

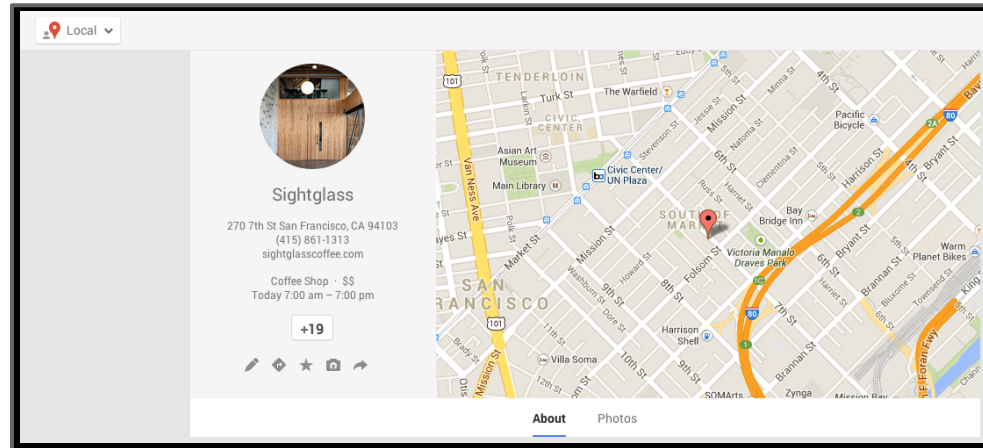
An Introduction to Google+ Local

Google Places for Business

<http://www.google.com/business/placesforbusiness/index.html>



A Google+ business listing can be ‘social’ or ‘local’ and also ‘social & local’. There are many different kinds of pages that business owners can have. However, it needs to be verified with ‘local’ to be used with the Google Business Photos product. Meaning, it must be connected to ‘Maps’.



Where do Google Local listings appear?

On google.com for queries with local intent

The screenshot shows a Google search for "restaurants in mountain view". The search results include a list of restaurants with their names, websites, Zagat scores, and Google review counts. A map on the right side of the page shows the location of these restaurants in Mountain View, CA, with markers labeled A through F. A callout box points to the map, and another callout box points to the list of results.

Google search results for "restaurants in mountain view".

Related searches: [Italian restaurants mountain view](#), [restaurant guide mountain view](#)

Mountain View » Restaurants - Yelp
www.yelp.com/c/mountain-view-ca-us/restaurants
The Best Restaurants in Mountain View on Yelp. Read about places like: Sunny Bowl, Taqueria La Bamba, Vive Sol, Taqueria Los Charros, Sushi Tomi, Rose ...

Castro street restaurants Mountain View, CA - Yelp
www.yelp.com/search?find=restaurants..loc=Mountain+View%2C...
Reviews on Castro street restaurants in Mountain View, CA Shana Thai Restaurant, Scratch, La Fiesta, Chef Liu Mandarin Cuisine, Sakoon, Amarin Thai ...

XANH
www.xanhrestaurant.com/
Zagat: 22 / 30 · 919 Google reviews

Amber India Restaurant
www.amber-india.com/indian-Restaura...
Zagat: 24 / 30 · 1,515 Google reviews

Cascal
www.cascalrestaurant.com/
Zagat: 23 / 30 · 1,178 Google reviews

Sushitomi Restaurant
www.sushitomi.com/new_english.html
Score: 22 / 30 · 431 Google reviews

Yakko Sushi
plus.google.com
Score: 18 / 30 · 56 Google reviews

Sono Sushi
sono-sushi.com/
Score: 17 / 30 · 81 Google reviews

Sakoon Indian Restaurant
www.sakoonrestaurant.com/
Zagat: 23 / 30 · 328 Google reviews

Map with locations

- Address + phone number
- Zagat scores
- Link to reviews

Where do Google Local listings appear?

Individual listings will have a knowledge card

The screenshot shows a Google search for "restaurants in mountain view". The search results include a list of restaurants with their addresses, phone numbers, and review counts. A detailed knowledge card for "Cascal" is displayed on the right side of the page. The knowledge card includes a map, photos, and detailed information about the restaurant.

Google restaurants in mountain view

About 108,000,000 results (0.45 seconds)

Related searches: [Italian restaurants mountain view](#)
[restaurant guide mountain view](#)

Mountain View Restaurants - Yelp
www.yelp.com/mountain-view-ca-us/restaurants
The Best Restaurants in Mountain View on Yelp. Read about places like: Sunny Bowl, Taqueria La Bamba, Vive Sol, Taqueria Los Charros, Sushi Tomi, Rose ...

