

What is Google+ Local?

Google+ Local helps users discover and share places. The integration of Zagat's expressive 30-point [scoring system](#) gives you detailed insight into businesses before you visit, and Zagat summaries of user reviews help you decide where you want to go.

With Google+ Local, you can:

- Get place recommendations based on your circles, your past reviews, and your location
- Publish reviews and photos of your favorite places
- Read Zagat summaries of user reviews for a place
- View the local Google+ page for a business to see reviews, photos, and other useful information
- Find reviews from people you know and trust highlighted in your search results

Ready to use Google+ Local? Just go to plus.google.com/local and start exploring!

Differences between local pages in Google+

Currently, you may see two types of pages on Google for a single business. These pages will either be similar to a [Place page](#) with scores and reviews, or they will be Google+ pages with social features. You can distinguish the pages by the features available.

If below the cover photo you only see the tabs for **About** and **Photos**, a **Manage this place** button when you scroll down, and scores and reviews, then it's a local listing (an upgrade from the old Place page). When local listings appear on Google Maps or in Google Search, clicking on more info or on Google reviews will take you to this type of page.

Some businesses may have also created a page themselves using Google+. You can identify this type of page if there are tabs for **Posts**, **About**, **Photos**, and **Videos**, *but there isn't the option to leave a review.*

When these pages are combined, they will appear with a verified checkmark and have features of both pages described above with scores and reviews as well as posts from the business owner.

Are you a business owner? Learn more about [verifying your page](#).

Copy Credit: Information above taken from website of Google