Numbers: Yelp's Year at a Glance	
› <b>Alerting Consumers to Potential Misinformation</b>	<b>8</b>
Introduction	
Incidents We Alerted Against	
Media-fueled Alerts	
Suspicious Review Activity Alert	
Compensated Activity Alert	
Questionable Legal Threats Alert	
› <b>Providing Critical COVID-19 Health and Safety Information</b>	<b>12</b>
Introduction	
Updated Information During COVID-19	
› <b>Creating a Fair System to Maintain Content Integrity and Protect Consumers from Being Misled</b>	<b>13</b>
Yelp's Recommendation Software	
Weeding Out Fake Business Pages	
› <b>A Track Record of Putting Consumer Trust and Safety First</b>	<b>15</b>
Investigating and Thwarting Deceptive Efforts	
Accurately Categorizing Businesses	
› <b>Conclusion</b>	<b>16</b>



# Prioritizing Integrity and Quality of Content on Yelp

## Introduction

Yelp’s mission is to connect people with great local businesses. Providing access to reliable and useful information to help inform consumers’ spending decisions is critical to that mission. Our users’ trust is our top priority, which is why we take industry-leading measures to maintain the integrity and quality of content on our platform, while leveling the playing field for hard working business owners who rightfully earn their great reputation.

With more than 224 million reviews contributed since our inception\* and hundreds of millions of photos, Yelp has become the go-to source for information on local businesses of any size, across any category, as the reviews and ratings on Yelp are generally a good predictor of what consumers can expect at the business. As of December 31, our all-time most reviewed businesses by category include home and local services (18%), restaurants (18%), and shopping (16%)\*. The vast majority of reviews are positive — more than half of all Yelp reviews are five stars (51%)\*, with about 76% of all reviews over three stars\*.

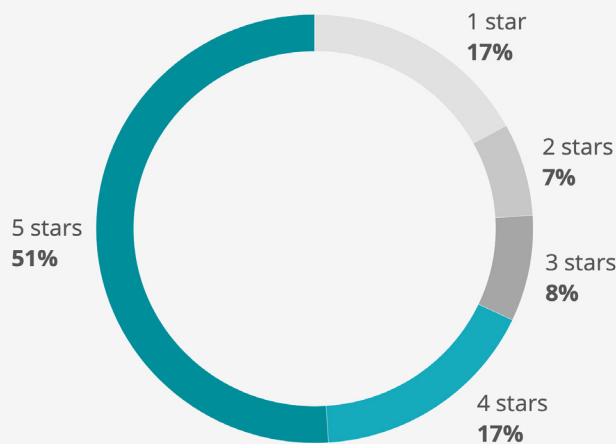
Fake reviews and deceptive behavior are common across the web, which is why we’ve prioritized combating fraudulent conduct since 2005. Unlike other platforms that may have only recently started more seriously policing content in the current age of misinformation, this is something we invested in early on, built our platform around, and established systems and processes that were designed to scale over time. We prioritize identifying and thwarting suspicious or unhelpful behaviors — including attempts at consumer deception, competitor sabotage and vigilante activity in response to recent news events, and more. In fact, [industry pundits](#), [the media](#), and [regulators](#) consistently find that Yelp is one of the most aggressive and successful at identifying and weeding out unreliable reviews.

**224M+**  
**review contributions**

are on the Yelp platform as of December 31, 2020 since our inception (2004)\*.