Castro street restaurants Mountain View, CA - Yelp
www.yelp.com/search?find=.restaurants_.loc=Mountain+View%2C...
Reviews on Castro street restaurants in Mountain View, CA Shana Thai Restaurant, Scratch, La Fiesta, Chef Liu Mandarin Cuisine, Sakoon, Amarin Thai ...

XANH
www.xanhrestaurant.com/
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www.amber-india.com/Indian-Restaura...
Zagat: 24 / 30 - 1,515 Google reviews

Cascal
www.cascalrestaurant.com/ Share
Zagat: 23 / 30 - 1,178 Google reviews

Sushitomi Restaurant
www.sushitomi.com/new_english.html
Score: 22 / 30 - 431 Google reviews

Yakko Sushi
plus.google.com
Score: 18 / 30 - 56 Google reviews

Sono Sushi
sono-sushi.com/
Score: 17 / 30 - 81 Google reviews

Sakoon Indian Restaurant
www.sakoonrestaurant.com/
Zagat: 23 / 30 - 328 Google reviews

Mountain View, CA Restaurants - See 210 restaurants with 1,803 ...
www.tripadvisor.com > United States > California (CA) > Mountain View
Dining in Mountain View, California: See 1803 TripAdvisor traveler reviews of 210 Mountain View restaurants and search by cuisine, price, location, and more.

Mountain View Restaurants | Urbanspoon
www.urbanspoon.com > Bay Area > Peninsula

Cascal
Directions Write a review
Address: 400 Castro St, Mountain View, CA 94041
Phone: (650) 940-9500
Prices: \$\$\$
Hours: Friday hours 11:30 am-2:30 pm, 5:30 pm-10:00 pm - See all
Transit: Mountain View Caltrain Station
Reservations: opentable.com
Menu: allmenus.com

Reviews
ZAGAT FOOD 23 DECOR 22 SERVICE 20 1,178 Google reviews
"Get a large group of friends together" and hit up this "popular" Mountain View Pan-Latin for "interesting," "full-of-flavor" tapas and "bigger entrees" "washed down easily" with "must-have" sangria in a "lively..."
Read more info
More reviews: opentable.com, insiderpages.com, urbanspoon.com, blackbookmag.com

People also search for
Cantanke... Fish
Scratch
XANH
Zucca Ristorante
La Fiesta Restaurant
Feedback

Where do Google Local listings appear?

On Google Maps

Google
restaurants in Mountain View, CA

Running release candidate binary. Problems? File a bug (using the grey strip below), but DON'T page geo-ocall (or the obsolete maps-ocall). [disable] File a bug - Vie

keesjochem@google.com 0 + Sh

Get directions My places

restaurants near Mountain View, CA

Mountain View Restaurants
Free Online Restaurant Reservations
27k Restaurants, 400 Million Diners
www.opentable.com/Mountain-View

Irish Bar & Rest. MtnView
Lunch, Dinner, Weekend breakfast
Best Happy Hour in town!
www.ststephensgreen.com/
223 Castro Street, Mountain View
(650) 964-9151

XANH
110 Castro St, Mountain View, CA
(650) 964-1888 · xanhrestaurant.com
Category: Vietnamese Restaurant
22 ZAGAT · 919 reviews · \$\$
papaya salad · garlic noodles · best vietnamese fusion · lemon grass chicken · asian fusion restaurant
"Very chic Vietnamese - no Pho here. Neon blue lighting in the eve..."

Amber India Restaurant
2290 W El Camino Real, Mountain View, CA
(650) 968-7511 · amber-india.com
24 ZAGAT · 1515 reviews · \$\$
strip mall · lunch buffet · favorite spot · north indian food · baingan bharta
"Food is very good and service is very good as well. A pleasant enough..."

