1. What’s Changing?

2. Simpler, more streamlined experience

3. Discovery powered by Google+ connections

4. Zagat scores and summaries

5. Seamless integration across Google
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
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.
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
Zagat scores and summaries
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 26  DECOR 19  SERVICE 23  COST $48  1084 reviews

**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
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.
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+ 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 their own reviews.
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.
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.