

A gopher wearing red sunglasses and holding a glass of orange juice in a field of flowers. The gopher is the central focus, looking directly at the camera. The background is a vibrant field of yellow, orange, and pink flowers under a blue sky with white clouds. The overall scene is bright and cheerful.

# The **SEO** **JUICE**

February 12th, 2024

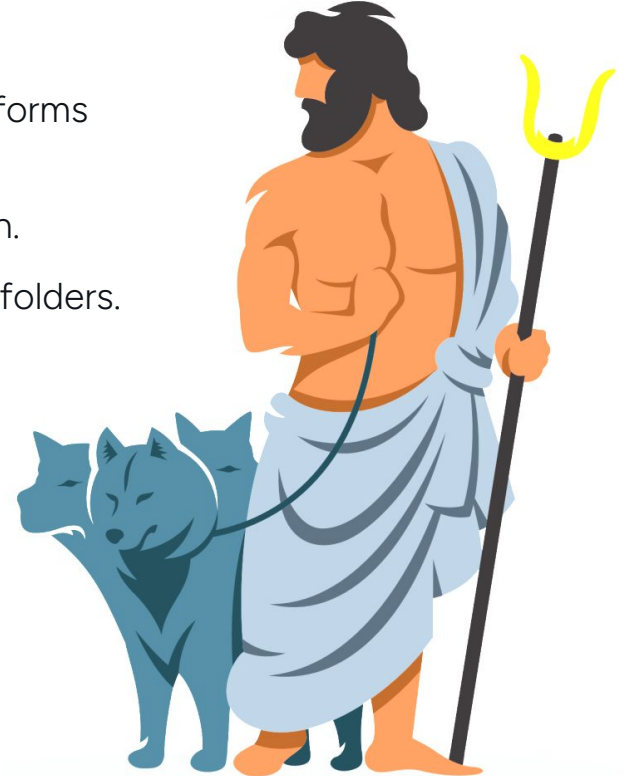
**SOCI**<sup>1</sup>

Squeezing the most out of your local SEO.

# 3 Local SEO Truths and a Myth



- 1) Publishing Menu information to your Google Profile not only informs customers, but helps with Local SEO.
- 2) Google has no plans on sunseting Google posts any time soon.
- 3) When setting up Local Pages, Subdomains are better than Subfolders.
- 4) Google is removing large numbers of reviews from business profiles without notification.



# 3 Local SEO Truths and a Myth



True

Publishing Menu information to your Google Profile not only informs customers, but helps with Local SEO.



# Menu Items in GBP

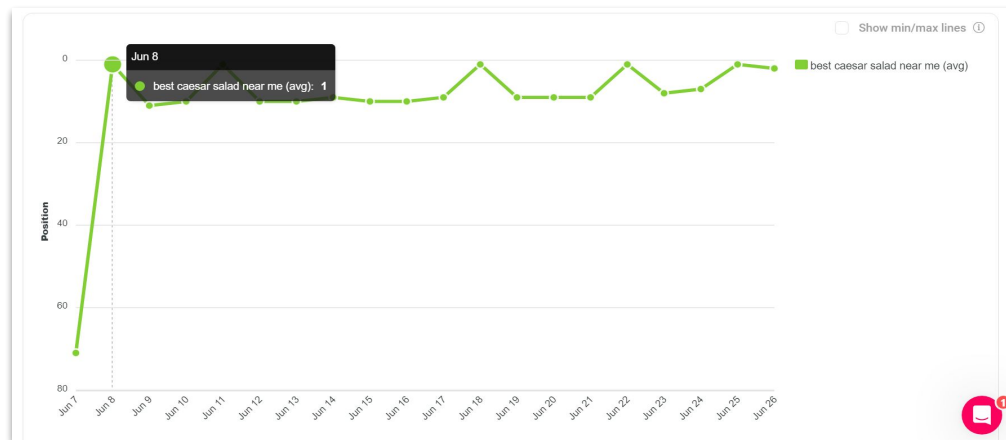
## LIKELY RANKING FACTOR



Claudia Tomina at ReputationArm published an interesting blog that seems to indicate that menu items listed on GBPs are a ranking factor when searchers are looking for specific dishes near them.

### This Matters:

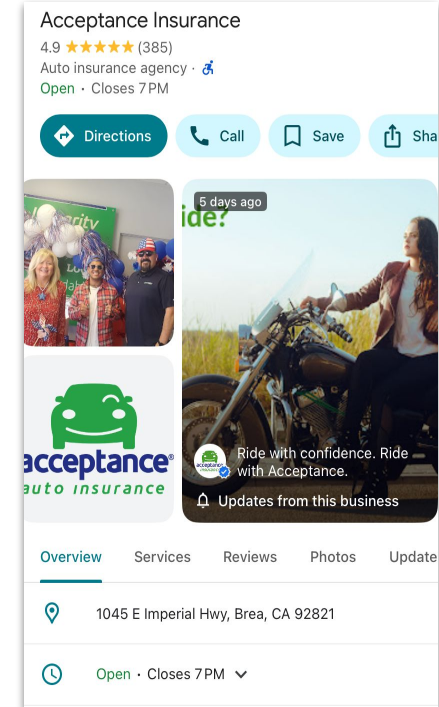
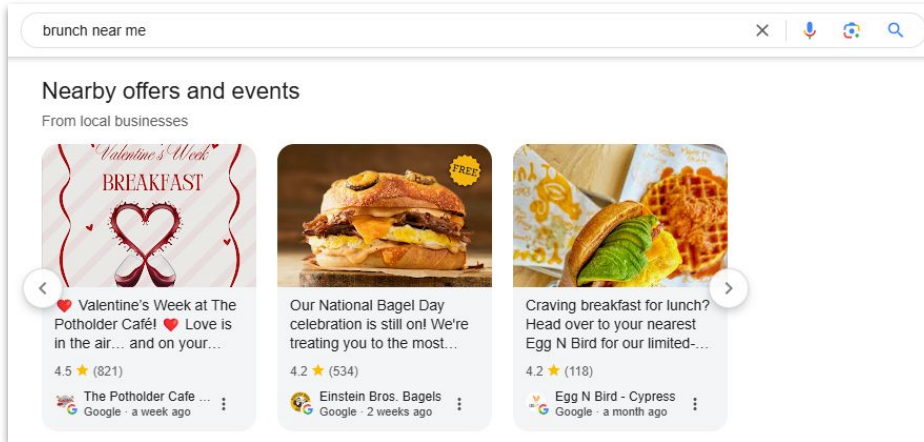
If there is indeed a direct correlation between a menu item's name and the search query, the food and beverage industry may want to rethink fancy names for popular drinks and dishes with high search volumes.



# 3 Local SEO Truths and a Myth



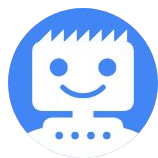
Google has no plans on sunseting Google posts any time soon.



# 3 Local SEO Truths and a Myth



When setting up Local pages, Subdomains are better than Subfolders.



# Google Confirms **Crawl Budget** is Based on Hostname



A [recent question](#) on LinkedIn this week directed at John Muller and Gary Illyes led to a confirmation that Google crawl budgets are based on hostname. ***This means that subdomains have a crawl budget that is independent of the main domain site,*** something that was not previously confirmed on Google's [help page](#) for large site owner's managing their crawl budget.

## Why This Matters:

A crawl budget is the amount of time and resources search engine bots allocate to crawling a website and indexing its pages. Exceeding the allocated budget for crawling a website can lead to pages getting indexed late or not at all. To avoid this, large and medium sites should consider creating subdomains for features like Blogs and Local Pages to avoid taxing their crawl budget.

**Tony McCreath** · 2nd  
Owner of Web Site Advantage  
18h · 🌐

Google crawl budget questions related to crawling a page on domain A that loads a resource from domain B (different server):

- 1: Would the "Crawl budget" for A affect if the resource on B is loaded?
- 2: Would the "Crawl budget" for B affect if the resource on B is loaded?
- 3: Would the resource on B affect the "Crawl budget" for A?

**Martin Splitt, Gary Illyes, John Mueller**

👤 Prakash Ale Magar and 5 others 7 comments

**John Mueller** (He/Him) · 1st  
Senior Search Analyst / Search Relations team lead  
9h ...

They're independent.

Like · 🗨️ 5 | Reply · 5 Replies

**Pedro Dias** · 1st  
Technical SEO Consultant & SEO Product Manager | Founder ...  
9h ...

**John Mueller** Afaik, it's allocated set by hostname, right? So, even within the same domain, several subdomains might have their own crawl-rate limits

Like | Reply

**Gary Illyes** · 1st  
Analyst at Google  
7h ...

correct

# 3 Local SEO Truths and a Myth



**MYTH**

Google is removing large numbers of reviews from business profiles without notification.





