



## Studied for Your Google+Local SATs?

### ANSWERS

#### Categories

1. Which of the following categories would Google deem acceptable? (multiple answers accepted)
  - a. Dentist
  - b. Teeth Whitening Service
  - c. Braces
  - d. Toronto Dentist
  - e. NYC Renters Insurance
  - f. Insurance Agency
  - g. Best Insurance Agency
2. Categories must describe what your business **IS**, not what it **DOES**.

#### Business Address/Location

3. Where do you put the Suite#/Apt# etc. in the Google Places Dashboard?
  - a. Address Line 1
  - b. Never add suite #
  - c. Address Line 2
4. Which of the following businesses would most likely need to hide their address?(multiple answers accepted)
  - a. Insurance Agency
  - b. Electrician
  - c. Plumber
  - d. Sporting Goods Store
5. A Service Area Business (SAB) can have a Google+ Local page for every city/area that it services?
  - a. TRUE
  - b. FALSE
6. Only businesses that make in-person contact with customers qualify for a Google listing.
  - a. TRUE
  - b. FALSE

## Business Name

7. The business name must represent your business exactly as it appears in the offline world. Name 3 things that you should never put in your business name?
- Marketing Taglines
  - Phone Numbers
  - Website URL

## General

8. What is the best-practice for when a business moves to a new location/address?
- Edit the existing listing in the Google Places dashboard
  - Edit the existing listing with the EBD (edit business details)
  - Mark the listing as closed and create a new listing
9. When is it acceptable to claim a single listing into more than 1 account?
- Only for a Service Area Business (SAB)
  - Only for a business with a storefront
  - When you want to have multiple managers for the listing
  - Never
10. Which method of reporting a problem to Google Places support gets you an open line of communication with Google, which allows you to correspond back and forth?
- “Report a Problem”
  - Google Places Troubleshooter
11. Videos uploaded to the Google Places dashboard currently take how long to go live?
- 4 to 6 weeks
  - 1 to 2 weeks
  - Instantly
  - The video feature is currently disabled and doesn't ever show live

## Answers Explained

- Categories should depict what your business is (e.g. Insurance Agency), not what it does or products it sells (e.g. Braces). It is against the guidelines to have geo-terms in the categories, as in Toronto Dentist.
- See answer #1
- According to the Google Quality Guidelines, “If you need to specify a mail box or suite number within your physical location, please list your physical address in Address Line 1, and put your mail box or suite number in Address Line 2.”

4. Electricians and Plumbers are Service Area Businesses, so they would be required to hide their address in the Google Places account dashboard.
5. According to the Google Quality Guidelines, "Businesses that operate in a service area, as opposed to a single location, should not create a listing for every city they service. Businesses that operate in a service area should create one listing for the central office or location and designate service areas."
6. According to the Google Quality Guidelines, "Only businesses that make in-person contact with customers qualify for a Google Places listing."
7. Unless they are actually part of your legal business name, don't use them.
8. Until a few weeks ago, the answer was C. Google recently updated the best practice so that A would now be the correct answer.
9. Claiming a listing into more than one account can cause all kinds of issues. Not to mention Google has said that it goes against their quality guidelines.
10. The Google Places Troubleshooter opens up a two-way communication line with an actual Google employee.
11. The video feature is currently only available for G+ Business pages and merged G+ Local/Business pages and can only be added through the G+ interface.