



**ISHIR**

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How Google+ is  
changing the  
Google Places  
Landscape  
A White Paper

## How Google+ is changing the Google Places Landscape

With new updates then and now, Google doesn't seem to stop surprising the world. With Google's another update it has swept off the search and social media landscape yet again. Google has recently introduced Google + Local and has switched over 80 Million business listings from Google Places to their newly created Google + Local platform.

### **Changes to Look Out for with Google + Local:**

Replacement of Google Places listings with new Google+ Local pages: Google + Local change implies that all current and future local business listings will be automatically converted to the new format and live directly on the Google+ network. Retailers with a large assortment of brick and mortar stores will now need to create separate pages for each location in order to ensure that they make it into the local listings. These new pages offer yet another change in the information available via local listings. The new Local pages will be indexed and show up independently in search results that gives more visibility in the places people is searching most. The aim from Google is to give people all the information they need when searching for local services, places or products.

**Google+ Tab:** A new "Local" tab has been added to Google+. This allows users to search for businesses that are nearby, read reviews and find them using Google Maps. The "Local" tab provides information and ratings on local businesses.

**Inclusion of Zagat:** In addition to the changes of Google Places pages to Google + pages, the company has also adopted the Zagat review system for listings. This will enable users to share their reviews and add photos of that particular location on their own. The move will surely bring in more transparency to the services, as reviews can now only be left by people who have Google+ accounts.

**Social Assimilation:** Google+ Local is fully incorporated across Google Properties, including Maps, mobile and search.

**Filtered Search:** Users can limit their search to their circles, finding reviews and recommendations from only friends/ family and colleagues.

### **How it Matters:**

In the local search landscape, a move this big makes it absolutely mandatory for businesses to set up and manage a Google+ Local page in order to remain in touch with today's technology-enabled consumers. With Google+ Local, these tech-savvy shoppers are going to be searching for a space that fits their needs and will be viewing your business in an entirely new light with the help of credit-worthy Zagat reviews, plus Google+ highlights about where people in their Circles are staying and what they're saying about your property.

There is no doubt that these Google+ Local pages will give businesses a better opportunity to be ranked in the search results, as well as the ability to harness social proof from their customers to drive internal Google+ recommendations and future business.

## About ISHIR

ISHIR is a global diversified outsourced IT services company and we make outsourcing successful for our clients.

We assist our clients to achieve their business objectives by successfully outsourcing their non-core business processes and functions in the areas of technology and digital marketing.

We have been part of the outsourcing industry since 1999 and have successfully implemented strategic offshore programs in the areas of custom software development, software product development, casino game development and outsourced digital marketing production services to India. ISHIR has been servicing clients thousands of miles away, maturing into a core dependable extension of a client's internal team.

ISHIR has extensive experience in providing outsourcing of non-core business processes - **IT functions** (Custom Software Development, Software maintenance, SharePoint consulting and development, mobile app development, software testing, Remote Managed IT services, Cloud and Software Virtualization solutions), Interactive (web design and development, game development), Managed Web Hosting, setting up Built Operate Transfer (BOT), specialized R&D facilities, and **non-IT functions** (Digital Marketing (Search Engine Optimization, Paid Search, Display and Social Media marketing services) Business Process Outsourcing (Data Entry, Data Cleansing, Lead Generation, Research, Photo Editing, Online Customer Support, Finance)).

We have vast experience in offshore outsourcing and have matured into a dependable outsourcing partner providing substantial value and savings to our clients, often exceeding up to 65 percent. We leverage our people, processes and effective use of technology to catapult our clients to achieve their business potential.

**Next Step: Discover how ISHIR can accelerate the success of your business. Contact us today:**

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## For More Information

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