# Your SOCI Team



**Kaci McBride**  
Director, Customer  
Experience



**Michael Snow**  
Local SEO Evangelist

# This Month:

- **Industry News**  
The latest news in Local Search and what it means for you
- **CCO Revisited**  
How to optimize for your customers
- **Anatomy of a Google Business Profile**  
Business Summaries
- **Checkbox Optimization**  
New Google Categories, Attributes & Features.
- **Caught in the Wild**  
New features we've spied in Local Search results





# Industry News

The latest in Local Search  
and what it means for you



# Your Reviews are NOT Disappearing

## GOOGLE REVIEW SUMMARIES ARE INCORRECT

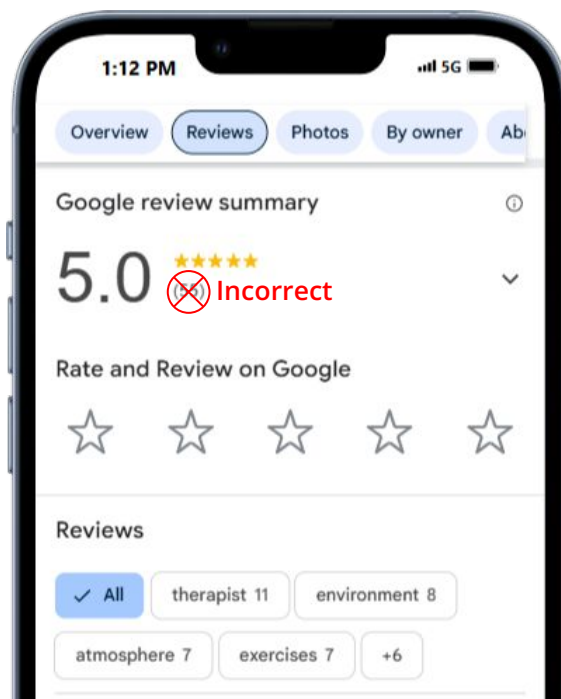


Despite widespread reporting to the contrary, Google is not removing reviews in large numbers from business profiles. A SOCi investigation into why reviews seemed to be disappearing found Google is simply mis-counting the number of reviews posted to a profile.

### What should you do if your review count is incorrect?

Nothing. Google has since [acknowledged the issue](#), confirming that “reviews themselves have not actually been removed,” and that they are “working hard to resolve this and restore accurate review counts as quickly as possible.”

Google typically notifies a business when they remove a review. If you have seen review numbers go down on your profile, but have not received a notification, Google is likely mis-counting the reviews. Customer using SOCi to manage reviews will see the correct count displayed in their dashboard since our API pulls in all live reviews. Another (more time consuming) way to confirm is to manually count the reviews posted natively to your profile.





# Search Labs “Ask for Me” Experiment

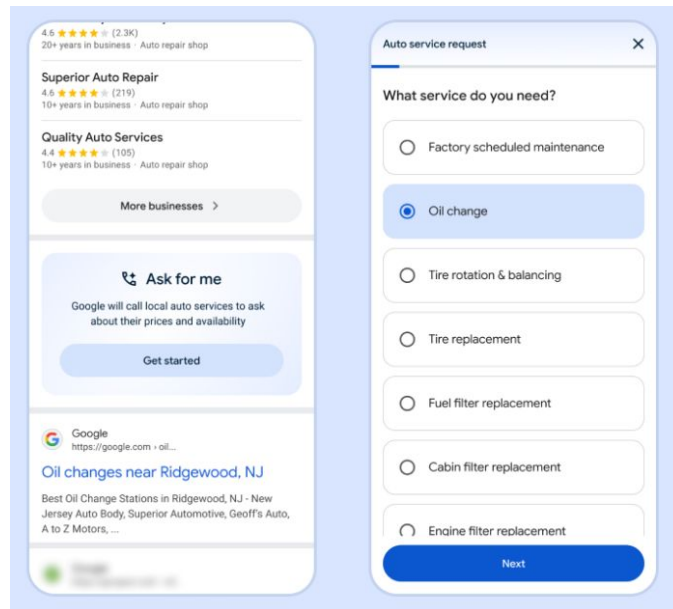
## TESTS LIVE LEADS FOR AUTO SHOPS & NAIL SALONS



[Google Search Labs](#) launched a new experiment they are calling, “**Ask for me**,” that will use AI to call businesses on customer’s behalf to find out what they charge for a service and when it’s available; like a basic manicure at a nearby nail salon, or an oil change at a local auto shop. It promises “responses in 30 minutes.”

### What we know so far:

- “Ask for me” uses [Duplex](#), a Google tech launched in 2018 for “conducting natural conversations to carry out “real world” tasks over the phone.”
- This labs Experiment is primarily focusing on auto shops and nail salons.
- Businesses can opt out if they wish (though we can find no info on how at this time).



Source: [Google](#)



# Review Snippets from Featured Keywords

## APPEARING ALONGSIDE PHOTOS

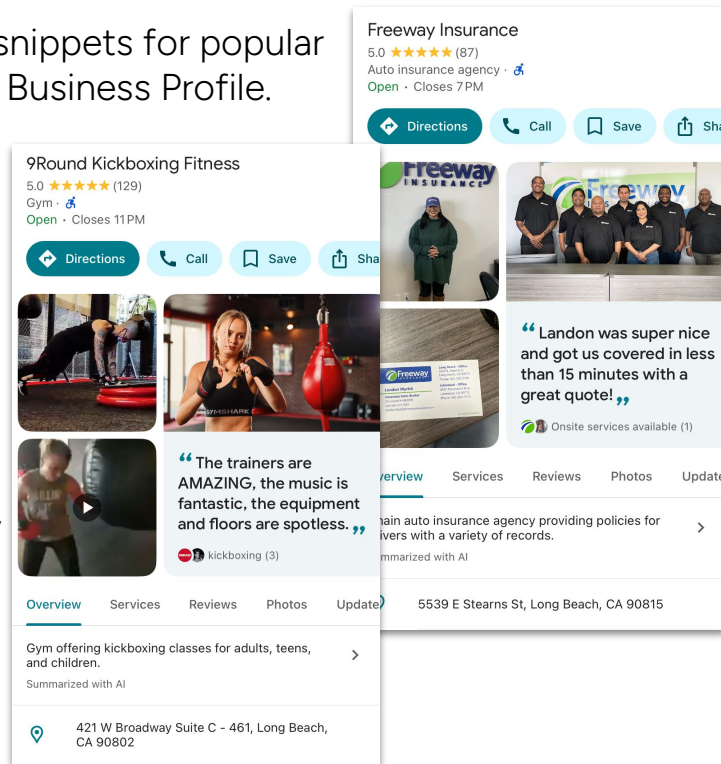


Businesses with enough reviews and photos may find review snippets for popular keywords highlighted in the photo carousel atop their Google Business Profile.

### Observed Behavior:

- Up to 3 review snippets may appear.
- Each snippet is tied to a popular keyword (i.e. *onsite customer service, kickboxing*) and a relevant photo.
- Clicking on the review snippet opens a window with additional related review snippets & photos.
- Currently only appears in the Google Maps app.

**Recommendations for action:** Businesses should ensure they have enough photos uploaded to their business profile to support this feature. While we did not identify a minimum review volume for snippets to appear, they did not appear unless enough relevant photos were present.





# Google Posts Far from Dead

## APPEARING ALONGSIDE PHOTOS

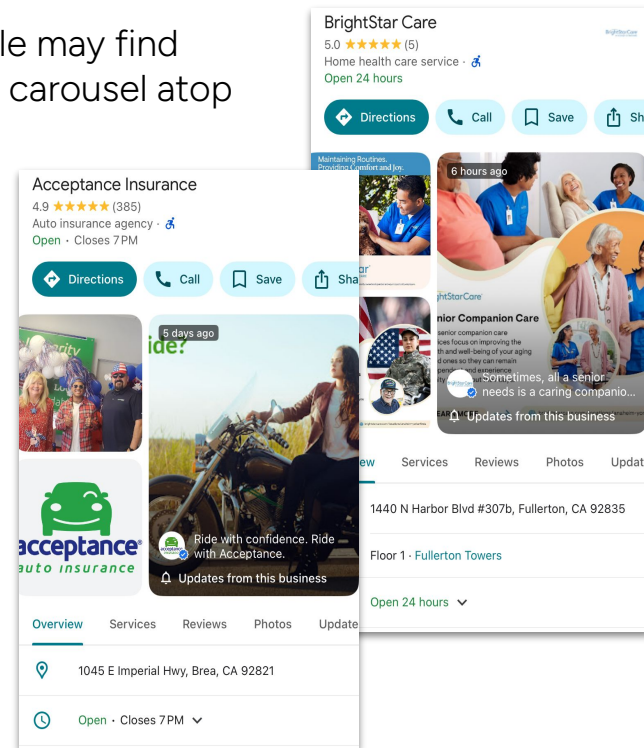


Businesses posting offers & updates to their Google Business Profile may find those posts appearing alongside photos and [review snippets](#) in the carousel atop their profile.

### Observed Behavior:

- Posts appear vertically oriented; image may be cropped if not formatted the same way.
- Highlights the first 50-60(ish) characters of post copy.
- Does not seem to limit the number of review snippets that may appear (up to 3).

**Recommendations for action:** Local marketers will want to format posts (image & copy) to get the maximum impact when presented in this format. Grab customer attention with a short, impactful headline; and while Google recommends 1:1 formatted photos, keep important content within the center 3:5 of the frame.