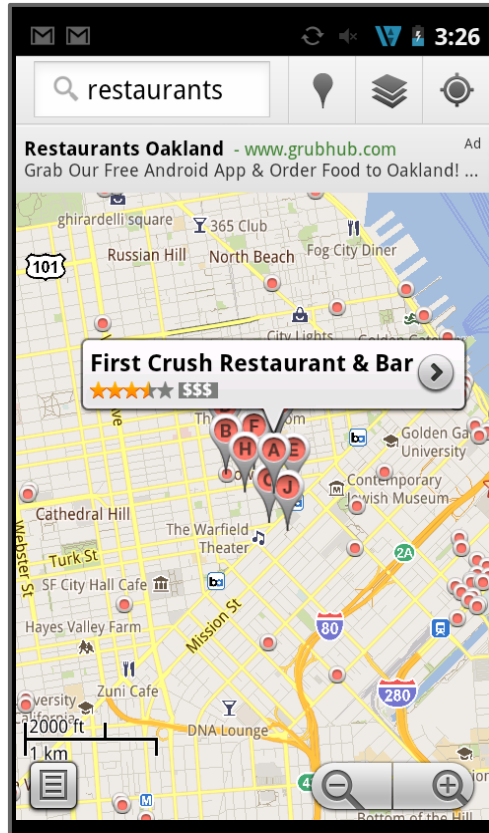
Cascal
400 Castro St, Mountain View, CA
(650) 940-9500 · cascalrestaurant.com
Category: European Restaurant
23 ZAGAT · 1178 reviews · \$\$

XANH more info
110 Castro Street
Mountain View, CA 94041
(650) 964-1888
xanhrestaurant.com
22 ZAGAT · 919 reviews
Directions Search nearby Save to map

- Address + phone number
- Zagat scores
- Link to reviews

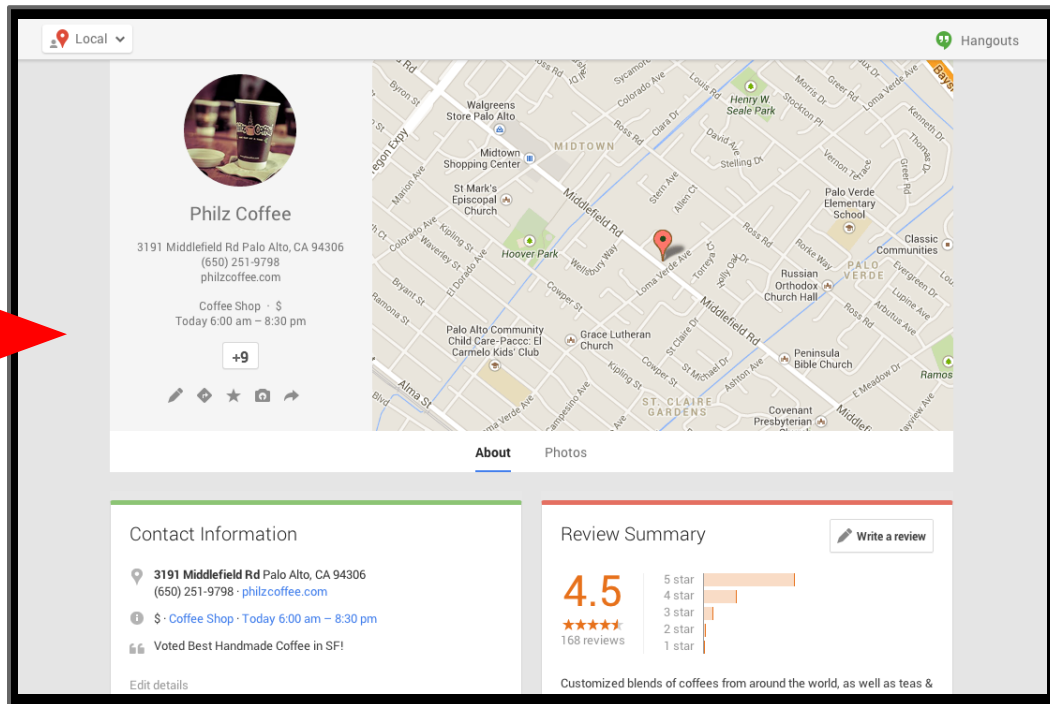
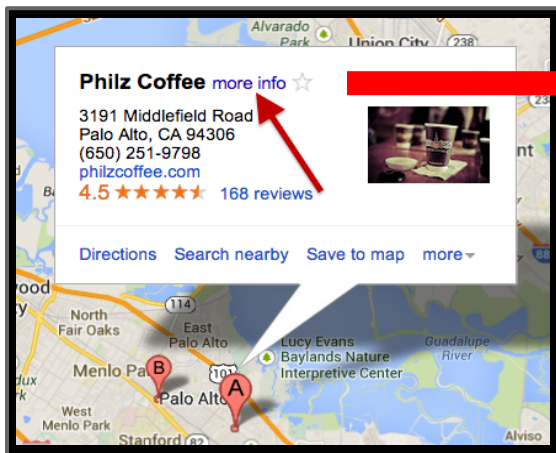
Where do Google Local listings appear?

