

Google Maps Updates



GUI Updates:

- Like it or not, Google Maps is about to look radically different.
 - Google has rolled out a new version of its Web-based Maps that's been re-designed and re-thought in just about every way possible.
 - Try not to be shocked by the new design. The white bar on the left is gone—all you see at first is a map that consumes the entire browser window, with a simple white search box in the top left corner.
 - The look is both beautiful and unfamiliar, but don't worry.
 - Over months of use, we've found that the new Maps is just as easy to use as the old version, if not easier. In nearly every way, the new Maps is a better experience once you get the hang of it.
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New GUI - Easy to access Google Earth, Street View , photos etc.

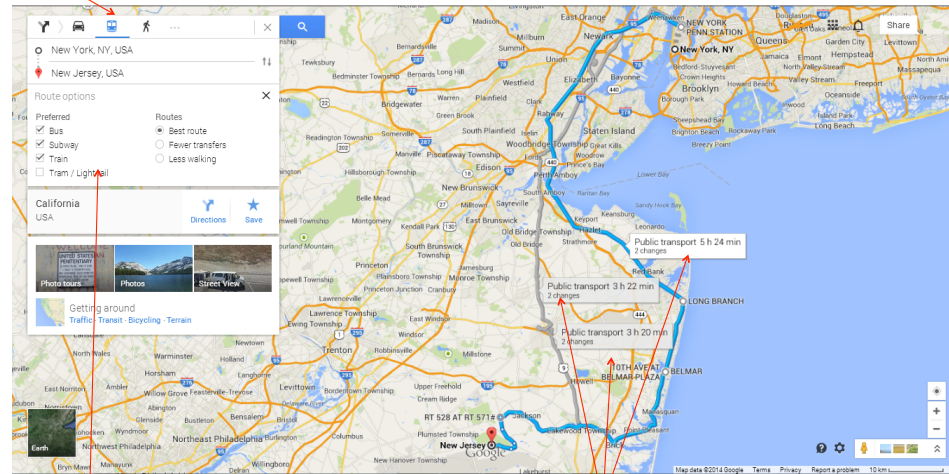


Five New Features to Look for

1. Public transit

- If you rely on public transit, you're going to love this feature.
 - Just type your start and end points in Maps' search bar, then click on the public transit icon. (It looks like a train.)
 - After you do this, white cards that display transit results show up beneath the search bar. At the bottom, you'll see a link to more options and times.
 - When you click that, you'll be taken to a new view that shows multiple public transit options with different start times.
 - You'll even get an estimate on the cost of the full trip's train or bus fare..
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Public transit



Multiple Route Options

Multiple Route showed on map

2. Skyscrapers Are Now 3D

- Go ahead and zoom into a dense downtown area such as those in New York or Chicago: Those skyscrapers now have an extra dimension, and appear as 3D renderings with perspective points that shift as you move the map.

3. Flight, hotel and restaurant reservations (useful for business)

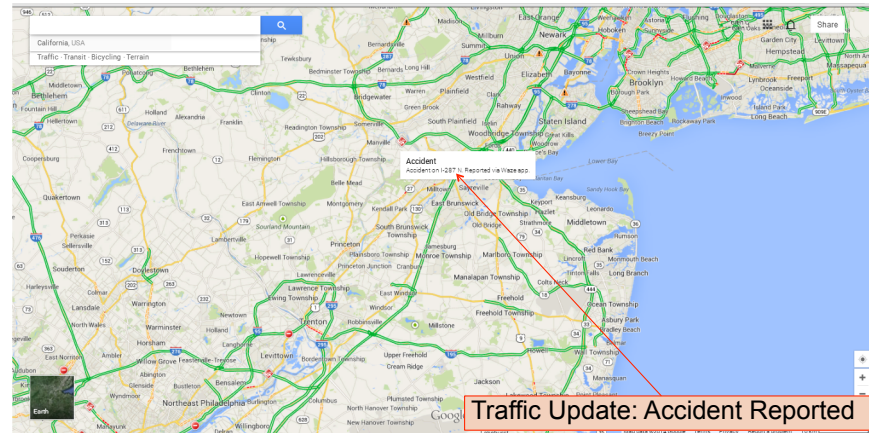
- Another standout new feature is reservations.
- Whenever you're searching for an airport, hotel or restaurant you're already booked for, your flight time, check-in time or dine time all auto populate in the cards below the search bar.
- This feature only works if you're logged into your Google account, however. Google reads the reservation data from messages in your Gmail in order to pull off this trick.

4. Event Listings

- If you search for a venue, Google now gives you an "Upcoming Events" link. Great for saving clicks (and reducing the need to open extra tabs).
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5. Smarter Traffic

- This is a biggie: In addition to showing real-time traffic (along with related incidents and reports), Google Maps now lets you see what predicted traffic levels will be at any given time, allowing you to better plan your trips in advance.



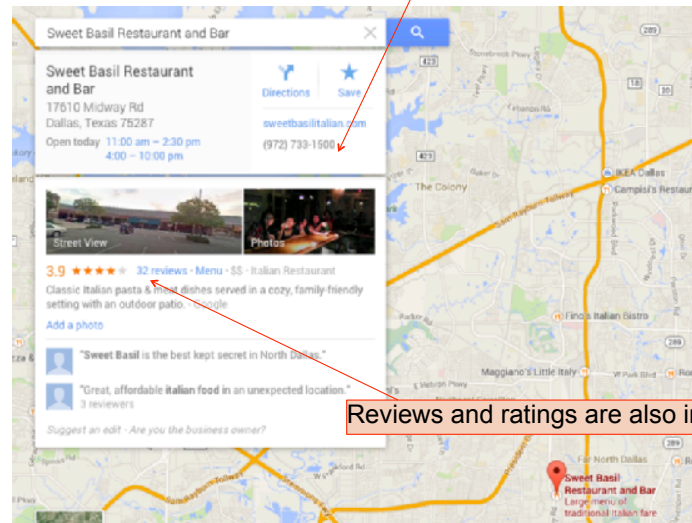
Four Google Maps Updates Local Businesses Need to Know

There are a few key updates that local business owners need to be aware of so they can make sure their Google+ Local listings are claimed and updated with information leveraged by these new changes.