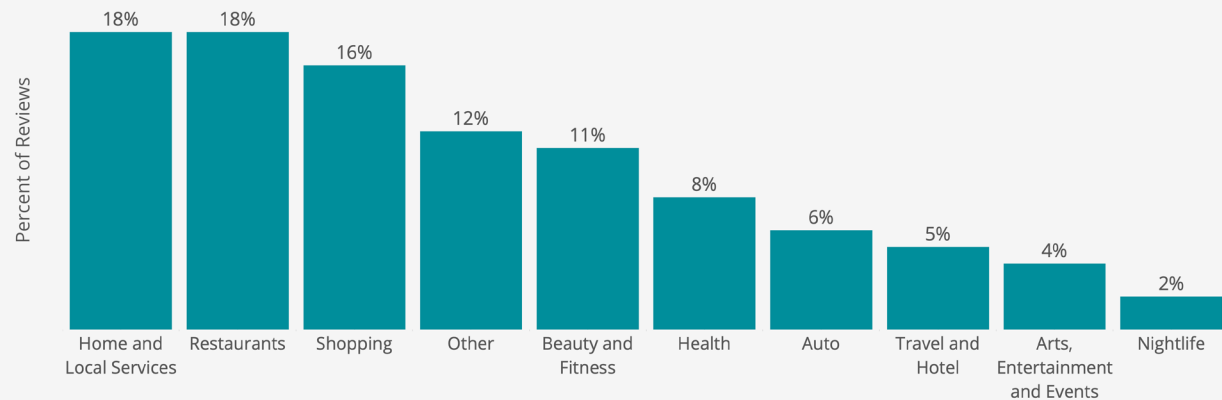
### Star Rating Distribution

since Yelp's inception, as of December 31, 2020\*



### Share of Business Reviews by Category

since Yelp's inception, as of December 31, 2020\*



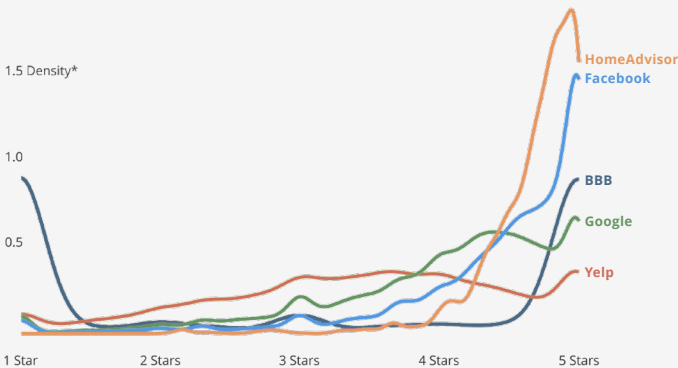
\* Data is sourced globally.



Additionally, in 2020, [FTC Economist](#), Devesh Raval, found Yelp’s review ratings tend to be evenly distributed, whereas other platforms have a skewed rating distribution that favors higher star ratings. According to Raval’s [research](#), the average Yelp review contains nearly 600 characters, whereas 45% of Google reviews contain less than 100 characters, nearly half of which are no-text reviews. The study also finds that the difference between Google and Yelp ratings of low quality businesses stems from Yelp filtering questionable reviews into a separate section of a business page, which doesn’t impact a business’s overall star rating. The researcher also states, “...at least about a quarter of Google reviews for low quality businesses are likely fake.”

## Distribution of Average Business Ratings\*

Across Select Review Platforms



\* Source: Devesh Raval, Federal Trade Commission. September 2020

## How Yelp Maintains Content Integrity










At Yelp, we invest in both technology and human moderation to address and mitigate misinformation on our platform.

- 1 We use automated software systems as our first line of defense.** We’ve developed Trust and Safety software systems that analyze hundreds of signals — from reviews, businesses, and reviewers — in an effort to recommend the most reliable and useful reviews. Our automated [recommendation software](#) detects and mitigates less trustworthy and unreliable activity, helping us to mitigate misinformation at scale. We also have an automated system that alerts us of unusual spikes in user activity on a business’s Yelp page that might be driven by a recent media story.
- 2 We empower our community to serve as an additional layer of oversight.** We provide easy ways for our community of users and business owners to flag content that violates our guidelines, respond to reviews and update business information.
- 3 Our teams of human moderators investigate content and platform activity.** When content is reported to be in violation of our policies, our team manually investigates each complaint and takes appropriate action in response. We also publish [Consumer Alerts](#) on business pages to warn consumers when we learn about egregious attempts to manipulate ratings and reviews.
- 4 We encourage authentic content from the start of the user experience.** For example, we encourage users to complete public profiles to share information about themselves, and have developed the [Yelp Elite Squad](#) to provide recognition to users who are active in the Yelp community and consistently contribute high quality content. Yelp has always been a community-driven review platform — not a place for one-off rants.



The extra measures we take to preserve content quality and integrity on our platform serve to benefit both businesses and consumers, and go beyond what you'll find on other review platforms.

## Competitor Analysis

Content Policies	yelp 	Google Maps	TripAdvisor	HomeAdvisor	OpenTable
Uses automated software to detect suspicious reviews	 <i>Learn more about Yelp's automated recommendation software.</i>	 <i>Learn more about Google's automated detection systems.</i>	 <i>Learn more about TripAdvisor's review fraud detection technology.</i>	?	?
Consumers can see reviews the software identifies as potentially unreliable	 <i>Learn more about Yelp's not currently recommended review section.</i>	✗	✗	?	?
Discourages review solicitation	 <i>Learn about why Yelp discourages businesses from asking for reviews.</i>	✗	✗	✗	?
Alerts consumers of suspicious activity on business pages	 <i>Learn more about Yelp's Consumer Alerts program.</i>	?	 <i>Learn more about how TripAdvisor alerts against fraudulent reviews.</i>	?	?
Alerts consumers of an influx of media-fueled reviews on business pages	 <i>Learn more about Yelp's policy on media-fueled reviews as part of their Consumer Alerts program.</i>	✗	?	?	?

## Trusted Content

Displays restaurant health inspection scores	 <i>Learn more about how Yelp displays data from local health departments.</i>	✗	✗	Not applicable.	✗
Displays COVID-19 health and safety measures	 <i>Learn more about how Yelp allows businesses to update their health and safety practices, and includes user feedback.</i>	 <i>Learn more about Google's health and safety measures for food, retail and hotels.</i>	 <i>Learn more about how Tripadvisor allows businesses to display safety measures they are taking.</i>	✗	 <i>Learn more about how OpenTable allows businesses to indicate their safety precautions.</i>
Allows businesses to display if they are minority- or women-owned	 <i>Yelp allows businesses to self-identify as women-owned, Black-owned, and Latinx-owned.</i>	 <i>Google allows businesses to identify as Black-owned and women-led.</i>	✗	✗	✗

## By the Numbers: Yelp's Year at a Glance

All metrics calculated between January 1, 2020 through December 31, 2020 unless otherwise noted