On Google Maps - Mobile



What does a Google+ Local listing look like?

- Clicking on 'more info' or 'reviews' will take you to the **Local Google+ page**
- This contains all the data we have for a listing
 - Address + phone number
 - Category
 - Photos
 - Description
 - Zagat scores
 - Reviews
 - Reservation links

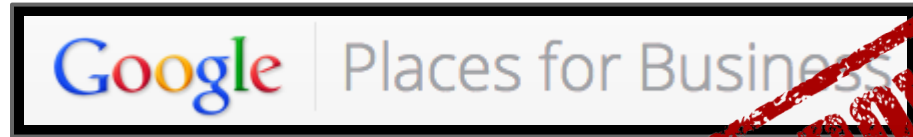


Who CAN have a Google+ Local listing?

This is the best place to go to find out who qualifies:

<https://support.google.com/places/answer/107528?hl=en>

Only businesses that make in-person contact with customers qualify for a Google Places listing.



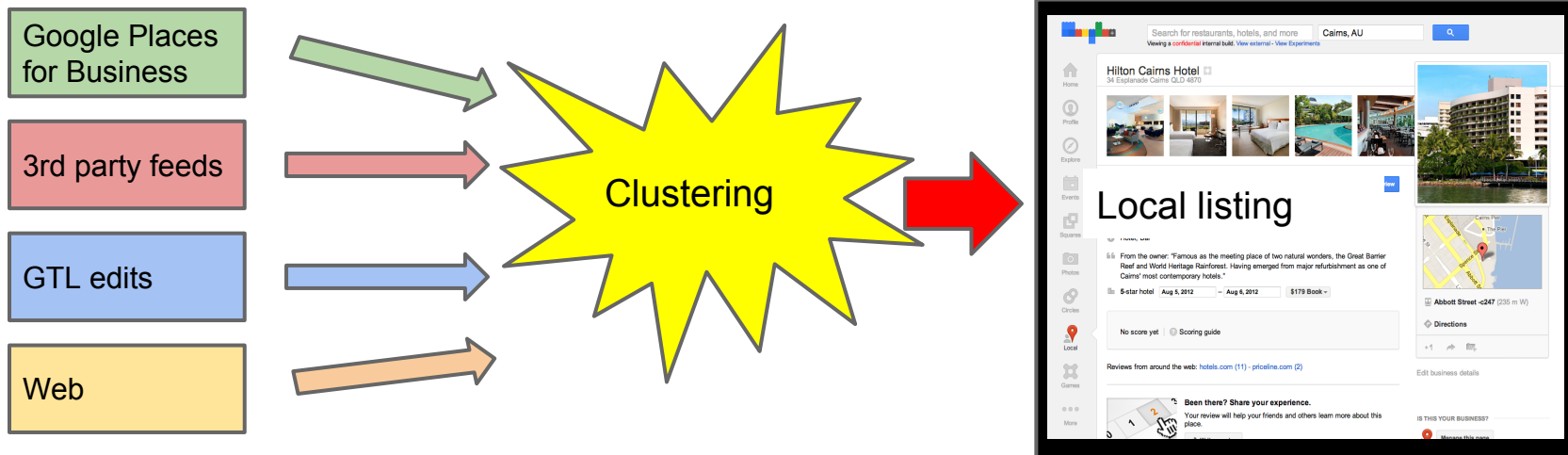
Who does not qualify to have a Google+ Local listing?

- Businesses that are under construction or that have not yet opened to the public are not eligible for a listing on Google Places.
- Rental or for-sale properties, such as vacation homes or vacant apartments, are not eligible to be listed on Google Maps and should not be verified. Instead, verify the listing for your sales or leasing office or offices. If you have a property with an on-site office, you may verify that office location.
- You can't create Places listings for stores which you do not own, but which stock your products.
- You also can't create a Places listing for an ongoing service, class, or meeting at a location that you don't own or have the authority to represent. Please coordinate with your host to have your information displayed on their Place Page within their Description field.



