

Yelp Sues Misleading Reputation Management Company, RevLeap

RevLeap was sued by Yelp! Inc, for encouraging business owners to blatantly violate yelp's Terms of Service.

LOS ANGELES, CALIFORNIA, UNITED STATES, August 1, 2015 /EINPresswire.com/ -- Yelp arguably has never lost a lawsuit. They have a very solid case every time they come to the courtroom. After repeatedly telling RevLeap to stop engaging in activity on Yelp that violates the Terms of Service, they finally received a subpoena.

RevLeap stands little chance against Yelp's Legal Onslaught, and they even tried to raise funds for Legal Fee's: <http://www.gofundme.com/RevLeap>

They were only able to raise \$2500 out of \$100000.

The Lawsuit can be seen here:

<http://www.yelpblog.com/files/2015-02-13-filed-revleap-complaint.pdf>

You can see that Yelp not only wants an injunction placed on the business, but Monetary damages. Although it doesn't clarify the amount, one could presume it would be enough to clear out the bank.

Business Owners should be wary of companies promising to be able to get reviews to stick. Only Yelp's recommendation software is qualified to give that determination. Marketing Companies should learn from RevLeap's example, as best practiced methods DO NOT include compensating anyone in any way to write a review on yelp.

Business Owners should also be wary of companies promising to be able to remove bad reviews. Only Yelp's administration can remove bad reviews if they violate Content Guidelines, or Yelp's Terms of Service. Marketing Companies have to watch how they coin their advertising of their Reputation products.

Business Owners should be the most wary about business that offer to post fake reviews. There are too many way's to get your customers to share their experience online. Business owners should also not be giving any kind of compensation to remove a review, as that is also in violation of Yelp's Terms of Service.

When it comes to generating new reviews, www.ReviewBuzz.com has the best practiced methods.



Curtis Boyd - CEO of Future Solutions Media

When it comes to dealing with reviews already written, www.FutureSolutionsMedia.com has the best practiced methods.

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This press release can be viewed online at: <http://www.einpresswire.com>

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