# New Callout for SoCal Area Hotels

## DISCOUNT FOR DISPLACED INDIVIDUALS



In the wake of the fires in Southern California, Google has added a callout for hotels who offer discounts for people displaced by the fire.

Accessible natively in **Google Business Manager** under **"Hotel Details"** for properties in the LA area, property managers/owners can indicate that they offer "Free" or "Significantly discounted accommodations for displaced individuals."

Hotel details

CATEGORIES

Popular amenities

- Accommodations for displaced individuals
- Sustainability
- Health & safety
- Internet

Accommodations for displaced individuals [Edit all](#)

Free or significantly discounted accommodations for displaced individuals. Please only select when you're actively offering free or discounted accommodations to this population.

Accommodations for displaced individuals

- + Free accommodations for displaced individuals
- + Significantly discounted accommodations for displaced individuals

hotels long beach

Mon, Feb 3 | Tue, Feb 4 | 2

\$0 - \$400+

Inn at 50 - Long Beach Convention Center  
4.5 ★★★★★ (406)  
2-star hotel  
Low-key hotel offering parking  
Free Wi-Fi Air-conditioned Wi-Fi Parking  
GREAT DEAL 39% less than usual  
\$87

The Westin Long Beach  
4.2 ★★★★★ (2,529) · 4-star hotel  
Upscale hotel with a pool & grill dining  
Pool Free Wi-Fi Air-conditioned Breakfast  
Discounted for displaced individuals  
\$214

Fairmont Breakers Long Beach  
4.7 ★★★★★ (31)  
Hotel  
Free parking Pool Spa Free Wi-Fi  
\$287

Historic Broadlind Hotel at Long Beach Convention Center  
3.5 ★★★★★ (163)  
3-star hotel  
Refined apartment hotel with a terrace  
Free Wi-Fi Air-conditioned Wi-Fi Parking  
GREAT DEAL 43% less than usual  
\$86

Hyatt Centric The Pike Long Beach  
4.4 ★★★★★ (1,699)  
4-star hotel  
\$710

The Westin Long Beach  
4.2 ★★★★★ (2,529) · 4-star hotel  
Overview Prices Reviews About  
Directions Save Nearby Share  
CHECK AVAILABILITY  
Discounted for displaced individuals  
Contact this hotel for availability and more details: (562) 436-3000  
Compare prices Free cancellation only  
Check in / Check out  
Mon, Feb 3 | Tue, Feb 4 | 2  
Sponsored :  
Featured options  
The Westin Long Beach \$218 >  
Official site  
Free cancellation until Feb 1  
\$253 with taxes + fees  
1 king bed \$243 >  
\$243 with taxes + fees

# Local Search Poll



## What is the most important factor for you in choosing a local business?



- 1) Highest ranking.
- 2) Highest rated.
- 3) Is going to save me money.
- 4) Has information confirming they have/offer the product or service that I am looking for.
- 5) Has photos and video that give me a good idea of what to expect.
- 6) Depends on the type of business I'm searching for.

# CCO Revisited

Optimizing for Customer Choice

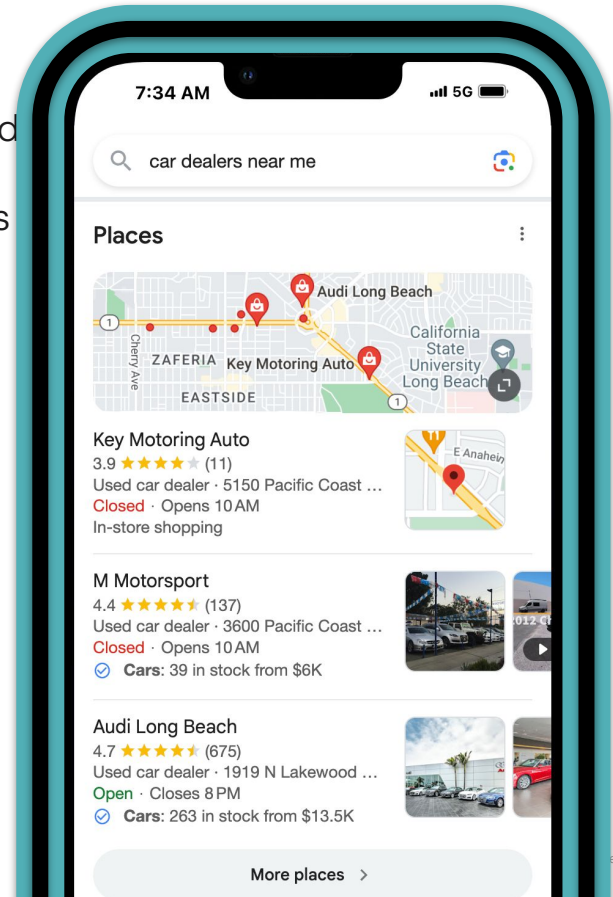


# Customer Choice Optimization (CCO)

## A FOCUS ON CONVERTING LEADS



What features should a business be taking advantage of, and what content should it be creating in order to be the best possible choice when a consumer is presented with options in search results.



# Customer Choice Optimization (CCO)

## ARE YOU ASKING THE RIGHT QUESTIONS?



To optimize for customer choice, you need understand the following:

- What is the typical customer search path for my industry?
- What do search results look like for that path?
- What factors are most important to customers in my industry?
- What Google features could I be taking advantage of to best align with those factors?



# Customer Choice Optimization (CCO)

ARE YOU ASKING THE RIGHT QUESTIONS?



To optimize for customer choice, you need understand the following:

- **What is the typical customer search path for my industry?**

# Local Search Poll






## Which do you click more often?

1) More Places / Businesses

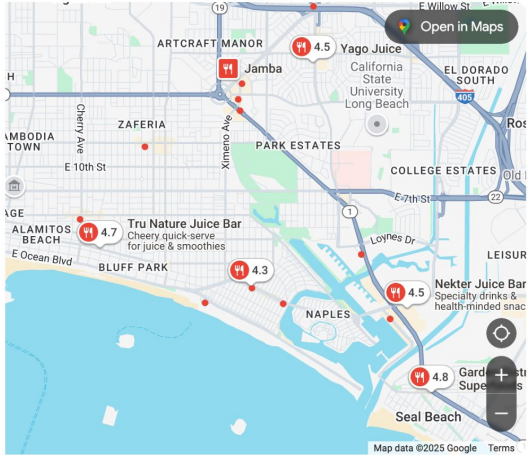
2) View in Maps

smoothie shops near me

Places :

-  **Nekter Juice Bar**  
4.5 ★★★★★ (105) · \$10–20 · Juice  
6467 E Pacific Coast Hwy Suite E-1A  
Specialty drinks & health-minded snacks
-  **Garden District Superfoods**  
4.7 ★★★★★ (39) · Juice  
Seal Beach, CA  
Closes soon · 5PM  
Flower shop–based juice bar offering smoothies, acai bowls, and coffee, plus an outdoor patio.
-  **Yago Juice**  
4.5 ★★★★★ (135) · \$10–20 · Juice  
2125 N Bellflower Blvd  
Made-to-order acai, froyo, and smoothie bowls are on offer at this casual counter-serve.

More places →

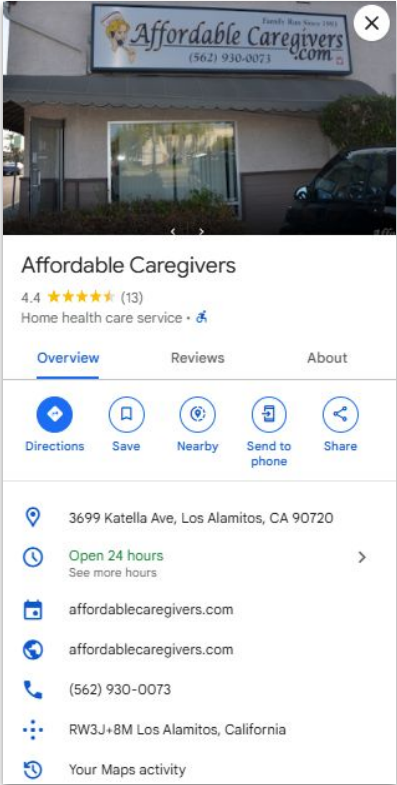


Map data ©2025 Google Terms



# Which business would you choose?

Based on profile alone, which of these businesses might you choose if you were searching for a home health care agency?