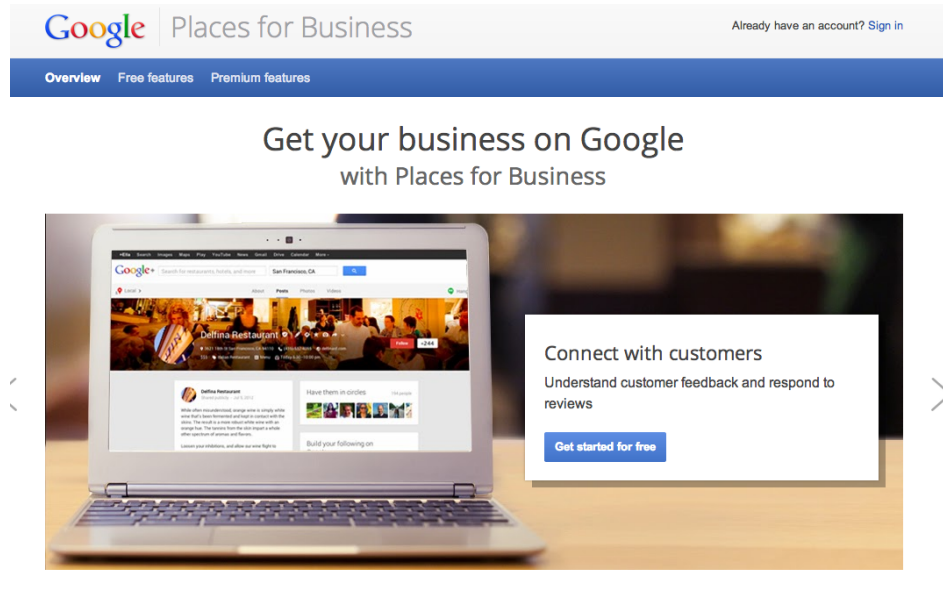
Where to listings come from?

- Google gets listing data from various sources:
 - Directly from business owners through Google Places
 - Third party feeds like Yellow Pages, InfoUSA, etc.
 - Manually verifying business data by the Ground Truth Local (GTL) team
 - Scraping data from websites



How does a business owner create a Places listing?

To start, a business owner goes to places.google.com and signs in with their Google account.



The image shows the Google Places for Business website interface. At the top, the Google logo is followed by "Places for Business" and a link for "Already have an account? Sign in". Below this is a navigation bar with "Overview", "Free features", and "Premium features". The main heading reads "Get your business on Google with Places for Business". The central part of the image features a laptop displaying a Google search for "Delina Restaurant" in San Francisco, CA. The search results show a photo of the restaurant's interior, a "Delina Restaurant" listing with a "Claim this business" button, and a section for "Have things in mind?". To the right of the laptop, a white box contains the text "Connect with customers" and "Understand customer feedback and respond to reviews", with a blue "Get started for free" button below it. The entire scene is set against a blurred background of a wooden desk.

- Business owners enter their information
- Google mails them a PIN # to verify their listing
- Business owner enters the PIN into their dashboard
- We show location on the map

Google Places for Business Add a listing

Let's search for your business. Enter your details here.

Business name
Bob's balloon tours

Country / Region
United States

Street address
200 walnut street

City
Roswell

State
New Mexico

ZIP code
88203

Main business phone
575 555-1957

Category
Balloon Ride Tour Agency

My business has service areas where I visit customers at their location - Important information

