



How-To Guide: Google+ Local Pages

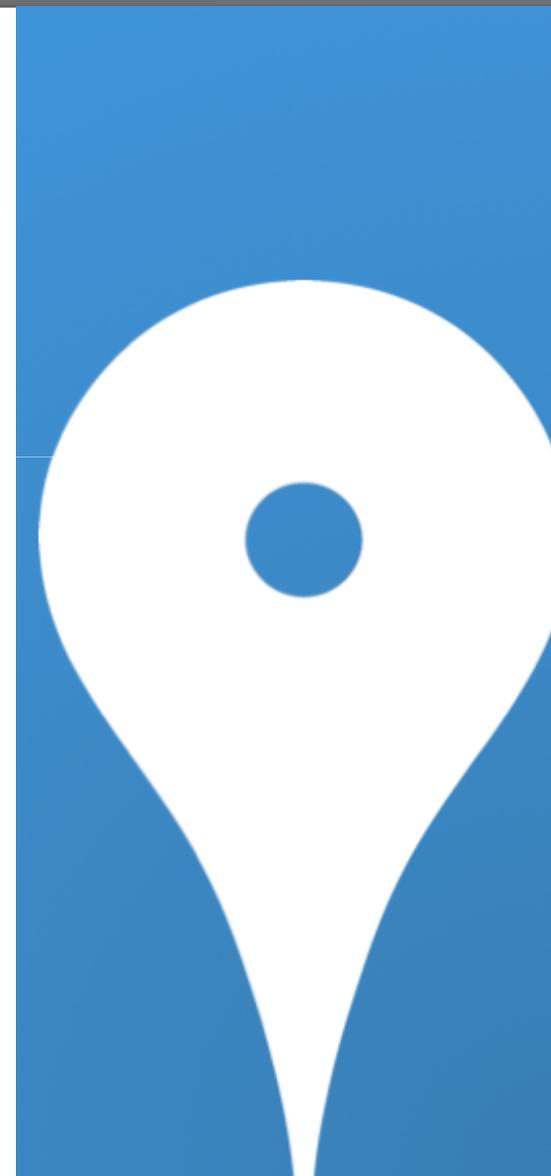
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What's Changing

- With the release of Google+ Local, we're connecting the millions of people on Google+ with local business around the world.
- These updates focus on four main improvements:
 - **Creating a simpler, more streamlined layout and design** for your business listing that better organizes the information on the page and puts more focus on reviews and photos.
 - **Improving the way people share and discover businesses** by highlighting reviews and photos written by friends and experts they trust.
 - **Adding Zagat scores and summaries** for millions of places around the world and moving our rating scale to Zagat's expressive 30-point scoring system that provides more precise and explanatory ratings.
 - **Enhancing the local search and discovery experience across Google**, by creating a seamless integration across Google.com, Google Maps, Google+ and mobile.