1. Info Cards

- One of the most relevant additions to Google Maps for small businesses are info cards, which show consumers detailed information about the businesses they are viewing on the map.
 - For instance, if someone searches for and clicks on a restaurant, Google Maps will populate an info card featuring the business' address, hours, reviews, Zagat ratings, and a link to a menu.
 - Different businesses may have slightly different information on their info cards, based on the business category and information available to Google.
 - Info cards also provide users with a "Look Inside" button, which includes a 360-degree view of the interior of the business, with photos taken by Google trusted photographers.
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Info Card for "Sweet Basil Restaurant and Bar"

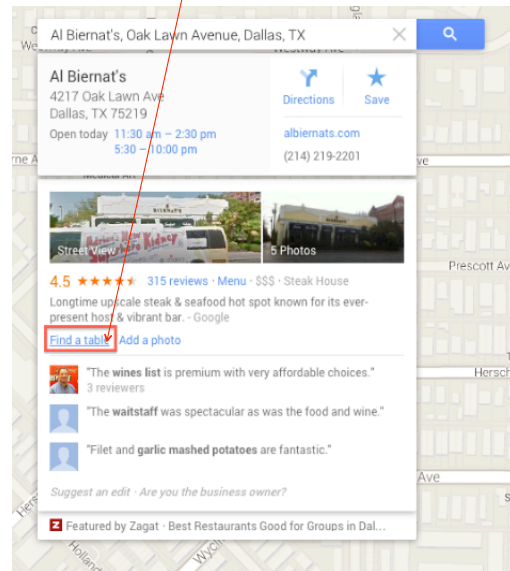


Reviews and ratings are also included in this update

2. Hotel and Restaurant Reservations

- Another new feature impacting local business is the ability to book and see hotel and restaurant reservations directly from Google Maps.
 - For instance, if a user clicks on a specific hotel on the map, a booking box will drop down, and they can start a reservation directly from the hotel's info card.
 - Google can show availability and prices from the hotel's website and from booking sites like Hotels.com, Priceline, Travelocity, and more.
 - For restaurants, users can currently create reservations using Opentable.
 - In addition, when someone searches for a hotel or restaurant they are already booked for, and they are logged into their Google account, Google Maps will display a card below the search bar displaying the reservation information pulled from confirmations sent to your Gmail account.
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Find Table at Al Biernat's



Note :

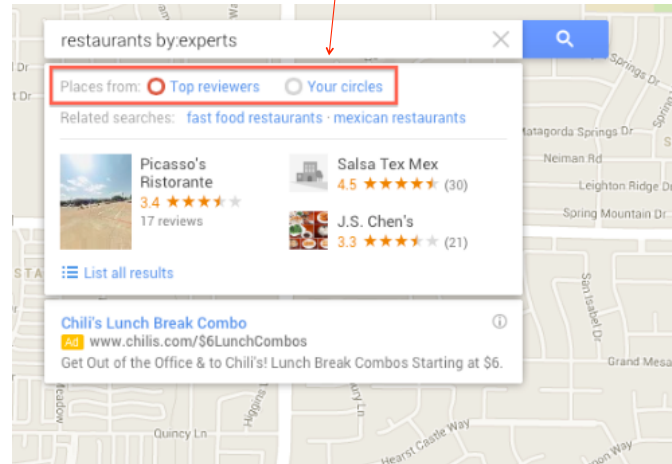
•If you run a hotel or restaurant and don't already allow online reservations, consider adding this ability to land even more bookings now that Google Maps allows users to start a reservation directly from the search results.

•In addition, sending email confirmations for reservations will also benefit users who frequently book with hotels and restaurants, since the reservation information can populate in Google Maps

3. Personalized Results from Google+

- As users search the map, add places to their “favorites”, and leave reviews, Google Maps will start to suggest similar or complimentary local businesses they might enjoy.
 - In addition, the updated Google Maps is furthering integration with Google+ by allowing users to filter searches by top reviewers or by those in their Google+ circles.
 - This feature only strengthens the integration between Google Maps and the Google+ platform. So, the more active you are on Google+ as a business, the more opportunities you have to influence search results by boosting positive fan engagement.
 - You can also help your search results by encouraging your best fans to add you to their Google+ circles, leave you positive reviews, and favorite your business. This also increases your connections and activity as a business, helping it become more visible in the local search results.
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Personalized Results from Google+



4. Responsive Design

- The new Google Maps update made significant changes for Google Maps users on multiple devices, including smartphones and tablets.
 - For users who are logged into their Google accounts on both their desktop and mobile device, Google Maps can load previous searches.
 - For instance, if you are logged in to Google and look up a dentist's address and phone number on Google Maps via your desktop, and then get in your car, you can pull up the exact same search on the Google Maps app on your smartphone.
 - As long as you're logged in with the same account there, you'll get directions or phone number for the dentist's office.
 - Users can also add specific locations to their "favorites" to make them available on all their devices.
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Thank You!

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