Submit

Google Places for Business

Verify Bob's balloon tours

Verify by postcard

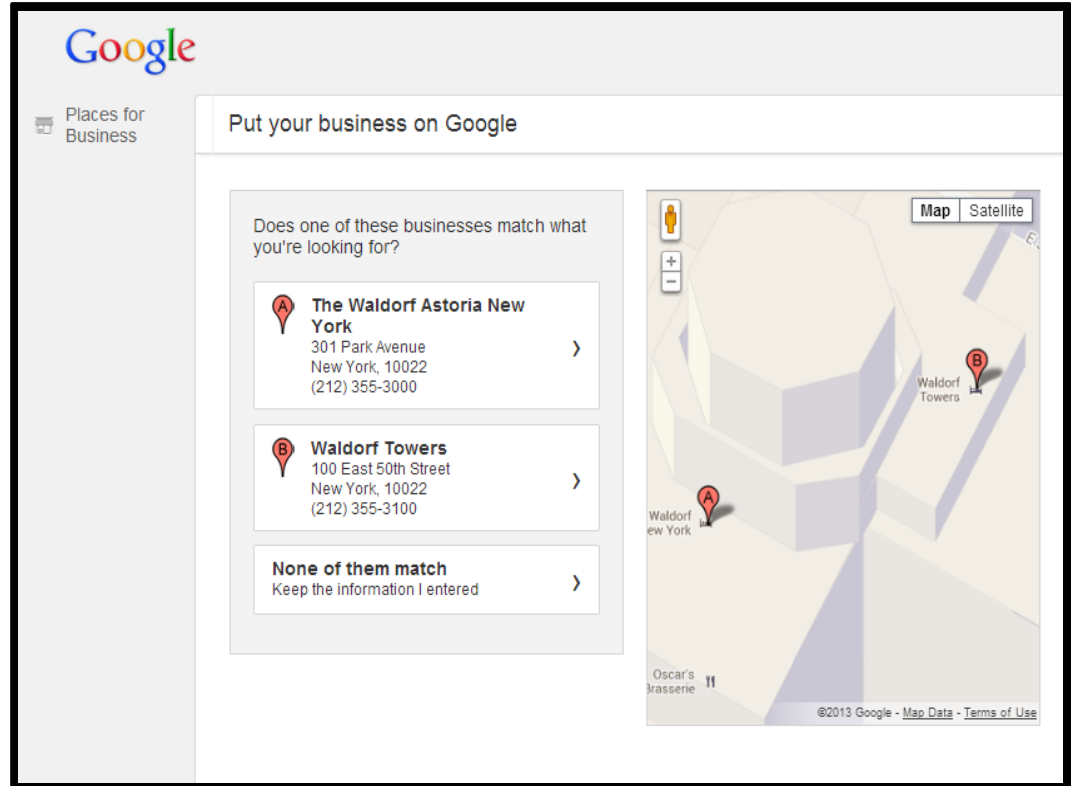
To make sure you're authorized to manage this business on Google, we need to verify your association with this business. [Why verify?](#)

Verify by postcard
200 Walnut street
roswell, NM 88203

[Continue and verify later](#)

Verifying ownership of an existing listing through Google Places

- Sometimes we already know your business
 - Remember we have many different sources
- In those cases the business owner can claim the existing listing



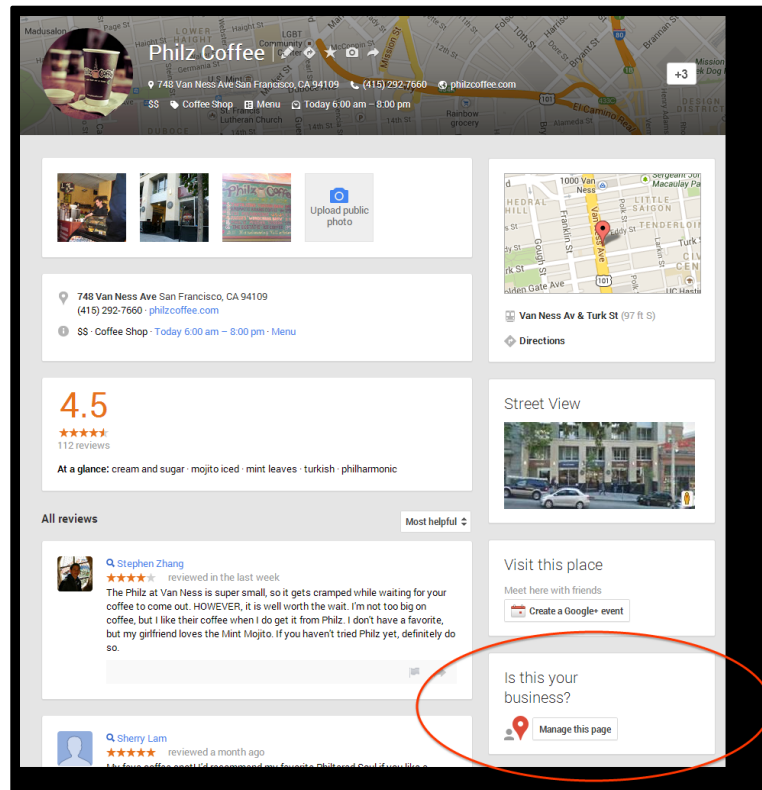
The screenshot displays the Google Places for Business interface. At the top left is the Google logo. Below it, the text 'Places for Business' is visible. The main heading is 'Put your business on Google'. A search prompt asks, 'Does one of these businesses match what you're looking for?'. Three results are shown:

- A** **The Waldorf Astoria New York**
301 Park Avenue
New York, 10022
(212) 355-3000
- B** **Waldorf Towers**
100 East 50th Street
New York, 10022
(212) 355-3100
- None of them match**
Keep the information I entered

To the right is a map showing the location of the businesses. Marker A is at 'Waldorf New York' and marker B is at 'Waldorf Towers'. The map includes a person icon, zoom controls, and a 'Map Satellite' toggle. At the bottom right of the map, it says '©2013 Google - Map Data - Terms of Use'.