**Affordable Caregivers**  
4.4 ★★★★★ (13)  
Home health care service • 📍

Overview   Reviews   About

Directions   Save   Nearby   Send to phone   Share

📍 3699 Katella Ave, Los Alamitos, CA 90720

🕒 Open 24 hours  
See more hours

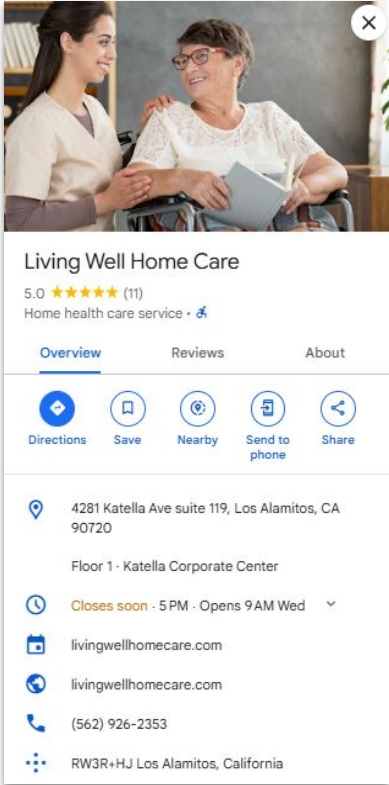
📄 affordablecaregivers.com

🌐 affordablecaregivers.com

📞 (562) 930-0073

📍 RW3J+8M Los Alamitos, California

📍 Your Maps activity



**Living Well Home Care**  
5.0 ★★★★★ (11)  
Home health care service • 📍

Overview   Reviews   About

Directions   Save   Nearby   Send to phone   Share

📍 4281 Katella Ave suite 119, Los Alamitos, CA 90720

Floor 1 · Katella Corporate Center

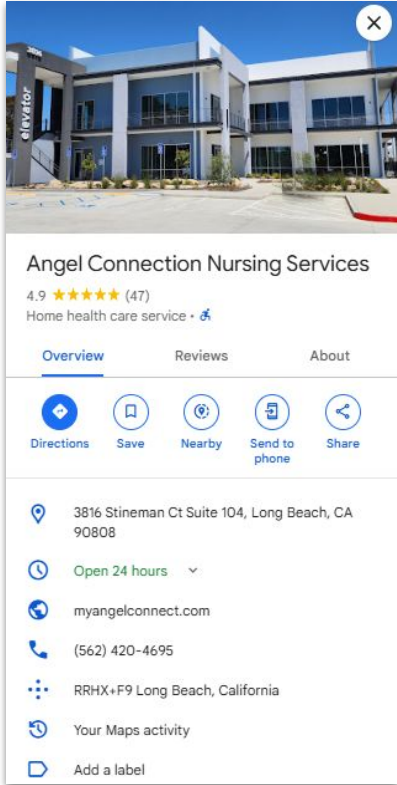
🕒 Closes soon · 5 PM · Opens 9 AM Wed

📄 livingwellhomecare.com

🌐 livingwellhomecare.com

📞 (562) 926-2353

📍 RW3R+HJ Los Alamitos, California



**Angel Connection Nursing Services**  
4.9 ★★★★★ (47)  
Home health care service • 📍

Overview   Reviews   About

Directions   Save   Nearby   Send to phone   Share

📍 3816 Stineman Ct Suite 104, Long Beach, CA 90808

🕒 Open 24 hours

📄 myangelconnect.com

📞 (562) 420-4695

📍 RRHX+F9 Long Beach, California

📍 Your Maps activity

📍 Add a label

# Which business would you choose?



Would you have chosen differently had you continued your search in the Finder Map?

### Affordable Caregivers

4.4 ★★★★★ (13) · Home health care service in Los Alamitos, California

Website Directions Save Share Call

Overview Reviews

#### Review summary

"Good people to work with. Very affordable and caring. **They go above and beyond to care for their clients.** Highly recommend if you're looking for trustworthy caregivers ..."

★★★★★

"Affordable caregivers is the best agency we have had since my mom fell ill. **We tried a couple other agencies but, they were not nearly as competent.** I don't know what I ..."

★★★★★

"He had 24 hour care while at home."

★★★★★

→ More Google reviews

Write a review

Address: 3699 Katella Ave, Los Alamitos, CA 90720

### Living Well Home Care

5.0 ★★★★★ (11) · Home health care service in Los Alamitos, California

Website Directions Save Share Call

Overview Reviews

#### Review summary

"... in Anaheim. We have depended on and referred Living Well Home Care to our residents for a long time. **Their caregivers are well-trained and dependable.** Michael and Jessica ..."

★★★★★

"Living Well provides excellent care for my father. The staff is kind, caring, professional and very good at their jobs. On the few occasions where the regular ..."

★★★★★

"Living Well Home Care was exactly what my family needed. **Jessica was a trusted, caring, and competent care giver for my Mother.** She did her job with grace, dignity, ..."

★★★★★

→ More Google reviews

### Angel Connection Nursing Services

4.9 ★★★★★ (47) · Home health care service in Long Beach, California

Website Directions Save Share Call

Overview Reviews

Address: 3816 Stineman Ct Suite 104, Long Beach, CA 90808

Hours: **Open 24 hours**

Phone: (562) 420-4695

Suggest an edit · Own this business?

#### Questions & answers

Be the first to ask a question

Ask a question

#### Popular times

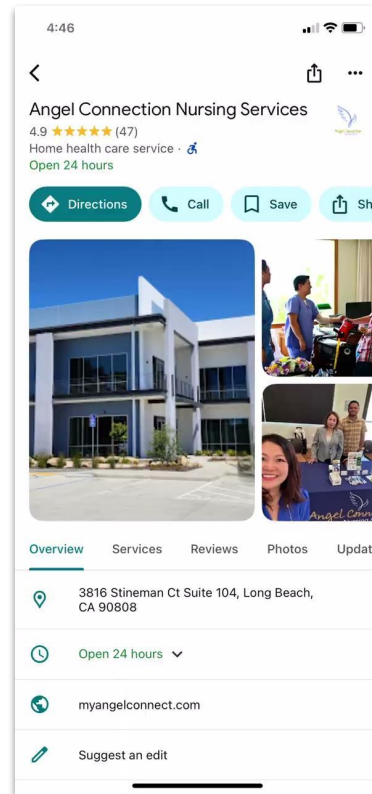
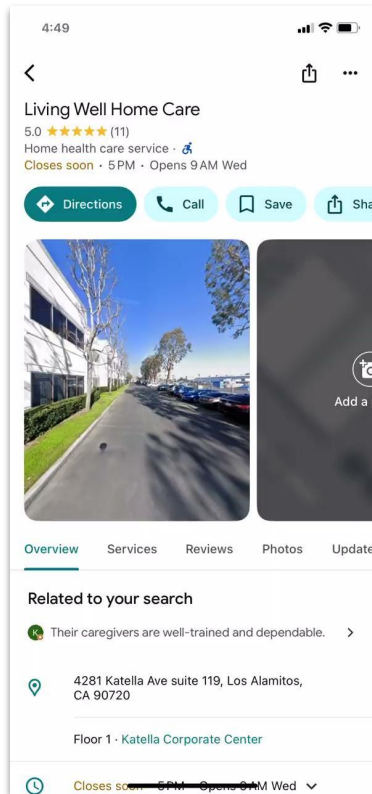
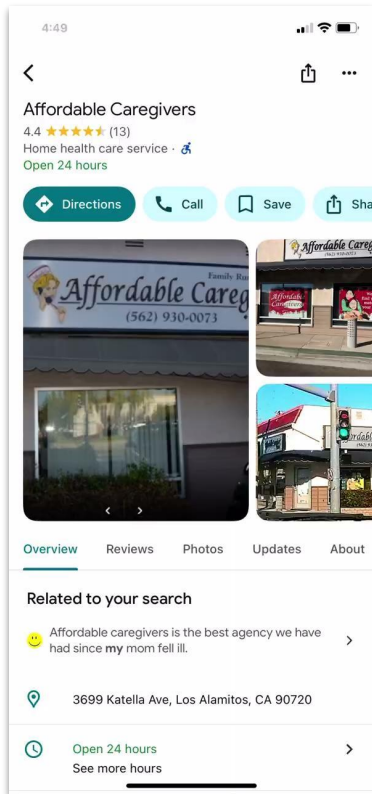
MON TUE WED THU FRI SAT SUN

10PM: Usually as busy as it gets

# Which business would you choose?



Would you have chosen differently had you searched via the Google Maps App?



# Customer Choice Optimization (CCO)

ARE YOU ASKING THE RIGHT QUESTIONS?



To optimize for customer choice, you need understand the following:

- What is the typical customer search path for my industry?
- **What do search results look like for that path?**



# There can be up to 8+ ways Google may present your Business Profile.

9Round Kickboxing Fitness  
5.0 ★★★★★ (36) · Gym in Long Beach, California

17+ Photos

Website Directions Save Share Call

Overview Reviews

Chain fitness studio offering 30-minute kickboxing workouts with trainer guidance.

Address: 6502 E Spring St, Long Beach, CA 90815

Hours: Closed · Opens 4 AM Wed

Phone: (562) 277-1285

Appointments: 9round.com

Questions & answers  
See all questions (1)

Ask a question

Places Finder

9Round Kickboxing Fitness  
5.0 ★★★★★ (36)  
Closed

Website Directions Call Share

Overview Services Reviews Updates Photos

Closed · Opens 4 AM Wed

(562) 277-1285

www.9round.com

Services: Personal Training, Accepts Reservations, Coaching, Fitness Assessments, Fitness Assessments, Group Fitness Classes,...

