Google+ Local Pages
Connecting people with local businesses

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.

To learn more visit [http://support.google.com/plus](http://support.google.com/plus)
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.

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.

For previous users of Google Places for Business

You can still verify and manage all your listings in [Google Places for Business](https://www.google.com/business). Also, you can continue to manage your advertising from your [AdWords Express account](https://www.google.com/adwords).

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](https://support.google.com/photos).