

## Google Place Pages - Advanced Features

**Alert: February 1: 2011**

Google Places has dramatically altered the state of Search Engine Optimization. It is the first major move that Google has made to monetize their organic listings.

The “Place Page” link appears for many businesses and is a direct attempt to displace competitive aggregator websites such as Yelp, Yellow Pages and SuperPages.

The screenshot shows a Google search for "manicure palo alto". The search results are displayed in a list format, with each entry featuring a red location pin icon labeled A through F. The results include the business name, star rating, number of reviews, and a link to the "Place page". The map on the right shows the Palo Alto area with the same red location pins placed on a map of the city.

Pin	Business Name	Reviews	Address	Phone Number
A	Hair International	97 reviews	232 Stanford Shopping Center, Palo Alto	(650) 324-2007
B	Simply Be	53 reviews	528 University Avenue, Palo Alto	(650) 323-1009
C	Palo Alto Central Nails	31 reviews	101 S California Ave # D100a, Palo Alto	(650) 327-2580
D	Posh Nail Salon Spa	53 reviews	458 Cambridge Avenue, Palo Alto	(650) 325-9800
E	Beauty Clinica Day Spa	8 reviews	200 South California Avenue, Palo Alto	(650) 326-3442
F	Kim's Nails	43 reviews	546 Ramona Street, Palo Alto	(650) 325-0678

Google pre-populate a “Place Page” with name, address and phone number which aims to encourage the “business owner” to click on the Place page and then “Verify the Listing” by creating a Place Pages account.

Google are ranking their own Place Pages higher than all other competitor pages - using Pins on Maps to take up “above the fold” positions on search results pages.

### Google are Publishing Your WebPage Better !

The below screen capture shows how an “Owner Verified Listing” can be enhanced with a photos, videos, opening hours, product categories, transit options and reviews.

Get Directions My Maps Edit this place - ✓ Owner-verified listing Print Email Link

**Hair International** ☆  
 232 Stanford Shopping Center, Palo Alto, CA 94304  
 (650) 324-2007  
 hairintl.com  
 Directions Search nearby Save to... more▼


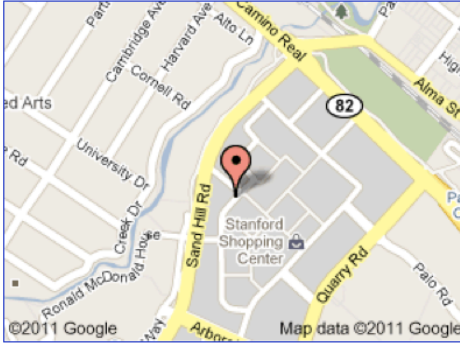

Categories: Beauty Salon, Hair Goods & Supplies-Retail, Nail Salons & Services, ...

Hours: Today 8:30 AM – 9:00 PM  
 Transit: Palo Alto Caltrain (0.5 mi) Local\_ ...

★★★★★ 420 reviews 🍷 5 Your rating: ★★★★★

"I have found the perfect stylist- he gives me the best haircuts I have ever had" - brownbook.net ... "On top of that the price is great" - citysearch.com ... "I think they have very inconsistent service" - insiderpages.com ... "I was in and out quickly and the staff was very pleasant" - judysbook.com ... "Never had a bad haircut" - insiderpages.com

Busy, popular hair salon, located in Stanford Shopping Center, surprisingly reasonable prices. Specializing in haircuts, highlighting and color.Friendly, unpretentious atmosphere.

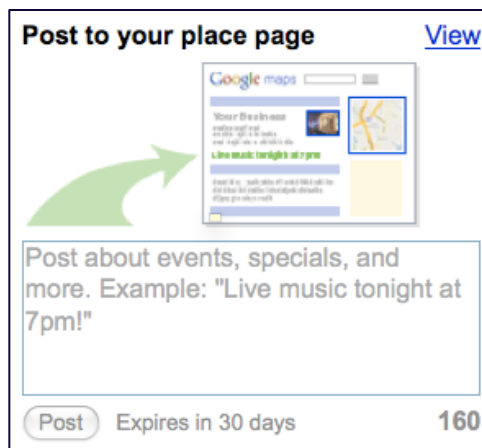
citysearch.com

Ads

### Place Pages “Events” - A Twitter Like Application

The below screen capture shows how Google offers “Events” which can be posted within the Place Pages and reflects onto. It provides local businesses with a similar functionality to Twitter yet with the promise of more people viewing it as the “Event” - once posted appears next to the business listing on the Google search results page.

Post to your place page [View](#)



Post about events, specials, and more. Example: "Live music tonight at 7pm!"

Post Expires in 30 days 160

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