Verifying ownership of an existing listing through Google Places

- Owners can also claim the (existing) listing directly from the Local page
- This will bring them to Google Places





Different Type of Business Listings

Google+



Regular Business Places Page

- Very basic (what most businesses have)
- Has 2 tabs at the top (“About” and “Photos”)
- Google users can write reviews
- Searchable on Maps, compatible with Google Business Photos
- Can be “owner verified” through postcard PIN or by filing a “Case” in your TIP Portal

Regular Business Places Page

The screenshot shows a Google+ business page for 'Sightglass' in San Francisco. The page layout includes a header with the Google+ logo and a location pin, a profile section with a circular image of the shop, contact information, a map, a review summary, a photos gallery, and sections for 'Is this your business?', 'Reviews From Around The Web', 'See inside', and 'Visit This Place'.

Profile Information:
Sightglass
270 7th St San Francisco, CA 94103
(415) 861-1313
sightglasscoffee.com
Coffee Shop · \$\$
Today 7:00 am – 7:00 pm
+19

Contact Information:
270 7th St San Francisco, CA 94103
(415) 861-1313 · sightglasscoffee.com
Coffee Shop · \$\$ · Today 7:00 am – 7:00 pm · Menu
Coffee bar & roastery.

Review Summary:
4.5 stars (104 reviews)
5 star: 1 bar
4 star: 1 bar
3 star: 1 bar
2 star: 1 bar
1 star: 1 bar
Write a review

Photos:
A gallery of six photos showing the interior of the Sightglass coffee shop, including the counter, seating area, and coffee-making equipment.

Is this your business?:
Manage this page

Reviews From Around The Web:
foursquare.com · switchboard.com · urbanspoon.com

See inside:
A photo showing the interior of the coffee shop, featuring a modern, industrial-style space with wooden accents and a large window.

Visit This Place:
Meet here with friends
Create a Google+ event

Regular Google+ Page or Unverified Social Local Google+ Page

- Has 4 tabs (“About”, “Posts”, “Photos”, and “Videos”)
- Google users cannot write reviews
- Not searchable on Maps, not compatible with Google Business Photos
- Cannot be merged with Places pages that do appear on Maps.
- does not have a verified checkmark next to the name of the business.

Regular Google+ Page or Unverified Social Local Google+ Page

The image shows a screenshot of a Google+ profile for "Four Seasons Hotels and Resorts". At the top, there is a navigation bar with a search icon, a user name "+ Janean", a notification bell with a red "2", a "Share" button, and a "Hangouts" icon. Below the navigation bar, the profile header features a circular logo with the text "FOUR SEASONS Hotels and Resorts" and a verified badge. The name "Four Seasons Hotels and Resorts" is displayed in a large font, with the website "www.fourseasons.com" and a "Follow +8,493" button below it. The main profile picture is a landscape photograph of a savanna at sunset, with a safari vehicle in the foreground. Below the profile picture are tabs for "About", "Posts", "Photos", and "Videos". The "Posts" tab is selected, showing two recent posts. The first post is titled "Put your hard hats on! The tour of Four Seasons Resort Orlando at Walt Disney World Resort is about to begin..." and includes a video player showing an aerial view of the resort. The second post is titled "Have your JIMMY CHOOs and chew them too." and features a photo of champagne glasses. To the right of the posts is a section titled "In their circles" with 857 people, listing "Alexis M.B.", "Guilherme Giovetti", and "Food Wine and Miles" with "Add" or "Follow" buttons. Below this is a section titled "Have them in circles" with 5,531 people, showing a row of profile pictures.