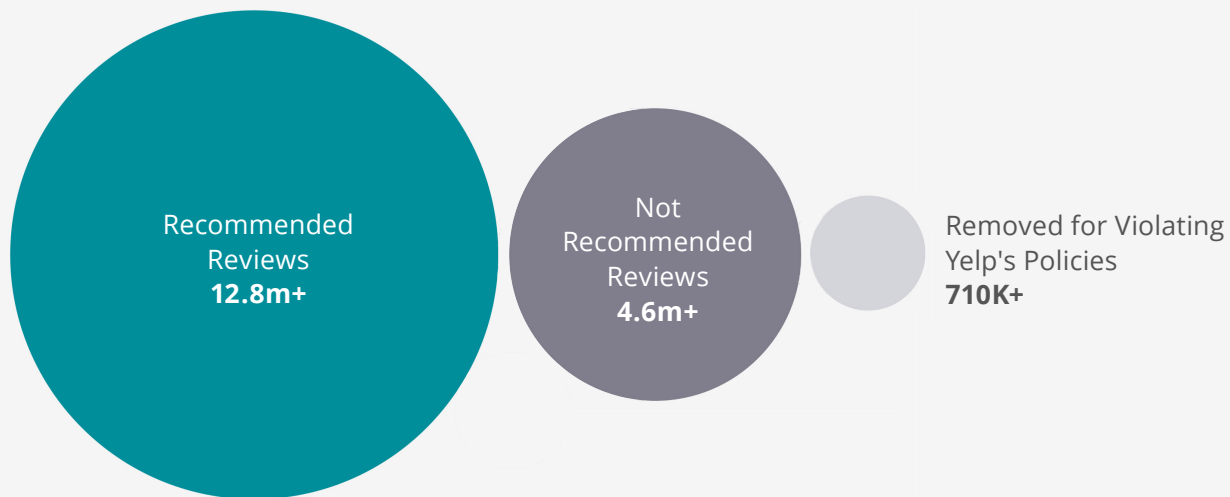
### Yelp's Recommendation Software

Yelp's automated recommendation software regularly evaluates all reviews on our platform, generally on a daily basis. Most reviews are recommended and appear in the "recommended reviews" section of Yelp business pages. Reviews that the software determines to be less reliable and useful — for example, reviews that may be solicited, come from an unfairly biased source (like a business owner or employee) or are written by users we just don't know enough about — are moved to a 'not currently recommended' section and do not factor in to Yelp's overall star ratings. This separate section is still visible to consumers and can be found through a link below the recommended reviews. As the recommendation software is constantly learning and evaluating hundreds of signals, reviews can move back and forth between the 'not currently recommended' section, and the recommended section, over time.

#### Between January 1, 2020 and December 31, 2020:

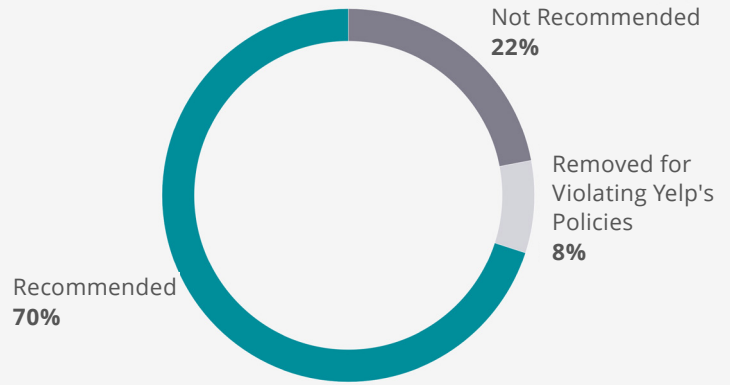
- **12,850,000+** of contributed reviews were recommended<sup>†</sup> (71%)
- **4,600,000+** of contributed reviews were not recommended<sup>†</sup> because our recommendation software suspected the reviews were a conflict of interest, fake, less useful, solicited, or otherwise less reliable (25%)
- **710,000+** of contributed reviews were removed for violating Yelp's policies<sup>†</sup> (4%)

### Breakdown of Contributed Reviews in 2020<sup>†</sup>



### Recommended Review Distribution

since Yelp's inception, as of December 31, 2020\*



**18,100,000+**  
reviews

were contributed to Yelp in 2020<sup>†</sup>.

\* Data is sourced globally and reflects all reviews since Yelp's inception.

† Data is sourced globally and reflects reviews from Jan. 1, 2020–Dec. 31, 2020



## Human Content Moderation at Yelp

Yelp's User Operations team is on the frontlines of protecting data quality, investigating potential fraud, and [moderating content](#).

### Types of Contributions Removed for Violating Yelp's Policies in 2020†



In 2020, we implemented [special COVID-19 content guidelines](#) to protect local businesses from reputational harm related to the extraordinary circumstances of the pandemic.

#### Our COVID-19 content guidelines prohibit certain review content, including:

- Claims that someone contracted COVID-19 from a business or its employees
- Criticism about a business being closed during what would have been their regular open hours before the pandemic
- Criticism of the safety measures a business is taking (for example, requiring that customers wear masks)
- Pandemic-related complaints about issues that are out of a business's control, such as mandatory government regulations

**5,200+**  
reviews

were removed by Yelp's User Operations team for violating our COVID-19 content guidelines between March 1 and December 31, 2020‡.

