

Google+ Local Pages

Connecting people with local businesses



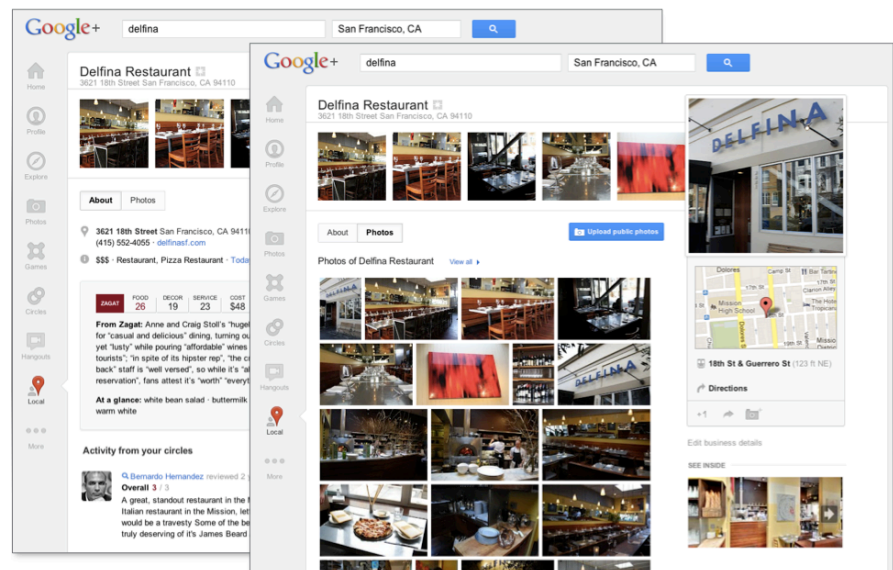
AT A GLANCE

- Google+ Local Pages connect the millions of people on Google+ with local businesses around the world.
- Google+ Local Pages make it easier than ever to share and discover local places by highlighting reviews and content from people you know and trust.
- Business owners still manage their listings using Google Places for Business

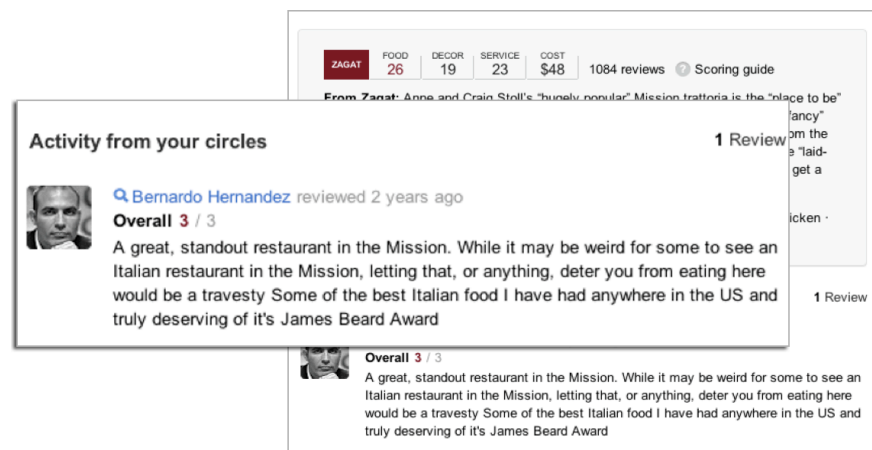
To learn more visit
<http://support.google.com/plus>

With the release of Google+ Local, we're connecting the millions of people on Google+ with local business around the world. These updates focus on four main improvements:

1. **Creating a simpler, more streamlined layout and design** for your business listing that better organizes the information on the page and puts more focus on reviews and photos. All your basic business information is still available but by streamlining the layout and putting more focus on photos and reviews, we hope to create simpler, more engaging experience for your customers that helps your business stand out.



2. **Improving the way people share and discover businesses** by highlighting reviews and photos written by friends and experts they trust. Activity from people in their circles, including reviews and check ins, will appear in a dedicated section above other activity making it easy for them to see the information most relevant to them.



3. Adding Zagat scores and summaries for millions of places around the world and moving our rating scale to Zagat's expressive 30-point scoring system that provides more precise and explanatory ratings.

Customers can learn more about your business' food, service, and décor than they can with a single 5-star scale.

Convenient and concise Zagat summaries of reviews from real people.

Delfina Restaurant
 Restaurant · 3621 18th Street, San Francisco, CA · (415) 552-4055 · \$\$\$

ZAGAT	FOOD	DECOR	SERVICE	COST	Reviews
26	26	19	23	\$48	1084 reviews

From Zagat: Anne and Craig Stoll's "hugely popular" Mission trattoria is the "place to be" for "casual and delicious" dining, turning out Northern Italian fare that's "nothing fancy" yet "lusty" while pouring "affordable" wines in a "vibrant atmosphere" far "away from the tourists"; "in spite of its hipster rep", "the crowd defines the word diverse" and the "laid-back" staff is "well versed", so while it's "always packed" and "still impossible to get a reservation", fans attest it's "worth" "everything." [Less](#)

4. Enhancing the local search and discovery experience across Google, by creating a seamless integration across Google.com, Google Maps, Google+ and mobile. As always, your customers will be able to find your business listing simply by entering a search in either Google.com or Google Maps. But now, they'll get additional information including photos, reviews and directions more easily.

5 results (1.12 seconds)

Delfina Landing Page
www.delfina.com/

The Mission's first-rate neighborhood Italian joint – hip, comfortable and consistent. A bustling ...
Zagat: **26** / 30 - 1,084 Google reviews

Delfina Pizzeria - Mission Pizzeria Homep...
pizzeriadelfina.com/

Craig and Anne Stoll's Naples meets New York-inspired pizzeria, located in a snug Mission ...
Zagat: **25** / 30 - 287 Google reviews

Pizzeria Delfina
pizzeriadelfina.com/

Craig and Anne Stoll's Naples meets New York-inspired pizzeria, located in a snug Mission ...
Zagat: **25** / 30 - 389 Google reviews

Piretti Delfina
plus.google.com

Google+ page

San Francisco State University: Clinch D...
www.sfsu.edu/

President's Message; Future Students; Points of Pride; Facts; News; SF State Magazine; Student ...
Google+ page

3621 18th Street
San Francisco
(415) 552-4055

2406 California Street
San Francisco
(415) 440-1189

3611 18th Street
San Francisco
(415) 437-6800

San Francisco
(415) 979-6689

1600 Holloway Ave # 4200
San Francisco
(415) 338-2759

Delfina Restaurant [Directions](#)

Delfina Restaurant
 Restaurant · 3621 18th Street, San Francisco, CA · (415) 552-4055 · \$\$\$

ZAGAT	FOOD	DECOR	SERVICE	Reviews
26	26	19	23	1,084 Google reviews

At a glance: white bean salad · buttermilk panna cotta · bi-rite market · roast chicken · warm white

Prices: \$\$\$

Hours: Mon-Thu 5:30–10pm
Fri-Sat 5:30–11pm
Sun 5–10pm

Transit: 18th St & Guerrero St

Reservations: urbanspoon.com

Menu: zagat.com · allmenus.com · viewmenu.com

More reviews
tripadvisor.com (121)
citysearch.com (105)

For previous users of Google Places for Business

You can still verify and manage all your listings in [Google Places for Business](#). Also, you can continue to manage your advertising from your [AdWords Express account](#).

We soon plan to offer more seamless connection between your existing Google+ Pages, and the new Google+ Local pages. Stay tuned.

You can read more about the changes in our [help center](#)

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