Simpler, streamlined layout

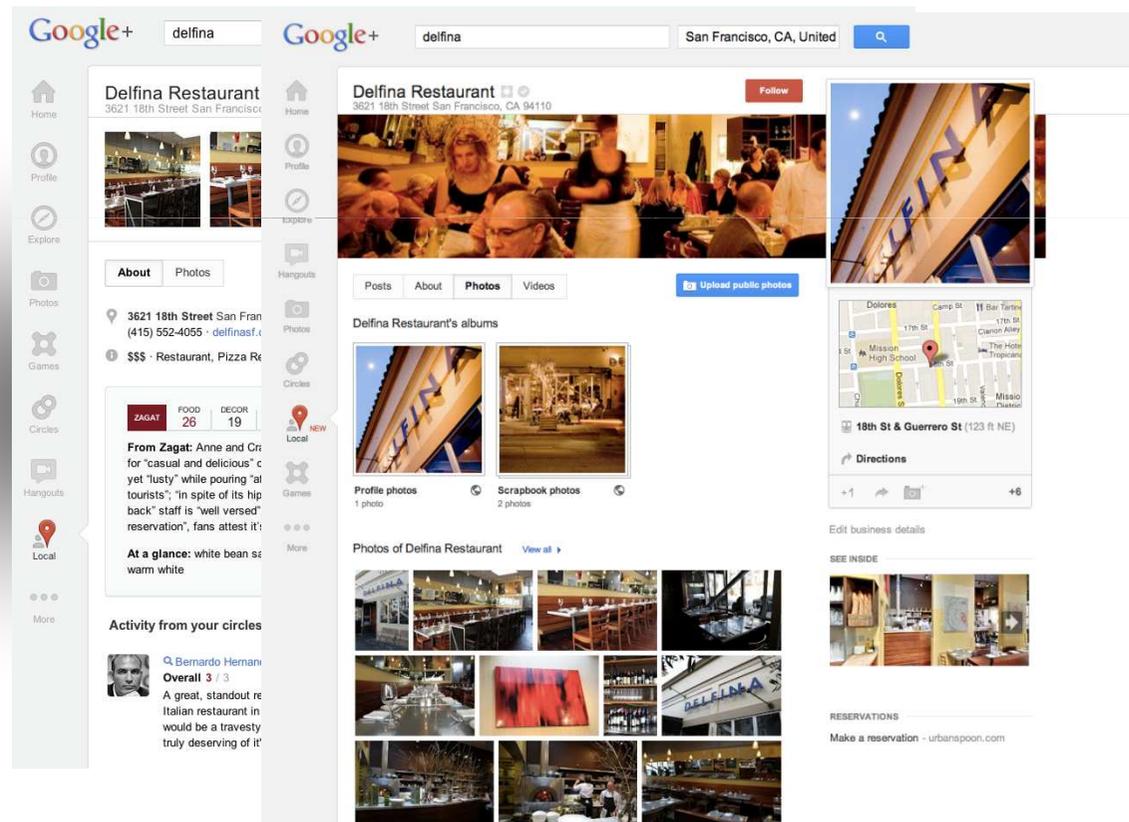
Google+ Local Pages



New, streamlined experience for your customers

The first thing you'll notice is the new layout and design of your business listing. All your basic business information is still available but by streamlining the layout and putting more focus on photos and reviews, we hope to create a simpler, more engaging experience for your customers that helps your business stand out.

- **Basic information and reviews placed front and center**
- **More focus on photos to help make your listing come to life**



Discovery powered by Google+
connections

Google+ Local Pages



More impactful reviews from friends and people you know

Your customers can now see local reviews written by people they know and trust. Activity from people in their circles, including reviews and check ins, will appear in a dedicated section above other activity making it easy for them to see the information most relevant to them.

Activity from your circles



[Bernardo Hernandez](#) reviewed 2 years ago

Overall 3 / 3

A great, standout restaurant in the Mission. While it may be weird for some to see an Italian restaurant in the Mission, letting that, or anything, deter you from eating here would be a travesty. Some of the best Italian food I have had anywhere in the US and truly deserving of its James Beard Award

Google+ Local Pages

Recommendations from top reviewers and local experts

When people first arrive on the Google+ Local tab, they'll get personalized recommendations from top reviewers making it easier for them to discover great new places in their neighborhoods. At a glance, they'll be able to see what's hot in their area and learn more with scores and reviews.

- See and scroll through recommended places
- See reviews from 'top reviewers' who are local experts

The screenshot shows the Google+ Local interface for San Francisco, CA. The search bar at the top contains "San Francisco, CA, United". Below the search bar, the page is titled "Recommended Places near San Francisco, CA".

The main content area features several place cards. The first card is for "Zuni Cafe", which includes a photo of the building, a ZAGAT score of 25, and a price range of \$52. A snippet of a review from Judy Rodgers is visible: "From Zagat: Surveyors 'always count on' Judy Rodgers' 'perennially awesome' Hayes Valley 'golden oldie' for 'dependably delicious', market-driven Med meals, a 'buzzing crowd' and a 'zinc bar worth coming early...". Below the card is a "Publish your reviews" button.

Below the main card, there are sections for "From top reviewers" and "Japanese restaurants". The "From top reviewers" section shows a smaller card for "Zuni Cafe" and a card for "Magnolia Gastropub and Brewery" with a ZAGAT score of 20 and a price range of \$52. The "Japanese restaurants" section shows a card for "Ozumo" with a ZAGAT score of 23 and a price range of \$54, and a card for "Sanraku" with a ZAGAT score of 22 and a price range of \$54.