### Protecting Business Owners and Consumers from Harmful Content

It's critical that Yelp is a safe and welcoming place for everyone, which is why we prioritize efforts to protect businesses from hateful content that might appear on their Yelp business pages.

To thwart potential abuse of the Yelp platform, our systems help detect unusual or suspicious activity. This sometimes triggers an investigation to verify that reviews describe first-hand experiences and do not contain hateful content, in order to maintain the integrity of reviews on business pages.

While the vast majority of business pages submitted to Yelp are legitimate, in a small number of cases malicious actors attempt to create fake business pages in an effort to deceive unwitting consumers. Our teams work continuously to detect these activities to protect consumers from potential scams.

**13,300+**  
reviews

were removed for threats, lewdness, hate speech, or other similarly harmful content‡ between May 25, 2020 and December 31, 2020.

**100,000+**  
user accounts closed

due to suspicious, fraudulent, or abusive behavior‡.

\* Data is sourced from the U.S., Canada, and Australia.

† Data is sourced globally.

‡ Data is sourced from the U.S. only.



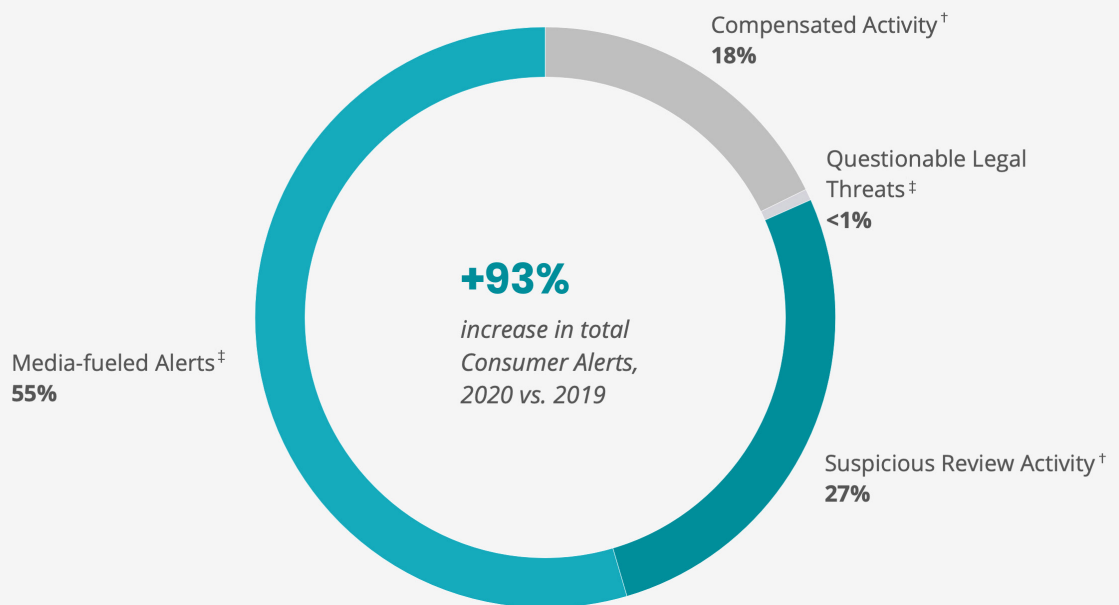
# Alerting Consumers to Potential Misinformation

## Introduction

Yelp is committed to providing consumers with trustworthy, reliable and relevant information to help them decide where to spend their money, as well as leveling the playing field for businesses. In 2012, we introduced our [Consumer Alerts program](#) to warn consumers when we find evidence of extreme attempts to manipulate a business's ratings and reviews. Since then, we've expanded the program over the years to include other egregious tactics that may harm consumers and unfairly put other businesses at a disadvantage. When we issue a Consumer Alert, a warning message pops up over the review section of that business's Yelp page informing consumers about the violation of our policies with a link to view evidence we collected when available.

*"Yelp has one of the most aggressive review-monitoring systems. Consumer alerts pop up on some business's pages warning customers that the venue may be engaging in review manipulation, based on suspicious activity."*  
— [The Wall Street Journal](#), 2019

### Distribution of Consumer Alerts on Yelp in 2020\*



\* Data reflects consumer alerts from Jan. 1, 2020–Dec. 31, 2020. Percentages may not add up to 100% due to rounding.

† Data is sourced globally.

‡ Data is sourced from the U.S. only.





## Incidents We Alerted Against

### Media-fueled Alerts

When a business receives increased public attention, people often come to the business's Yelp page to express their views. However, for Yelp to remain a useful resource to the community, reviews must be based on genuine, first hand experiences. When we see media-fueled reviews, our User Operations team may temporarily disable the posting of content to the page and publish an alert as they investigate the content (even if that means disabling the ability for users to express points of view we might agree with). When we've seen activity dramatically decrease or stop, our moderators will clean up the page so only reviews describing first-hand consumer experiences are reflected. Alerts can appear for days or several weeks; the duration is determined on a case-by-case basis.