6502 E Spring St, Long Beach, CA 90815

Google review summary

5 + WRITE A REVIEW

Local Services Finder

9Round Kickboxing Fitness

Website Directions Save

5.0 ★★★★★ 36 Google reviews  
Gym in Long Beach, California

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Address: 6502 E Spring St, Long Beach, CA 90815

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Phone: (562) 277-1285

Suggest an edit

Appointments: 9round.com

Questions & answers  
See all questions (1)

Ask a question

Direct Search

9Round Kickboxing Fitness

5.0 ★★★★★ (36)  
Gym · 📍

Overview Reviews About

Directions Save Nearby Send to phone Share

6502 E Spring St, Long Beach, CA 90815

Closed · Opens 4 AM Wed

9round.com

9round.com

(562) 277-1285

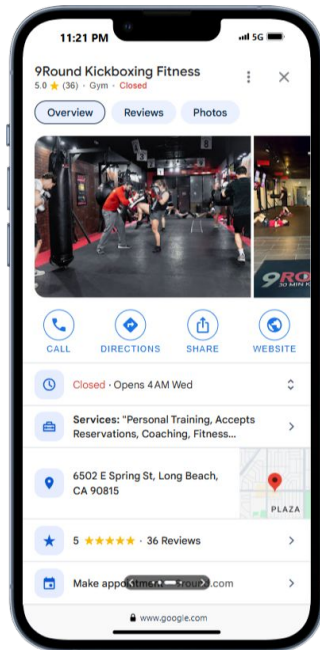
RV5V+VH Long Beach, California

Identifies as women-owned

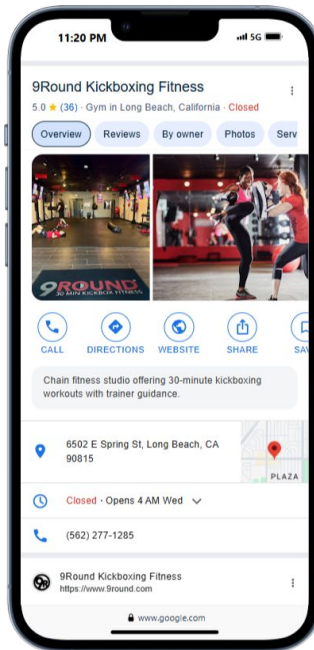
Maps



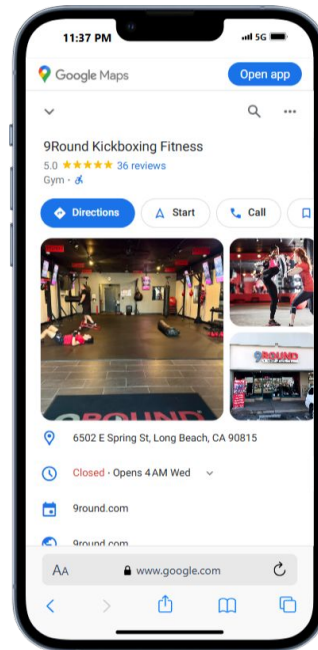
# There can be up to 8+ ways Google may present your Business Profile.



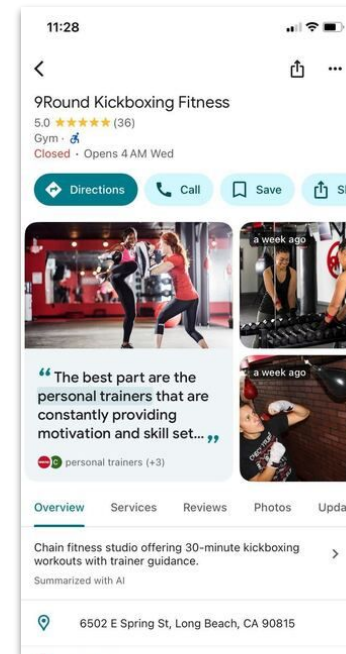
Finder



Direct Search



Maps



Maps App

# Customer Choice Optimization (CCO)

ARE YOU ASKING THE RIGHT QUESTIONS?



To optimize for customer choice, you need understand the following:

- What is the typical customer search path for my industry?
- What do search results look like for that path?
- **What factors are most important to customers in my industry?**

# Local Search Poll



**You are on a long trip and need gas. What would be your primary driver for choosing a place to stop?**

- 1) Convenience (easy on/off)
- 2) Gas Price (saves me money)
- 3) Healthy Options (offers something new & unique)
- 4) Clean Bathrooms (addresses the thing people typically worry about)

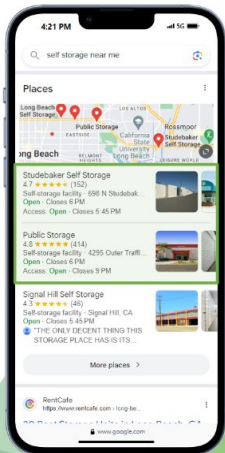


## Customer Search Behavior SELF STORAGE

### Top Decision Factors:

Price and Proximity

High ratings were not a deciding factor, but low ratings could exclude a business.

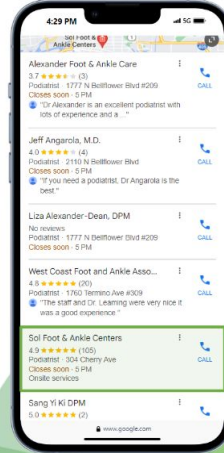


## Customer Search Behavior PHYSICIANS

### Top Decision Factors:

Reputation and Images of staff

Searchers didn't trust paid ads and navigated to the finder map for more options.

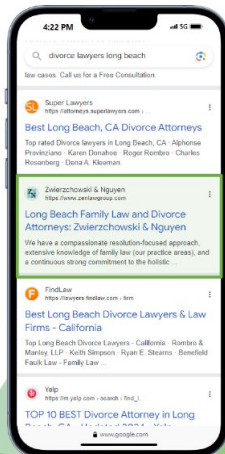


## Customer Search Behavior LEGAL SERVICES

### Top Decision Factors:

Title Tags and Meta Descriptions

Consumers preferred local sites in organic results over directories, looking for title tags and meta descriptions in the SERP that speak to their needs



## Customer Search Behavior RESTAURANTS

### Top Decision Factors:

Star Rating and Menu



# Customer Choice Optimization (CCO)

ARE YOU ASKING THE RIGHT QUESTIONS?



- 1) What is the typical customer search path for my industry?
- 2) What do search results look like for that path?
- 3) What factors are most important to customers in my industry?
- 4) **What Google features could I be taking advantage of to best align with those factors?**

# Customer Choice Optimization (CCO)

ARE YOU ASKING THE RIGHT QUESTIONS?



## Convenience (easy on/off)

- Post
- Image showing proximity
- Order ahead option for food

## Healthy Options (offers something new & unique)

- Posts
- Photos
- Linked Menu
- Merchant Center

## Gas Price (saves me money)

- Publish gas prices
- Offer posts

## Clean Bathrooms (addresses the thing people typically worry about)

- Images
- Posts

# Anatomy of a Google Business Profile

Business Summaries



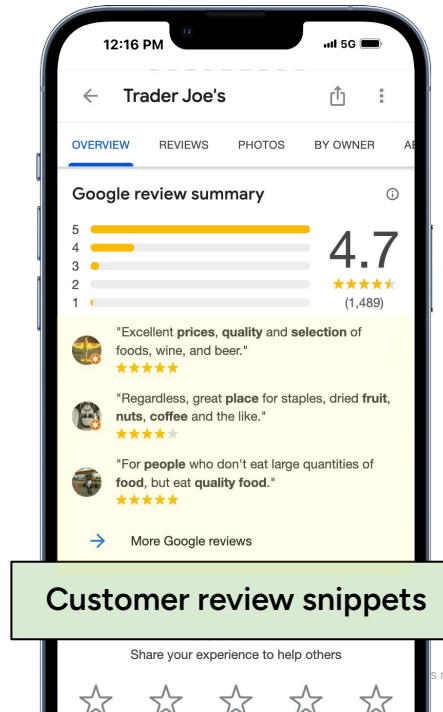
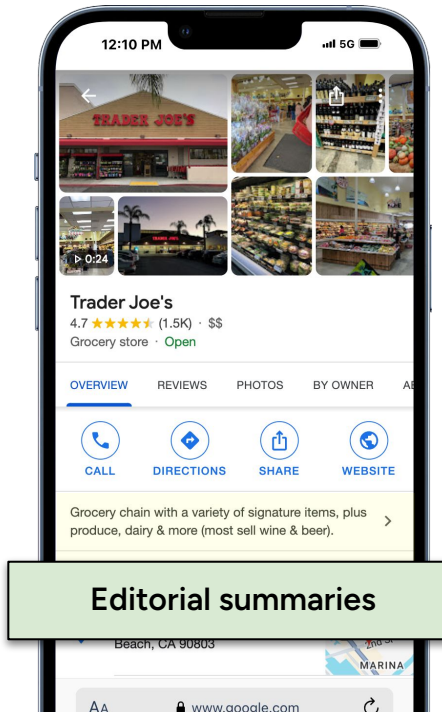
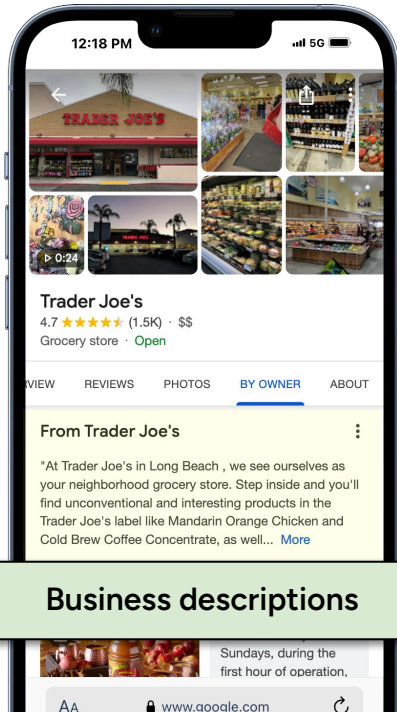