The left sidebar contains navigation icons for Home, Profile, Explore, Photos, Circles, Pages, Local, and More.

Zagat scores and summaries

Google+ Local Pages

Zagat

For years, Zagat has provided trustworthy, concise, user-generated reviews, and we are excited to bring these to Google+ Local. We've also updated our scoring system to Zagat's time-tested 30-point scale, so that users can better share their view about what makes a place unique.

Users can rate each business on a scale of 0-3. We then average out all user scores and multiply them by 10, producing an aggregated score between 0-30.

➤ Customers can learn more about your business' food, service, and décor than they can with a single 5-star scale.

➤ Convenient and concise Zagat summaries of reviews from real people.

Delfina Restaurant

Restaurant · 3621 18th Street, San Francisco, CA · (415) 552-4055 · \$\$\$

ZAGAT	FOOD	DECOR	SERVICE	COST	1084 reviews
	26	19	23	\$48	

From Zagat: Anne and Craig Stoll's "hugely popular" Mission trattoria is the "place to be" for "casual and delicious" dining, turning out Northern Italian fare that's "nothing fancy" yet "lusty" while pouring "affordable" wines in a "vibrant atmosphere" far "away from the tourists"; "in spite of its hipster rep", "the crowd defines the word diverse" and the "laid-back" staff is "well versed", so while it's "always packed" and "still impossible to get a reservation", fans attest it's "worth" "everything." [Less](#) ↗



More seamless integration

Google+ Local Pages



Seamlessly integrated across Google

Your customers can find your business in the products they already use every day. Customers can search on Google.com and Google Maps, explore neighborhoods and categories on Google+ Local, and take it all on the go in Google Maps on Android.



Google+ Local Pages



Searching on Google.com and Google Maps

As always, your customers will be able to find your business listing simply by entering a search in either Google.com or Google Maps. But now, they'll get additional information including photos, reviews and directions more easily. With one search, they'll be able to learn more about your business making it faster and easier to make a decision.

Google.com

The screenshot shows a Google search for "restaurant san francisco" with 5 results. The top result is "Delfina Landing Page" with a link to www.delfinasf.com/ and a snippet: "The Mission's first-rate neighborhood Italian joint - It's comfortable and consistent. A bustling ... Zagat: 26 / 30 - 1,084 Google reviews". Below the search results is a sidebar with "Advanced search" and "Search Help" links. The main content area shows a map of the restaurant location, photos of the interior and exterior, and a ZAGAT rating of 26 for Food, 19 for Decor, and 23 for Service, based on 1,084 Google reviews. A snippet of a review from Anne and Craig Stoll is visible: "Anne and Craig Stoll's 'hugely popular' Mission trattoria is the 'place to be' for 'casual and delicious' dining, turning out Northern Italian fare that's 'nothing fancy' yet 'lusty' while pouring 'affordable' wines in a ...".