- **Unusual Activity Alerts:** We publish Unusual Activity Alerts when a business receives an influx of Yelp reviews that were motivated by a recent news event or social media post rather than actual consumer experiences with the business.
- **Public Attention Alert:** Last summer, in response to our nation's reckoning with systemic racism, we [updated how we approach media-fueled reviews](#) for incidents related to racism. In September 2020, we released a Public Attention Alert to inform consumers when a business receives an influx of Yelp reviews related to the business gaining public attention for either being accused of, or the target of, racist behavior.
- **Business Accused of Racism Alert:** When our User Operations finds resounding evidence of egregious, racist actions from a business owner or employee — such as using overtly racist slurs or symbols — we will escalate the Public Attention Alert to a Business Accused of Racism Alert. This alert will always link to a news article from a credible media outlet so users can learn more about the situation. Incidents that warrant this escalated alert are extremely rare. Out of the many millions of business pages on Yelp, as of December 2020 only two businesses have ever received this alert\*. Incidents where public corrective action was taken, such as an apology or the termination of an offending employee, would not warrant a Business Accused of Racism Behavior Alert.

## 206% increase in media-fueled incidents

on Yelp in 2020 compared to the same time in 2019\* — making our media-fueled alerts 2020's most common type of Consumer Alert.

## 850+ Unusual Activity Alerts

were placed on business pages in 2020\*, resulting in Yelp's User Operations team removing **more than 105,000 reviews** associated with media-fueled activity\*.

## 550 Public Attention Alerts

were published on business pages that were either accused of, or the target of, racist behavior\* between May 25, 2020 through December 31, 2020. This includes actions in response to the Black Lives Matter movement.

\* Data is sourced from the U.S. only.



## Suspicious Review Activity Alert

This alert informs consumers of instances where we uncover a disproportionate number of positive reviews stemming from the same IP address. In [January 2020](#), we expanded this alert to also include instances where we uncover a possible connection to a deceptive review ring. Historically, this has been our most common type of alert, but media-fueled alerts dominated our Consumer Alert program in 2020.

Business pages do not receive this alert simply because customers left reviews while using the business's WiFi (a common misconception). Our team is instead looking for the relatively rare instances where many positive reviews appear to come from a single IP address in a way that shows a concerted effort to inflate a business's overall star rating on Yelp. This is a tactic we see more often in Home and Local Services, Restaurants and Automotive business categories\*. If the offending behavior stops, then these alerts are generally removed after 90 days.

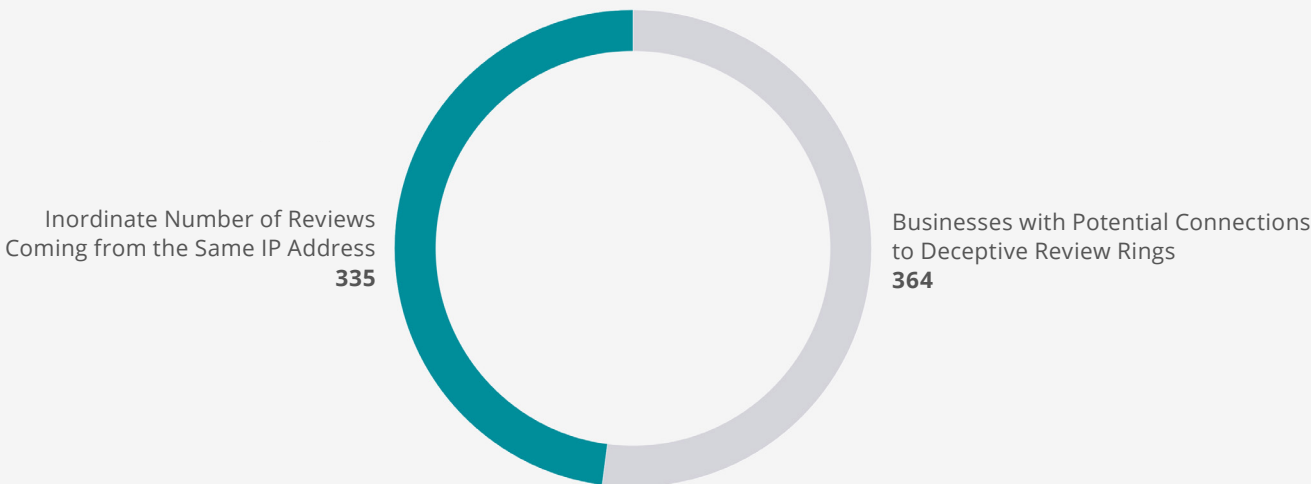
**699**  
**Suspicious Review Activity Alerts**

were placed on business pages in 2020\*.

**1,200+**  
**user accounts closed**

for being associated with review rings since launching the updated Suspicious Review Activity Alert in January\*.

### Suspicious Review Activity Alerts, 2020\*



\* Data is sourced globally.