# Business Summaries

## TYPES



Per Google, "there are 3 types of short business summaries you might see in local search results":





# Business Summaries

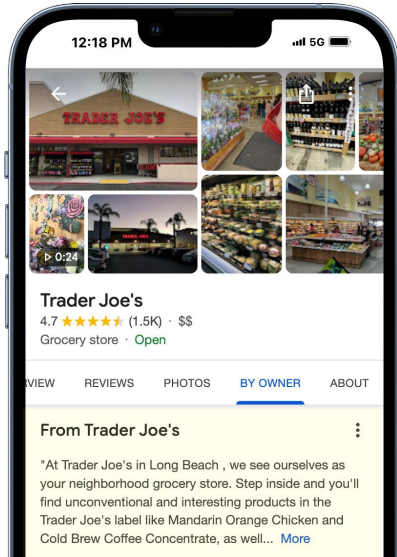
## TYPES



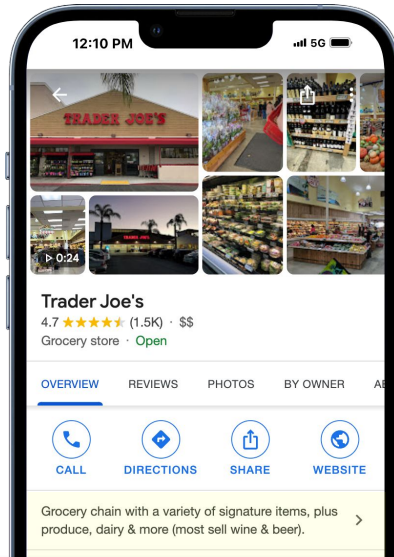
Controlled by business owner\*

Controlled by Google

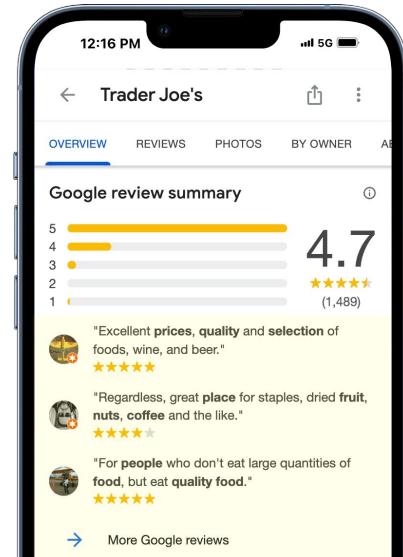
Influenced by customers



Business descriptions



Editorial summaries



Customer review snippets



# Business Descriptions

## WHAT GOOGLE SAYS

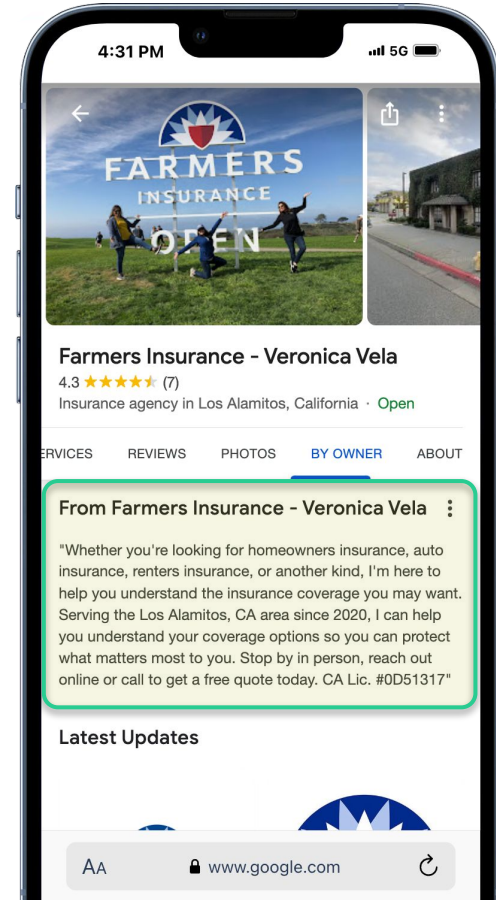


Use the Business Description field to provide useful information on services and products offered, as well as the mission and history of your business.

You should be upfront and honest about the information provided, focusing on content that's relevant and useful to your customers to understand your business. Content that's irrelevant to your business or has no clear association with it isn't allowed.

In addition to our overall guidelines on prohibited and restricted content, make sure that your business description does **not**:

- **Display low-quality, irrelevant or distracting content.** For example, misspellings, gimmicky character use, gibberish, etc.
- **Focus on special promotions, prices and offer sales.** Examples of content not allowed include, 'Everything on sale, -50%' and 'Best butties in town for \$5!'
- **Display links.** No links of any type are allowed.

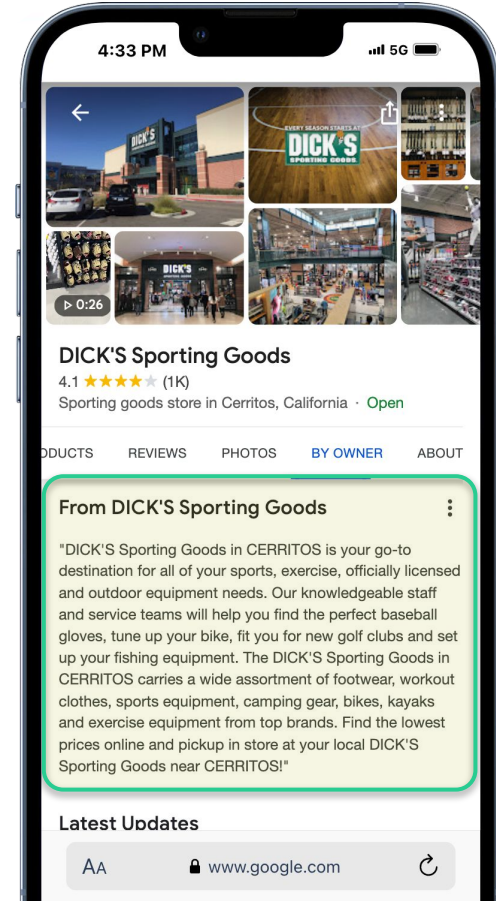




# Business Descriptions

## WHAT SOCi SAYS

- While Google claims businesses can “edit their descriptions that show up in Maps”, descriptions rarely appear in Map results. Business descriptions are more likely to appear in traditional Finder Search Results.
- While Business Descriptions are not considered to have Local SEO value, they do provide customers with valuable information about a business and should be updated seasonally to speak to current industry search trends.





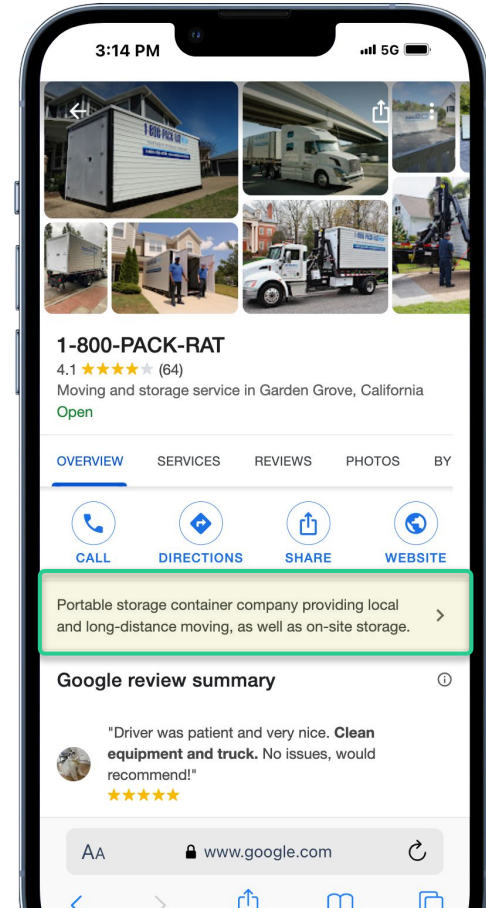
# Editorial Summaries

## WHAT GOOGLE SAYS

To give you a snapshot of a popular business our writers compile editorial summaries. These summaries are phrases or sentences that you can find when you click the business on Maps.

Editorial summaries show on the map or alongside review and rating information, such as in the “review summary” section.

