

GOOGLE BUSINESS PROFILE: ADVANCED TIPS

Fact Sheet for Businesses

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Understanding Local Guides

Google's Local Guide program is a structured **crowd-sourcing program** which is designed to improve the quantity and quality of data and content in Google Maps. Local Guides sign up through their own Google account and participate by adding or editing content in the Maps product. The goal of the program from Google's end is to encourage and reward users who improve the quality and coverage of content within Maps and other products.

Points and Perks

Local Guides are not paid for their contributions. Their reward is largely the satisfaction of the visibility they achieve within Google’s ecosystem and helping others discover new places. Google has gamified participation through a points system that provides recognition for local guides who contribute content regularly. The program is similar to high-level reviewers on Yelp or TripAdvisor. Local guides above certain levels may receive periodic perks from Google for their efforts.

Maps contribution	Points earned
Review	10 points per review
Review with more than 200 characters	10 bonus points per review
Rating	1 point per rating
Photo	5 points per photo
Photo tags	3 points per tag
Video	7 points per video
Answer	1 point per answer
Respond to Q&As	3 points per response
Edit	5 points per edit
Place added	15 points per place added
Road added	15 points per road added
Fact checked	1 point per fact checked
Eligible list published	10 points per published list
Description (in list)	5 points per description added

User-Submitted Content

Local Guides can add a variety of content to business listings through their accounts, including ratings, reviews, photos, videos, answers and edits. In most cases, these contributions are made by well-meaning individuals that want to help other people decide where to go and what to do in their destinations. If you’ve created your GBP account and verified your business you can elect to have notifications sent to you each time a Local Guide uploads or edits content on your business listing.

All of the content that is submitted by Local Guides to your business listing is important to your overall ranking within Google’s products. Of particular importance are ratings and reviews, so make sure you encourage your best customers to review and rate your business. You can review user-submitted content in your GBP account, if you recognize some of these contributors in your business be sure to say thanks!

Of course, there are always exceptions and occasionally you will see either irrelevant photos appearing as part of your Knowledge panel, or in rare instances malicious reviews or content posted to your business. There are several mechanisms within your GBP account to flag and respond to these types of submissions. See other sections of this document for more details.