

ANSWERS

How Well Do You Know the **Google** places Quality Guidelines?

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ANSWERS – How Well Do You Know the Google Places Quality Guidelines?


Question 1: If you haven't opened your business yet, how far in advance can you create your Google Places listing?

- a) Whenever your website goes live
- b) About 2-3 weeks—which is about how long it takes for Google's verification postcard with the PIN to arrive in the mail
-  c) You can't set up your listing before your business has opened


Question 2: Let's say you work at a law firm that has 10 lawyers, all of whom work from the same address. What's the maximum number of Google Places listings you can create and associate with that address?

- a) 1: Only the law firm itself can have a Places page, whereas the individual lawyers can't
-  b) 11: The firm can have one, and each of the lawyers can also have a Places page
- c) There's no specific limit; it depends on how many branches of law each lawyer practices

Question 3: What number of "keywords" is too many (and therefore prohibited) to include in the "business name" field?

- a) 2
- b) 3
-  c) An "extraneous number" of keywords

Question 4: Under what circumstances can you use a P.O. Box as your address?

- a) Only if you select the "Do not show my business address on my Maps listing" option, so as to hide your address from showing up in Google Places
-  b) Only if you enter the P.O. Box into the 2nd "address" field, but first specify the physical address of your business in the 1st "address" field
- c) Never

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Question 5: When MUST you select the “Do not show my business address on my Maps listing” option?

- a) If you work from home, rather than at an office or store
- b) If you don't meet your customers or clients in-person at your business location
- c) If your “service area” encompasses more than one town or city

Question 6: To what extent must you use a number with a local area code as your primary phone number?

- a) You absolutely must use one, always—no exceptions
- b) You should use one “whenever possible”
- c) It doesn't matter what the area code is, as long as your street address is local

Question 7: What is the maximum number of *custom* categories you can specify?


- a) 1
- b) 4
- c) 5

Question 8: Which of the following custom categories would Google deem acceptable?


- a) “Sedation Dentist”
- b) “Sedation Dentistry”
- c) “Sedation Dentistry w/ Nitrous Oxide”

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Question 9: Let's say your business has 12 locations and 12 Google Places pages (one for each location); under what circumstances can you use the same website for each location?

- a) Never; you need to have a completely separate website for each Google Places page
- b) You can use the same website only if you have a different landing page for each location / Google Places page
-  c) You can *always* use the same website for each Google Places page, and you can even use the same page of your website for all your Places page

Question 10: Which of the following are you NOT allowed to put into the “website” field?

- a) A shortened URL
-  b) A forwarded domain (i.e., a website name that forwards to another website)
- c) The URL of your business listing on a third-party site (e.g., Yahoo, SuperPages, etc.)

Whether you scored a 0 or a 10, it's worth taking another look at the [Google Places Quality Guidelines](#), just to hear it straight from the horse's mouth.

Questions? Suggestions? Shoot me an [email](#) or find me on Twitter ([@PhilRozek](#))!

Hope you liked it!

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