Google Maps

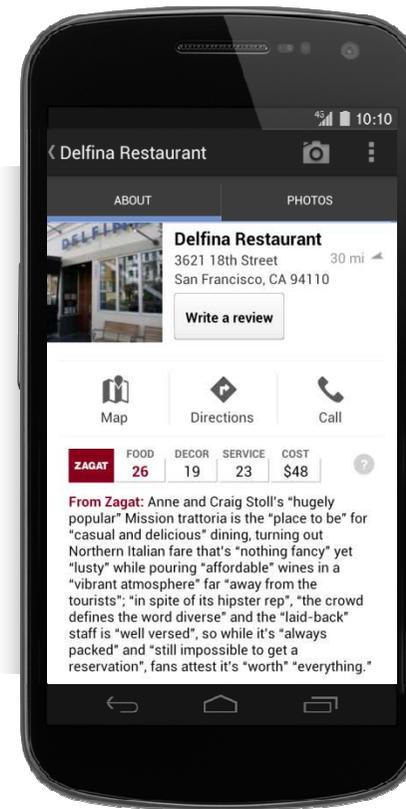
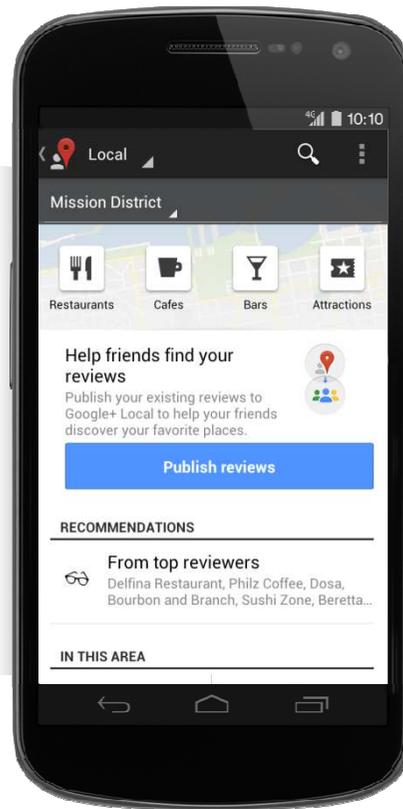
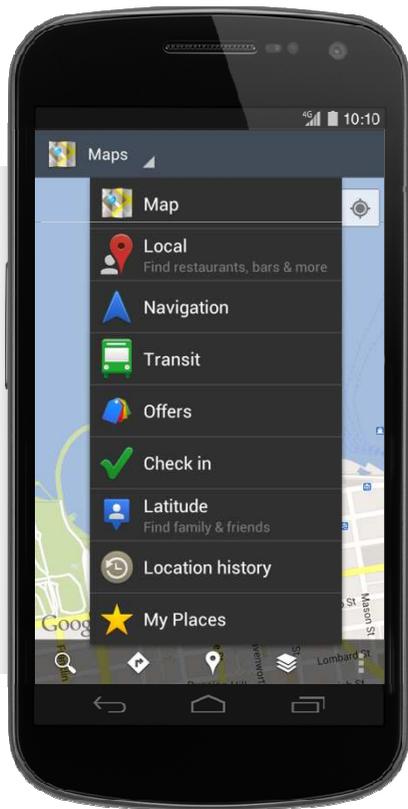
The screenshot shows a Google Maps search for "Restaurants near San Francisco, CA". The top result is "Delfina Restaurant" with a location pin on a map. The listing includes the address "3621 18th Street, San Francisco, CA 94110", phone number "(415) 552-4055", and website "delfinasf.com". It features a ZAGAT rating of 26 and 1084 reviews, along with a price range of \$\$\$\$. A snippet of a review from "Delfina Wine List Review" is shown: "Delfina Wine List Review Delfina has been a staple on the San Francisco restaurant scene for over a decade. The menu and the wine list are not lengthy, ..." - urbanspoon.com. Below the listing is a photo of the restaurant's interior. The map shows the restaurant's location in the Mission District, near 18th Street and Dolores Street.

Google+ Local Pages



Finding places on the go

Your customers will have the same easy experience when they're on the go, using Google Maps on Android. Customers can browse or search for places near them, read reviews, get directions, check in and add even add their own reviews.



ZAGAT	FOOD	DECOR	SERVICE	COST	
	26	19	23	\$48	?

From Zagat: Anne and Craig Stoll's "hugely popular" Mission trattoria is the "place to be" for "casual and delicious" dining, turning out Northern Italian fare that's "nothing fancy" yet "lusty" while pouring "affordable" wines in a "vibrant atmosphere" far "away from the tourists"; "in spite of its hipster rep", "the crowd defines the word diverse" and the "laid-back" staff is "well versed", so while it's "always packed" and "still impossible to get a reservation", fans attest it's "worth" "everything."

Google+ Local Pages



For previous users of Google Places for Business

- You can still verify and manage all your listings in **Google Places for Business**. Also, you can continue to manage your advertising from your **AdWords Express account**.
 - We soon plan to offer more seamless connection between your existing Google+ Pages, and the new Google+ Local pages. Stay tuned.
 - You can read more about the changes in our **help center**.
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About NYC Business Solutions

NYC Business Solutions is a set of services offered by the Department of Small Business Services to help businesses start, operate, and expand in New York City.

Our services are provided at no cost, regardless of the size or stage of the business. For more, go to: www.nyc.gov/nycbusiness.



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