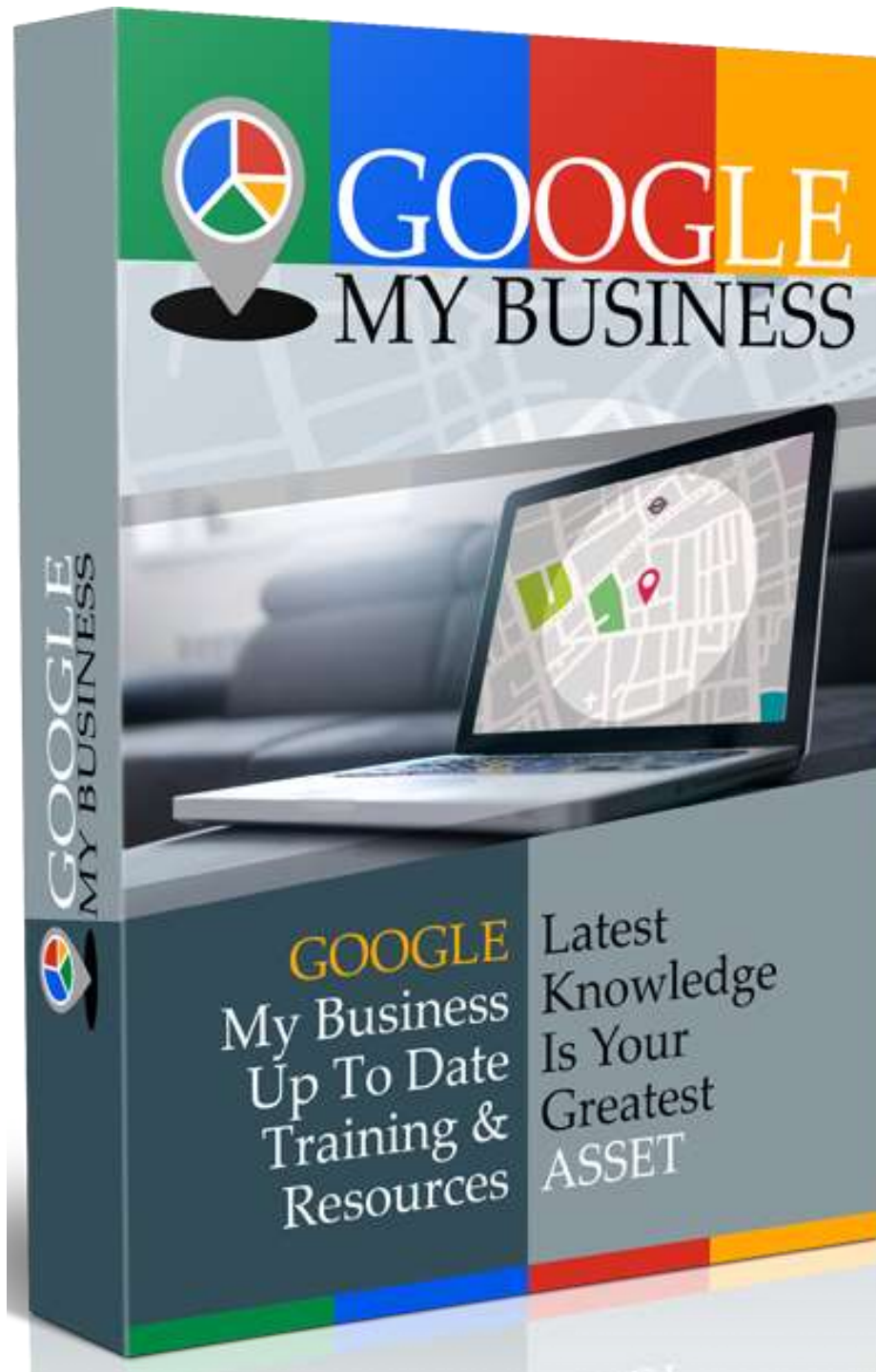


GOOGLE MY BUSINESS

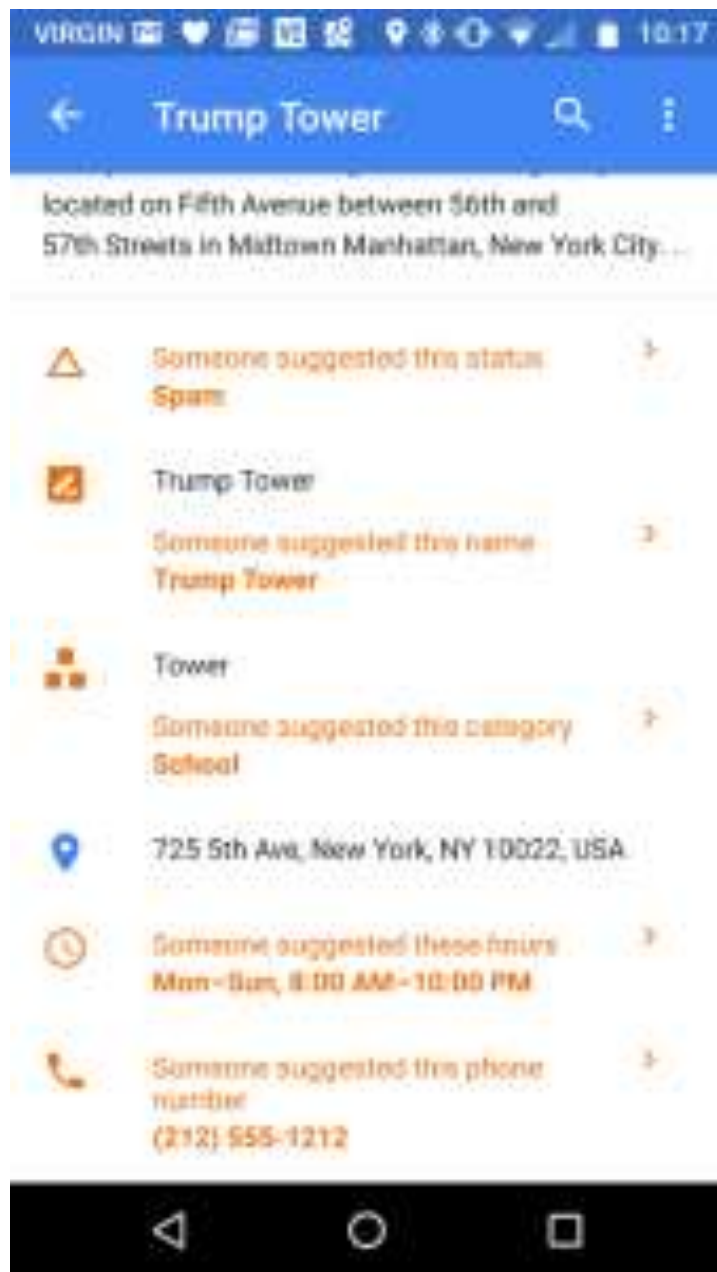
Edit Google Maps via Desktop



It is Finally Possible to Edit Google Maps via Desktop Computer, as well as on a Mobile Device.

[Thanks to [Joy Hawkins](#) for providing most of this information, as of March 8, 2017.]

