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## What is Google+ Local?



Finding the best businesses for local products and services is an essential part of our daily lives. No longer do we pick up the Yellow Pages book to find local companies who have what we want and need; most people flock to the internet first.

Local consumers today spend a great deal online trying to find local businesses who provide the many services and products they want – this includes food, entertainment, banking, shopping, auto repair, hair care, massages, lawn care, and the list goes on and on.

According to Google, one in five searches includes a “location,” which prompted them to create a solution that will help easily connect local consumers to the products and services they desire.

Google+ Local makes finding trusted businesses online much easier than ever before.

With Google+ Local, users can:

- Quickly and easily find local businesses in their area who have what they are looking for – along with reviews, photos, and other helpful information
- Instantly get place recommendations based on their Google+ circles, their past reviews, and their geo-targeted location
- Find reviews from people they know and trust in the search results
- Write reviews of their favorite businesses

**Let's take a closer look at some of these features:**

### *Find Local Businesses*

Now, Google+ users can find businesses who offer products and services in a particular area right within the Google+ Local console. Once they are logged in to Google+, they will have two search boxes at the top of the screen. They will enter what they're looking for (hotel, book store, auto repair shop, etc.) in the first box.

In the second box, they will enter the desired location for the product or service. They can enter the city name, zip code, state, or even the street intersections. These searches will bring up a list of businesses for them to view and Google+ will make recommendations for places it thinks they will like based on their reviews and suggestions from top viewers.

### *Get Recommendations and Reviews from People You Know and Trust*

Google+ Local focuses on enhancing the business experience by centralizing opinions, recommendations and reviews from each user's Google+ Circles. This means that any search conducted via Google maps, organic search and Google+ Local pages will incorporate results from the user's Google+ Circle connections.

For example if a user searches for "Mexican food," they will also see a Mexican restaurant that has been recommended by a friend in their circle. The results might include a friend's rave review of the Baja-style taco stand in your neighborhood – that will probably end up being lunch for today.

This is good because people trust the opinions of friends, family or other close sources; in life, these are the people we usually go to when looking for suggestions when it comes to finding the best products and services.

One major difference in Google+ Local from Google Places is that now consumers are required to have a Google+ account in order to leave reviews for businesses. This is to bring more credibility to the reviews being left as well as to streamline the whole social factor of this new listing center.

From the new “Local” tab on the left-hand side of Google+, users can search for specific places or browse for ones that fit the products or services they are seeking.

### *Google+ Local Goes Across Multiple Search Products*

Google+ Local is also integrated across other products that users already use every day, such as Google Maps, Organic Search, and Mobile Maps search. For instance, if they are looking for a place on Organic Search, Maps, or Mobile, Google+ Local pages will show on those platforms as well.

### *Review Your Favorite Local Businesses*

Today, most people love to go online to tell the world about businesses that they love; this includes writing detailed reviews regarding their experiences with these businesses. Google+ Local makes it extremely easy for them to give their opinions about businesses online.

On the other hand, people also like to tell the world about bad experiences with businesses. This is to be expected in most cases because there will always be someone out there who is not happy with a business.

In either case, your input will be taken seriously by most other users who see it. Therefore, try to only post reviews that are accurate to your situation.

### *Here are a few tips on writing reviews:*

1. Now, in order to write a review, you must be signed in to your Google+ account. Any review you write will include the name on your Google+

account. If you do not have a Google+ account, you will have to create one first.

2. To write your review, go to: [plus.google.com/local](https://plus.google.com/local) and search for the business you want to review.
3. Click the name of the business and you will be taken to their page.
4. Click the "Write a Review" button near the top of the page.
5. Rate the business using the 0-3 scale and write any extra information in the text box to give a more detailed review.
6. When you are finished writing the review, click "Publish."

### ***When Writing Your Review:***

1. **Provide Valuable Information:** Be specific about the product or service that you are reviewing. Describe exactly how you feel about the experience while giving other users some helpful information to help them make an informed decision. Tell them why you liked or disliked the business, what makes them stand out from their competitors, and anything else that will provide good insight.
2. **Provide a "Real" Review:** Consumers expect that the reviews they read online are true and are a reflection of a real situation. No one is interested in reading fabricated, exaggerated stories that do not add any value. Be as accurate as possible and give some positive points along with some negative points if there are any.
3. **Show Respect:** There will always be someone who is unhappy with a product or service provided by a business. Those people should be allowed to share their experience online as well, but there's a right and wrong way to do so. Bad-mouthing and blatantly disrespecting a business serves no purpose and only makes the reviewer look bad.

4. **Read the Google+ Content Policy** - It is a good idea to read Google's Content Policy before posting a review to ensure you are not breaking any rules. This policy was put in place to protect both business owners and customers from useless content such as inappropriate content, unlawful information, advertising, spam and others.

### ***How to Edit Reviews You've Already Written***

Google+ users can easily edit any reviews that they've already written about a business just by following these 3 simple steps:

1. While logged into Google+, click on the Google+ Local icon, which is located on the left hand sidebar. Then, click on "Your Places."
2. Find the review that you want to edit, and click on the pencil image edit button next to it.
3. Edit whatever you want and click "Publish" to update your review.

### ***How to Delete Reviews You've Already Written***

You can delete any reviews that you've written about a business by following these simple steps:

1. While logged into Google+, click on the Google+ Local icon, which is located on the left hand sidebar. Then, click on "Your Places."
2. Find the review that you want to delete, and click on the name of the business; you will be taken to their Google+ page.
3. Scroll down to "Your activity" and click "Delete."
4. If you are sure that you want to delete the review, click the "Delete" button again.

We hope you have found this report useful as you learn all about the new Google+ Local platform.

Please take a moment to go to our Google+ Local Page and rate and review our business! Thank you, TheWebSuoerStore