## Compensated Activity Alert

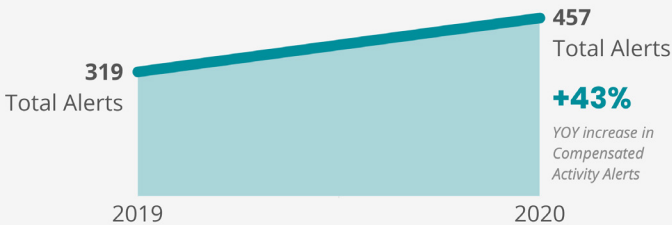
We place this type of alert when someone is caught purchasing or incentivizing people for new or updated reviews, or offering compensation to remove or prevent critical reviews. We primarily rely on our community of users to [report evidence](#) to us, and after a thorough investigation by our User Operations team we may publish this alert on a business page if the situation warrants it. Consumers deserve to know if someone may be unfairly gaining positive reviews or removing critical ones. Some businesses even try to purchase a more favorable rating through cash or other incentives without disclosing they are doing so, a deceptive tactic that violates [Federal Trade Commission](#) regulations.

Some of the most common categories that receive these types of alerts are businesses in the Restaurants, Home and Local Services, and Food categories\*. If the offending behavior stops, then these alerts are generally removed after 90 days.

## 457 Compensated Activity Alerts

were placed on business pages in 2020†.

### Compensated Activity Alerts on Yelp, 2019 vs 2020†



## Questionable Legal Threats Alert

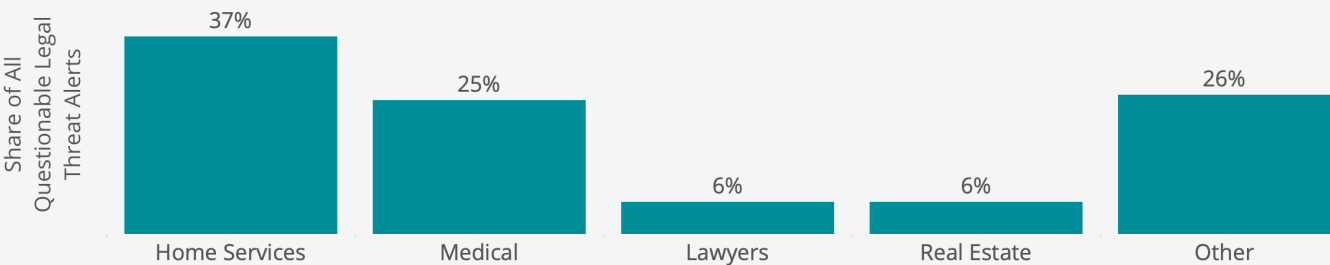
When we receive evidence of a dubious legal threat against a reviewer or a business using a contractual gag clause to prevent critical reviews, we'll issue this alert to warn others that the business may be attempting to abuse the legal system to suppress criticism. This alert is removed on a case-by-case basis.

We regularly engage in advocacy work to protect the First Amendment rights of consumers. For example, in 2016 we supported the passage of the [Consumer Review Fairness Act](#), a federal law that prohibits the inclusion of gag clauses preventing online reviews in consumer form contracts.

## 16 Questionable Legal Threat Alerts

were placed on business pages in 2020‡.

### Most Common Business Categories on Yelp that Received Questionable Legal Threat Alerts, 2020‡



Learn more about Yelp's Consumer Alerts program at <https://trust.yelp.com/consumer-alerts/>.

\* Data is sourced globally.

† Data is sourced globally and reflects alerts from Jan. 1, 2019–Dec. 31, 2020.

‡ Data is sourced from the U.S. only and reflects alerts from Jan. 1, 2020–Dec. 31, 2020.



# Providing Critical COVID-19 Health and Safety Information

## Introduction

Throughout the pandemic we've prioritized building new product features to help businesses and consumers stay connected and communicate important information. Through a new [COVID-19 business updates section](#) we provided business owners with options to communicate how they've updated their operations — from offering curbside pickup or virtual consultation services, to the health and safety precautions they are taking. Beginning in January 2021, we began [displaying user generated feedback on if a user observed, or did not observe](#), the enforcement of social distancing or staff wearing masks at local businesses.

**285,000**  
business pages  
updated

proactively by our moderators to provide more accurate information during the pandemic — whether it was updating hours of operation or publicized health and safety measures.

## Updated Information During COVID-19

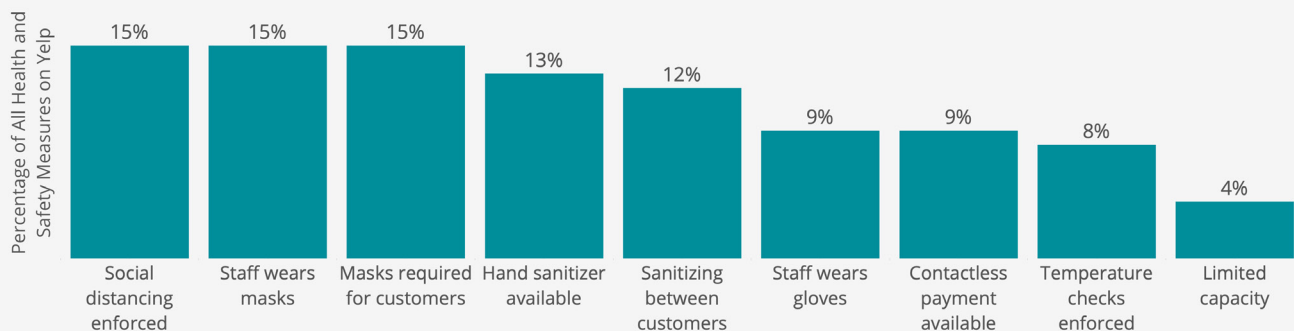
We've seen hundreds of thousands of businesses take advantage of the COVID-19 Updates section on their Yelp business page.

