Developers   Log In   [Sign Up]

Display Requirements

Understand how to display the Yelp Logo and Content
Find brand assets for use on your app and website
Guidelines for acceptable use of the Yelp API

Yelp Developers

Get started

API console

Documentation

Display requirements

Support group

Code samples

Yelp Platform

Yelp Open Source

FAQ

Yelp Engineering

Engineering Events @ Yelp

Terms of use

The API should be used in ways that complement Yelp's own services, which allows for a wide range of use cases. We encourage you to use the API in useful, funny and cool ways, but we also want it to carry with it certain qualities of the Yelp user experience. To that end, we have the following requirements in addition to those explained in the API Terms of use:

These are required:

• Wherever you display information from the API, you'll also need to display our logo (see below) in a manner that's obvious to the casual user that the information originates from Yelp.

• Fully attribute your use of our content by linking directly to the applicable Yelp pages.

• You always need to display our aggregate star rating graphics and the number of reviews on which they're based.

• If you display Yelp Deals or Yelp Certificates, you must attribute each Yelp Deal or Yelp Certificate to Yelp by displaying our logo or our name "Yelp" in text next to each Yelp Deal or Yelp Certificate.

• You are not required to show review excerpts, but if you do, include a "read more" (or similarly worded) link at the end of the excerpt to the corresponding full review. If you don't display review excerpts, you'll need to include a "read reviews" or similar unambiguous link to the corresponding business profile page on Yelp's site. **Please note additional guidelines for mobile apps, further down the page.**

• If you're showing review content from multiple providers, reviews should be displayed in chronological order across providers (most recent first), or Yelp content should be the first provider shown.

• If you're using Yelp in a mobile application or for business owner tools (such as reputation management), see the additional terms below.

These are prohibited:

• Don't just recreate the functionality of Yelp's own website or mobile apps. If you're thinking about using our API to build a site where people review great local businesses, there's a rad site for that already!

• Don't store any information from the API. Business ID information may be stored for back-end matching purposes only, but if your app otherwise requires caching beyond the duration of a user session it will require specific approval beyond the scope of the Terms of Use. Please email api@yelp.com with questions.

• Don't make scheduled or batch calls to the Yelp API without written authorization from Yelp. API calls should only be generated at the point of user inquiry.

• Don't aggregate or blend our star ratings and review counts with other providers. You may show content from multiple providers, but Yelp data should stand on its own. For example, you may not average Yelp business ratings with other providers to show an overall score.

• Don't selectively show only positive or negative review excerpts. If less than all review excerpts returned by the API are shown, chronology should be the only selection factor.

• Don't alter our logo, graphics, or any of the other information from the API.

• You can monetize your apps and sites to your heart's content -- we don't require any sort of revenue share - but don't create tools for sale that extend Yelp functionality (such as Facebook integration).

• Don't "white-label" our Yelp Deals or Yelp Certificates. Yelp Deals and Yelp Certificates must be clearly attributed to Yelp.

Additional Requirements for Mobile Uses:

• While you can display overall ratings and review counts, you can't display our review excerpts, except by framing the Yelp mobile site within an in-app browser. Otherwise, you'll need to include a "read reviews" or similar unambiguous link to the corresponding business profile page on Yelp's mobile site, as returned by the API.

• On platforms where Yelp also has a mobile application, we may require you to link directly to our application instead of our mobile site.

• Don't enable/allow users to generate rating content for businesses similar to Yelp content.

• When linking to our mobile site, don't block or obscure the "Download Yelp App" link.

• Have clear Yelp branding at the top of app/mobile pages where you're using and/or incorporating content from the API, visible without scrolling. Attribution to Yelp should appear as soon as Yelp content does.

Additional Requirements for Business Owner Tools:

- You must show whether or not a business has been claimed on Yelp, using the claimed parameter in the APIv2 Business function.
- You must include a link to biz.yelp.com where the business can claim their Yelp page, and any links such as "Reply to this review" should point to biz.yelp.com as well.
- You must show the Yelp logo alongside any content from Yelp.
- Do not enable re-sharing of Yelp content (to Twitter, Facebook, or elsewhere) or republish a stream of Yelp review content.
- Do not incorporate Yelp information into rating trends, perform semantic analysis on content, or suggest the ability to remove negative reviews.
- Depending on your site, we may require access to an account to view information as you're presenting it.

Yelp Branding

One of the following buttons must be used when fulfilling the Yelp Display Requirements detailed above. Fully attribute your use of our content by linking directly to the applicable Yelp pages.
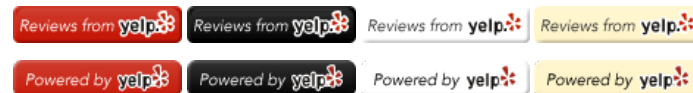
The following Yelp-branded stars sprite must be used when representing a Yelp rating. Generic or un-branded stars are not permitted.

Got questions about any of this? Ask away on our Google Group or email api@yelp.com with questions.

About

About Yelp

Careers

Press

Investor Relations

Content Guidelines

Terms of Service

Privacy Policy

Ad Privacy Info

Discover

The Weekly Yelp

Yelp Blog

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Yelp Mobile

Developers

RSS

Yelp for Business Owners

Claim your Business Page

Advertise on Yelp

Yelp SeatMe

Business Success Stories

Business Support

Yelp Blog for Business Owners