Verified Social Local Google+ Page

- Has 4 or 5 tabs (“About”, “Posts”, “Photos”, “Videos”, and “Reviews”)
- Google users can write reviews
- Searchable on Maps, compatible with Google Business Photos
- Can only be verified through a postcard PIN
- Has a verified check mark next to the business name

Verified Social Local Google+ Page

The screenshot displays a Google+ profile for 'The Meatball Shop'. The header includes the Google+ logo, a location pin, and a notification bell. The profile picture is a circular logo with 'THE MEATBALL SHOP' text. The name 'The Meatball Shop' is prominently displayed, followed by the address '84 Stanton St New York, NY 10002', phone number '(212) 982-8895', and website 'themeatballshop.com'. The category is 'American Restaurant' with a price range of '\$' and hours 'Today 12:00 pm - 2:00 am'. A 'Follow' button shows '+2,866' followers. Below the profile information is a row of five photos: a restaurant interior with a large vase, a kitchen counter, a menu board, a plate of purple ice cream, and a spider-shaped decoration.

The navigation bar includes 'About', 'Posts', 'Photos', 'Videos', and 'Reviews'. The 'About' section is expanded, showing 'Contact Information' with a map of the restaurant's location at 84 Stanton St, New York, NY 10002. The 'Review Summary' shows a 4.1 star rating from 753 reviews, with a 'Write a review' button. A snippet of a review states: 'Meatballs made with various meats & sauces are the specialty of this casual storefront spot. - Google'. Below this, it says 'People talk about ice cream sandwiches, spicy pork, spicy meat sauce, parmesan cream and sliders'. The 'Photos' section features a grid of food images and an 'Upload public photo' button. The 'Visit This Place' section includes a 'Meet here with friends' button and a 'Create a Google+ event' button.

Contact Information

84 Stanton St New York, NY 10002
(212) 982-8895 - themeatballshop.com

American Restaurant - Today 12:00 pm - 2:00 am - Menu

Google+ URL
google.com/+TheMeatballShop

Edit details

Review Summary [Write a review](#)

4.1
★★★★☆
753 reviews

5 star
4 star
3 star
2 star
1 star

Meatballs made with various meats & sauces are the specialty of this casual storefront spot. - Google

People talk about ice cream sandwiches, spicy pork, spicy meat sauce, parmesan cream and sliders

Z Featured by Zagat

Best-Buy Restaurants on the Lower East Side, and one other list

See more from Zagat

Photos

Upload public photo

Visit This Place

Meet here with friends

Create a Google+ event

Reviews From Around The Web

People

In their circles

Verified Social Local Google+ Page

- Same as the previous example
- This is an example of a page with 4 tabs
- Most verified Social Local Google+ pages do not have the reviews tab yet

Verified Social Local Google+ Page

The screenshot displays a verified Google+ page for 'The Auto Gallery Ferrari & Maserati'. The header features the Google+ logo and navigation icons. The main content area is split into two sections: a dark grey profile card on the left and a large photograph of a silver Ferrari sports car on the right. The profile card includes the Ferrari logo, the business name, address (24050 Ventura Blvd, Calabasas, CA 91302), phone number (818) 884-4411, website (theautogalleryferrari.com), and operating hours (Car Dealer, Today 9:00 am - 7:00 pm). It also shows a 'Follow' button and a follower count of +228. Below the profile card are icons for location, star, photo, and share. The car photo is set against a scenic background of mountains and trees. Below the main image is a navigation bar with 'About', 'Posts', 'Photos', and 'Videos' tabs. The 'About' section is expanded, showing three sub-sections: 'Contact Information' with a map and address details; 'Review Summary' with a 3.5-star rating, 16 reviews, and a 'Write a review' button; and 'Photos' with a grid of images and an 'Upload public photo' button. A 'See inside' section shows a gallery of cars in a showroom. At the bottom, the 'People' section shows 'In their circles' with 13 people, including a 'BMW Used BMWs' profile with a 'Follow' button.

The Auto Gallery Ferrari & Maserati
24050 Ventura Blvd Calabasas, CA 91302
(818) 884-4411
theautogalleryferrari.com
Car Dealer
Today 9:00 am - 7:00 pm
Follow +228

Contact Information

24050 Ventura Blvd Calabasas, CA 91302
(818) 884-4411 · theautogalleryferrari.com
Car Dealer - Today 9:00 am - 7:00 pm

At The Auto Gallery Ferrari/Maserati, we offer new Ferrari & Maserati cars in Los Angeles, along with used luxury cars by top manufacturers. Our sales staff will help you find that new or luxury used car you have been searching for in the Los Angeles area.

Review Summary Write a review

3.5
★★★★☆
16 reviews

5 star
4 star
3 star
2 star
1 star

People talk about sports cars, 458 Italia, parts department, 599 gtb and maintenance department

See inside

Photos

Upload public photo

People

In their circles 13 people

BMW Used BMWs Follow