This new section also features a timestamp to show when a business's hours of operation or customized message was last updated. We also proactively updated business pages with important COVID-19 related information based on publicly available sources, including businesses' websites and social media pages.

- **1,500,000+** business pages reflected new operating hours\*
- **450,000+** businesses created a custom message for customers on their Yelp business page\*
- **505,000+** business pages reflected virtual services offered\* (such as consultations, classes and tours)
- **745,000+** business pages reflect health and safety precautions implemented at the business\* (about half of these came directly from the business owner)

## Common Health and Safety Measures Reflected on Yelp Business Pages†

as of December 31, 2020



\* Data is sourced from the U.S. and Canada.

† Data is sourced from the U.S. and Canada and reflect business precautions as of Dec. 31 2020. Percentage distribution only includes businesses that have at least one health and safety measure indicated.



# Creating a Fair System to Maintain Content Integrity and Protect Consumers from Being Misled

## Yelp's Recommendation Software

It's important to create a level playing field for all businesses on Yelp. If a business could give themselves five star reviews or their competitors one star reviews, it would be misleading to consumers and unfair to other businesses. Below are some of the types of reviews that our recommendation software is designed to detect and consider less reliable or trustworthy:

- **Conflict of Interest:** Includes reviews that it suspects may be written by those with undisclosed ties to a business, including competitors, disgruntled employees, friends or family.
- **Solicited:** When it suspects someone associated with a business requested the review. Solicited reviews can create a positive bias that is unfair to other businesses. When asked to write a review by a business, a customer may feel pressure to give the business a higher star rating compared to someone who was inspired to write a review on their own. Businesses also tend to only ask for reviews from customers they know will give them a great rating— at scale, solicited reviews could make review platforms less helpful to all consumers.
- **Less Useful:** Includes rants and raves and otherwise unhelpful information for the community.
- **Less Reliable:** Reviews written by less active users that we don't know enough about to recommend their opinion to our community. These could also be reviews coming from sources where we detect suspicious behavior, such as when a disproportionate amount of reviews come from the same IP address.

When co-founder and CEO Jeremy Stoppelman started Yelp, he invested in engineering efforts to surface the highest quality and most reliable content to consumers. Coming from PayPal, he saw the challenges that came with thwarting fraudsters and scammers on a regular basis. Realizing some people may also try to game Yelp's review system, he prioritized putting scalable systems in place to mitigate misinformation on the platform.

Yelp's Trust and Safety team is focused on building and maintaining systems, including Yelp's automated recommendation software, that protect the integrity of the consumer and business owner experience on Yelp. This team is primarily composed of seasoned engineers, including PhDs in areas like computer science or mathematics that have to sign special NDAs to minimize the risk that others, even internally at Yelp, might learn how to game Yelp's recommendation software

**4,600,000**  
**reviews were not**  
**recommended**

automatically by our recommendation software as of December 31, 2020, for all reviews contributed in 2020\*.

*"[Yelp] also surfaces reviews algorithmically via recommendation software. It segregates reviews that the software flags for being solicited or biased, or because it doesn't know enough about a user... [The review filter] has also led to a rash of false conspiracy theories (covered previously by BuzzFeed News) that the company takes down good reviews in order to get businesses to buy ads. It also means Yelp leaves money on the table — it could easily juice engagement and user numbers if it took a less aggressive approach to policing content. But here's the thing: It works."*

— [BuzzFeed News](#), 2019

\* Data is sourced globally.



At Yelp, we take fairness and integrity very seriously. That's why no employee has the ability to override our software to recommend or not recommend any business's reviews — even the engineers who built the algorithm cannot manually change the recommendation status of reviews for a particular business. Additionally, there's never been any amount of money a business can pay Yelp to alter their reviews or ratings, as reviews for Yelp advertisers and non-advertisers are treated exactly the same. Accusations to the contrary have been repeatedly investigated and rejected over the years by [government agencies](#), in [multiple courtrooms](#), by [independent scholarly studies](#) and even in the [media](#).

Learn more about Yelp's recommendation software at <https://trust.yelp.com/recommendation-software/>.

*"Yelp presented substantial evidence of the constant human and technological efforts made by Yelp employees, including engineers, to ensure that real people with established profiles are writing the top reviews, and that business owners and employees are not writing their own biased or inaccurate reviews of their businesses or the businesses of their competitors. Consequently, the evidence at trial did not support the claim that Yelp was not always working to give consumers the most trustworthy and unbiased reviews."*

— Superior Court of California in [Demetriades v. Yelp](#) case, 2019

## Weeding Out Fake Business Pages

Although rare, people sometimes try to set up fake business pages on Yelp. These "lead generators" and other bad actors attempt to create several business pages, take the leads generated and auction them to unlicensed contractors, who may then trick consumers into paying exorbitant amounts for their services. These fake businesses are often found in categories like Locksmiths and Appliance Repair, which are also categories where consumers may be most vulnerable because they require entry into their own home.