**Important:** Unlike business descriptions, editorial summaries *can't* be edited.



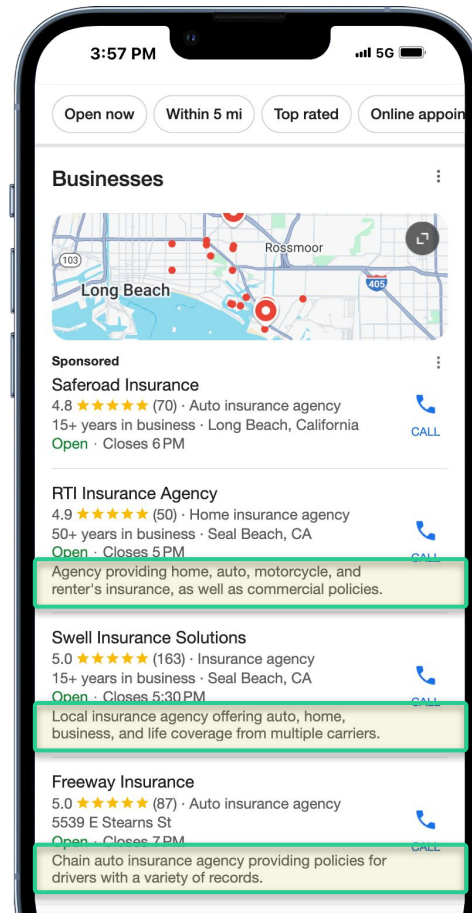


# Editorial Summaries

## WHAT SOCi SAYS



- Editorial Summaries can give business owners a good idea of what Google understands about their business and the products and services they offer.
- Shorter Editorial Summaries may appear in search results.
- Editorial Summaries do not appear for all business.
- Editorial Summaries are typically consistent across profiles for multi-location brands.
- Multi-location brands not following Google's naming guidelines may find that editorial summaries vary or do not appear on all profiles, or that summaries do not appear right away for new locations.
- A common cause for incorrect Editorial Summaries is old or outdated information on the linked website or other primary sources, or lack of information altogether. Be sure to keep GBP profiles up to date, and create and link optimized local pages that support the type of business you want Google to portray.



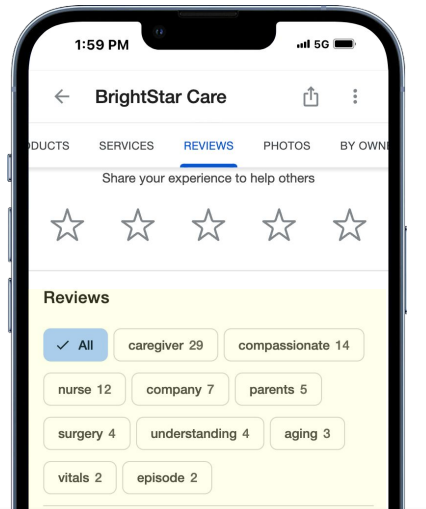


# Customer Review Snippets

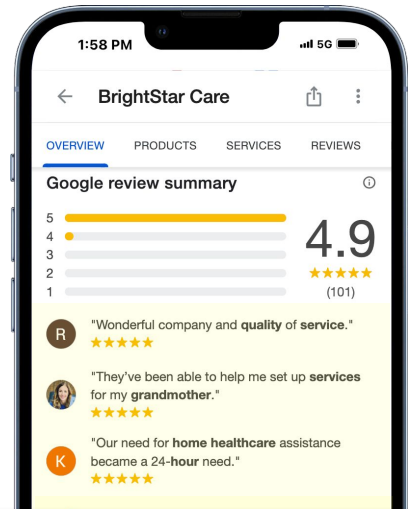
## WHAT GOOGLE SAYS



Many different customer reviews might include similar keywords, phrases, and information. Data from these reviews may be used to highlight certain aspects of your business through **Place Topics** or **Review Snippets**.



Place Topics



Review Snippets



# Customer Review Snippets

## PLACE TOPICS



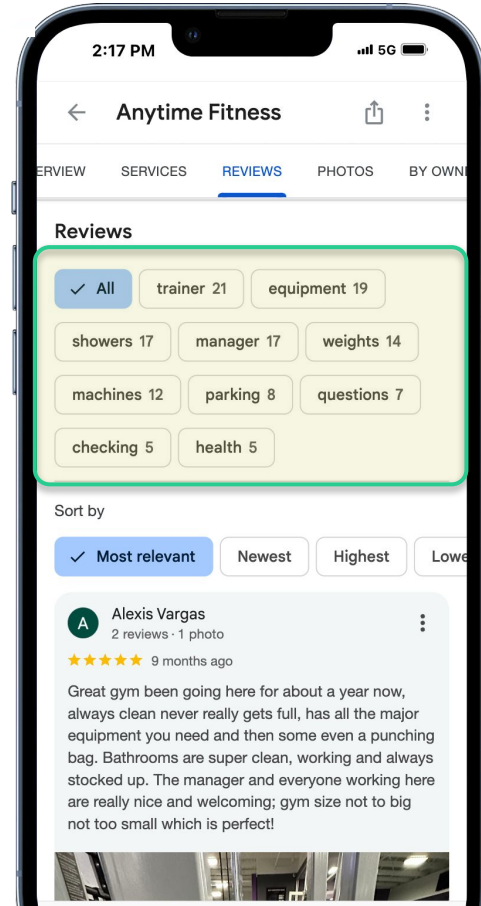
Potential customers can find the main themes of your business through Place Topics. These main themes are based on the reviews of your business.

### How it works

Place Topics uses data from your business's reviews to provide topics based on concise information and keywords from what your customers highlight. Topics are only created when your business has enough customer reviews\*.

Business owners don't need to manage Place Topics because they are based on your customers' reviews. To get the most out of Place Topics:

- Abusive reviews can create abusive topics. If the topic is abusive for any reason, business owners should [flag the reviews](#).
- Users can still open a Business Profile for a particular business and go through all the reviews.
- To filter reviews by Place Topics, users can click different topics.
- Place Topic may display a prevalent sentiment based on the sentiment of underlying reviews.





# Customer Review Snippets

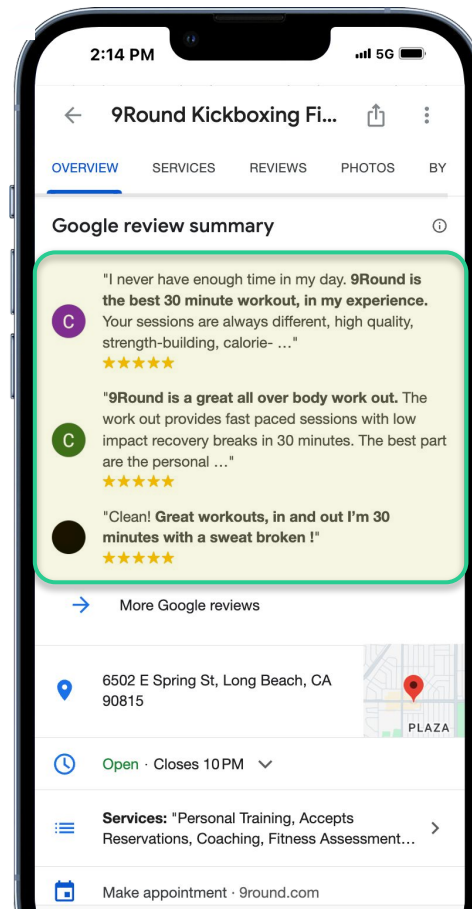
## REVIEW SNIPPETS



Review snippets show keywords most mentioned in quotes from Google reviewers. These snippets are selected by an algorithm.

You can find the most common words and phrases associated with a business in bold. Under each snippet, you'll find the number of other users who have mentioned those terms in their reviews.

If your business has Place Topics, they may create some of the review snippets. In these cases, you can select a snippet to lead you to all of the reviews related to that topic. Some businesses may have different review snippets when accessed through different devices, platforms, languages, or locations.



