

Microsoft's Bing adds Yelp to power local search

June 14 2012



Microsoft's Bing search engine tied up with the business review firm Yelp to power local search in a move countering similar offerings from Google and Apple.

Microsoft's Bing search engine tied up Thursday with the business review firm Yelp to power local search in a move countering similar offerings from Google and Apple.

The two companies said [Yelp](#) content including review snippets, photos, business attributes and more, will be featured as part of Bing search.

The announcement comes after [Google](#) said it was adding local restaurant reviews from Zagat in a revamped local [search feature](#) and Apple unveiled its own [mapping service](#) that can perform similar functions.

The services are used by mobile and computer users seeking local restaurants, hotels or other services.

"Yelp has become the leading destination for local information and we're thrilled that established brands like Bing recognize the value that Yelp communities bring to the local search experience," said Jeremy Stoppelman, chief executive and co-founder of Yelp.

"We are excited to see how Bing fans respond to this new local search experience powered by Yelp."

"Whether it's discovering the right restaurant, planning the evening's entertainment or finding local services, Yelp has emerged as a proven and trusted resource," said Mike Nichols, general manager of Bing.

"Enabling people to do more with search involves building a spectrum of features and data that people trust, and teaming up with Yelp is another important step in helping Bing deliver great value to customers."

(c) 2012 AFP

Citation: Microsoft's Bing adds Yelp to power local search (2012, June 14) retrieved 26 June 2024 from <https://phys.org/news/2012-06-microsoft-bing-yelp-power-local.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--