Yelp's User Operations team works to block these bad actors from joining the Yelp platform in the first place. A specialized team monitors when a new business page is submitted to Yelp. By evaluating user-generated content, leveraging detailed first-person research, and even calling the business directly, they focus on catching these fake businesses and blocking or removing them from Yelp.



# A Track Record of Putting Consumer Trust and Safety First

## Investigating and Thwarting Deceptive Efforts

In late 2019, we worked with a third-party to evaluate how the fraudulent review industry in the U.S. values Yelp reviews online and on dark web marketplaces. Most notably, there's been a decline in providers offering to place fraudulent Yelp reviews, likely due to Yelp's extensive Trust and Safety measures, like our recommendation software, that make it more difficult for vendors to guarantee results. The research found that many veteran review vendors preferred to publish paid reviews on other platforms, claiming Yelp's infrastructure has made it difficult to have Yelp recommend their deceptive reviews. Some illicit review sellers even insisted that clients seeking Yelp reviews pay significantly more, to make up for the increased effort in trying to generate fake reviews that can get past Yelp's automated systems.

Reputation management companies that claim to help businesses get more positive reviews and improve their ratings are constantly evolving their tactics in an effort to deceive consumers. This is why we conduct investigations to thwart these efforts, and keep our platform fair for businesses that play by the rules. Google, on the other hand, profits from these efforts – a Google search for “get more 5 star reviews” will surface several ads for these types of companies.

## Accurately Categorizing Businesses

We'll occasionally uncover wide-scale attempts to mislead consumers, simply by categorizing their business as something they're not. We proactively moderate this type of behavior and take action by manually recategorizing businesses to help consumers find the services and businesses they're looking for, and mitigate efforts to misinform.

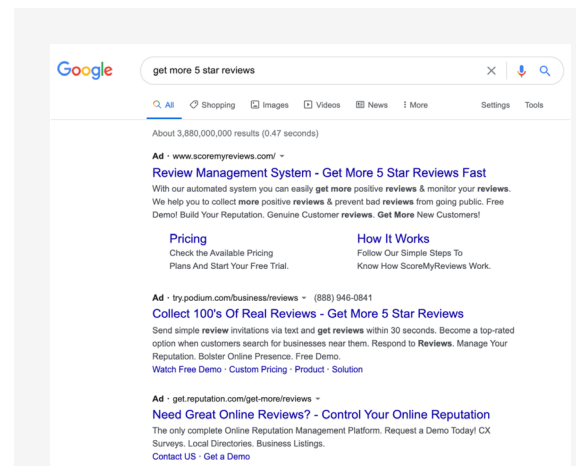
In the summer of 2018, after learning that some crisis and faith-based pregnancy centers were misleading people seeking out abortion care — a critical medical procedure and sensitive topic — our User Operations team manually investigated more than 2,000 business listings to verify that our platform was accurately representing the services these clinics offered\*. Yelp regularly audits business information, so when we found that a clinic did not offer actual abortion services, they were re-categorized as either “Crisis Pregnancy Centers” or “Faith-based Crisis Pregnancy Centers.”

*“Yelp made a concerted effort last summer to ensure the business review site was delivering accurate results when people turn to its platform to find abortion care. Google, meanwhile, struggles to explain why it directs those seeking abortion services to clinics that offer misinformation about abortion and don't offer the service.”*

— [Rewire News Group](#), 2019

## 35 of 36 fraudulent review vendors were caught through an investigation

The reviews posted were identified as untrustworthy by Yelp's automated recommendation software within four days (or 97%) and were not recommended (Investigation conducted in September 2019)



Screenshot taken on November 24, 2020

## 2,000 businesses recategorized

by Yelp's moderators for misleading women to believe they offered abortion services when they were in fact faith-based, anti-abortion or pro-life health clinics.

\* Data is sourced from the U.S. only.



## Conclusion

While looking for the best pizza place near you may be important for your Friday night dinner, every day people are making critical and sometimes sensitive searches on Yelp – whether they’re looking for locksmiths after accidentally getting locked out of their homes, local mechanics to help them get to work on time, or in search of the best pediatricians or mental health specialists in their neighborhoods. When consumers need to make important decisions about which local business may best suit their needs, it’s critical that they can trust the reviews they read on Yelp to reflect real customer experiences. That’s why Yelp has spent over a decade developing technology and policies to cultivate helpful and reliable content on our platform.

For some business owners, managing an online presence may seem intimidating and, at times, overwhelming. At Yelp, we work to make the process as easy, intuitive and seamless as possible. Over the years, we’ve introduced a number of free products and features to streamline the management of a Yelp business page. And behind the scenes, we’ve been protecting local businesses for more than a decade by making sure the businesses with the most resources or marketing dollars can’t manipulate their reviews to put their competitors at a disadvantage, and by mitigating misinformation attempts from malicious actors who try to game our system. For more information on how to navigate the Yelp platform like a pro, business owners can learn more by reading our [Business Blog](#).





## **Trust & Safety Report 2020**

For media inquiry, email [press@yelp.com](mailto:press@yelp.com).