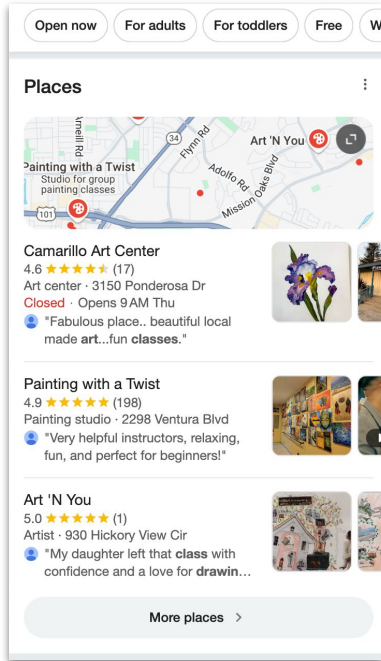


# Customer Review Snippets

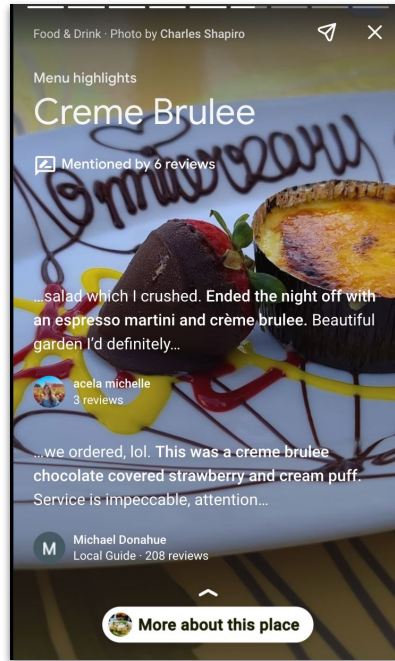
OTHER PLACES SNIPPETS MAY APPEAR



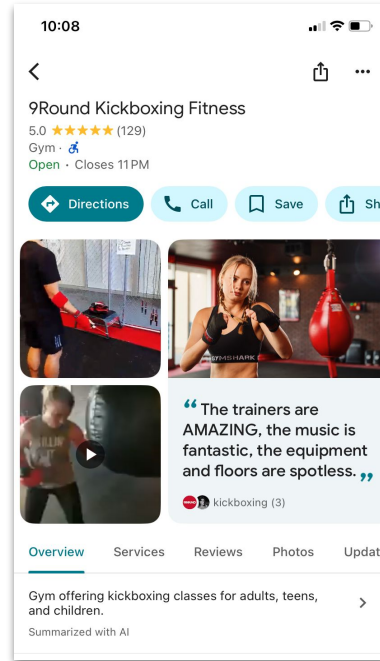
In Local Search Results



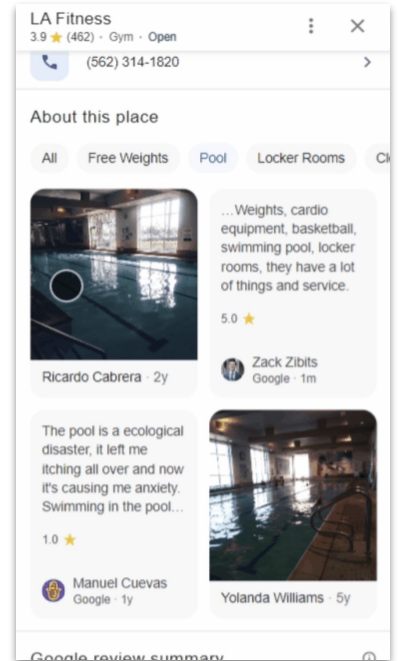
In **About** feature on F&B profiles



With photos at the top of maps profiles



In **About this place** feature (testing)





# Customer Review Snippets

## HOTEL REVIEW SNIPPETS



Some hotels have review summaries licensed from TrustYou. TrustYou is a third party that creates review summaries and aggregates scores using reviews from across the web.

A unified hotel reviews section on Google Maps on the computer shows reviews from both Google users and third-party providers. With a consolidated list of reviews, users can make more informed decisions on hotels directly from Maps.

All hotels that work with one of the third-party providers are eligible for the unified hotel reviews section. A Business Profile on Google is not required.

**Important:** We can't provide a full list of eligible third-party providers.

### Review summary ?

[Write a review](#)

#### Rooms · 4.1 ★★★★★

Rooms had views · Guests liked the comfortable beds · Guests appreciated the bathrooms

#### Location · 4.5 ★★★★★

Shopping and sightseeing nearby · Easily accessible by car, with parking available

#### Service & facilities · 4.3 ★★★★★

Guests enjoyed the pool · Guests spoke highly of the housekeeping, though some said the hotel management could be improved · Conference space available



# New Summary Type

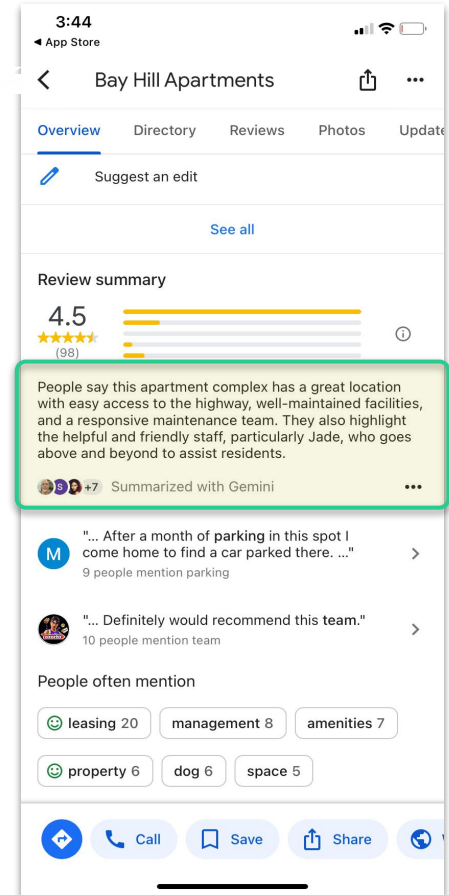
## REVIEWS SUMMARIZED WITH GEMINI

First announced by Google in October, the new AI, Gemini-powered Reviews summary “uses AI to analyze people’s reviews on a place and compile a helpful summary highlighting common sentiment and tips.”

Per Google: “Each summary is based on English reviews from the past year and updated weekly to reflect recent opinions. The number of reviews used to compile the summary may be shown.”

Review summaries aren't available for all places. This can be due to factors like limited reviews or a lack of consistent themes, among other reasons.”

Currently appears only in the Google Maps app.





# Business Summaries

## WHAT IF THEY ARE INCORRECT?



Google tries to show accurate, up-to-date short summaries for businesses. We don't remove summaries for being unclear or negative. We only remove the following:

- Keywords and review snippets that have been associated with an unrelated place.
- Editorial summaries that describe services the business doesn't offer.

If you'd like to report a description that you believe fits one or both of these cases, [contact us](#) so that we can review it.



## Links to Google Help pages:

- [Types of business summaries on Google Maps](#)
- [Guidelines for representing your business on Google](#)
- [How Google sources and uses information in local listings](#)
- [Report policy-violating reviews on your Business Profile](#)
- [Google Help Center](#)





# Checkbox Optimization

New GBP Categories, Attributes & More...



# New GBP Categories



## Education:

K-12 school

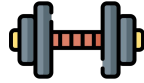


# New GBP Attributes



## Grocery:

- Has bakery
- Sells flowers
- Serves food
- Has passport photo services
- Has pharmacy



## Gyms:

- Has shower
- Membership required



## Food & Beverage:

- Good for working on laptop\*
- \*only available via API*

### Atmosphere

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)

Has shower

Yes

No



# WhatsApp and SMS/Text Messaging

SETUP NOW AVAILABLE FOR SOME VIA API



Businesses wanting to add a Messaging CTA to their Google Business Profile so customers can reach out directly with questions can now add their WhatsApp and/or SMS/Text Messaging information via API.

**Listings** [Close]

Twitter

Youtube

**Texting number**

**WhatsApp**

**Accessibility**

Assistive hearing loop  Yes  No  Unsure

Wheelchair accessible restroom  Yes  No  Unsure

Wheelchair accessible seating  Yes  No  Unsure

**Parking**

Free parking garage  Yes  No  Unsure

Free parking lot  Yes  No  Unsure



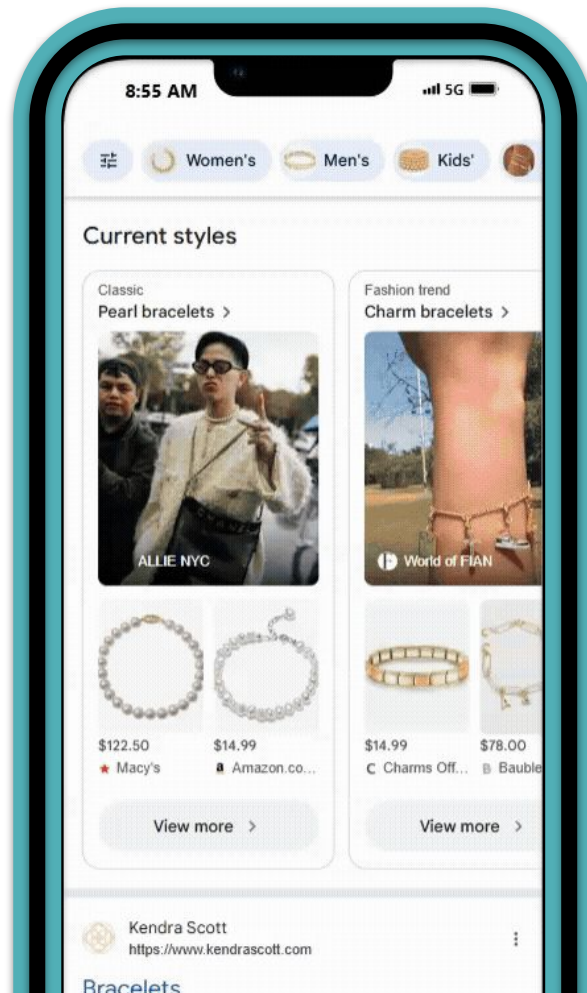
# Caught in the Wild

New features we've spied  
in Local Search results



# Caught in the Wild...

**Current styles** feature may appear for fashion related search results on mobile devices.





# Q&A



# Thanks for Joining!

See you next year! :)