Finally, Google users are able to review the Google Maps edits of others via a computer. Formerly, this was only possible via a mobile device. ([Read more here.](#))

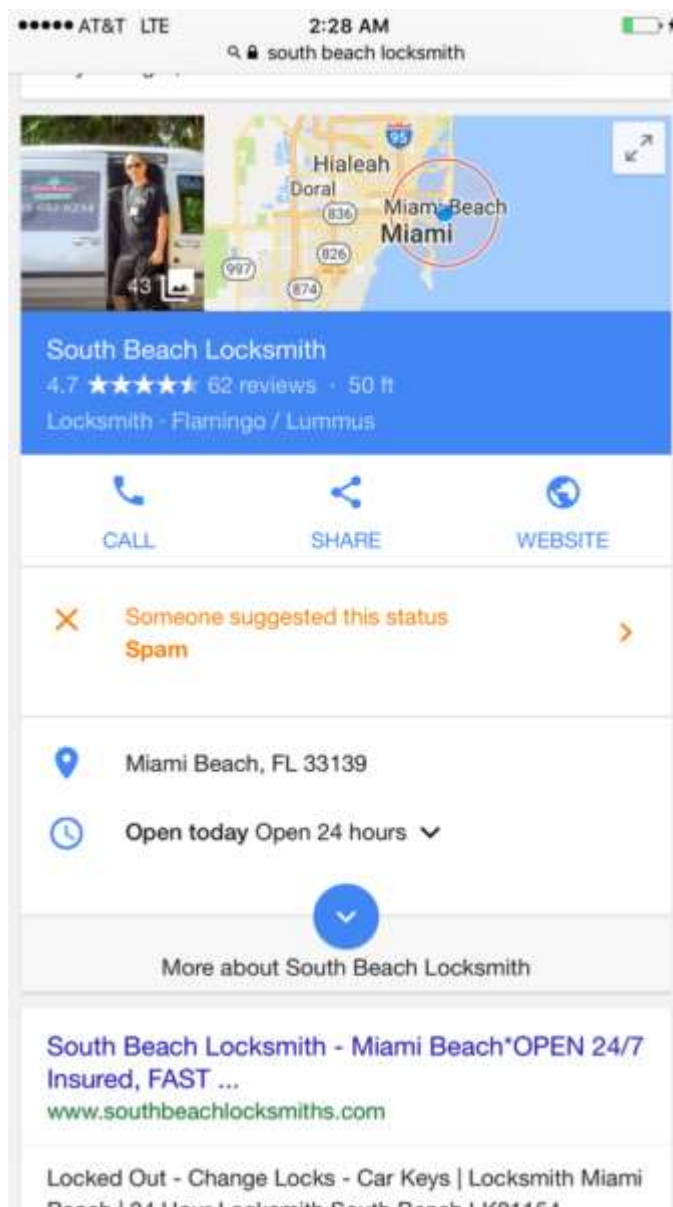


This is a great improvement for those users who do a great deal of reviewing and editing, because it was really difficult to do any research of a business when it was only possible via mobile devices.

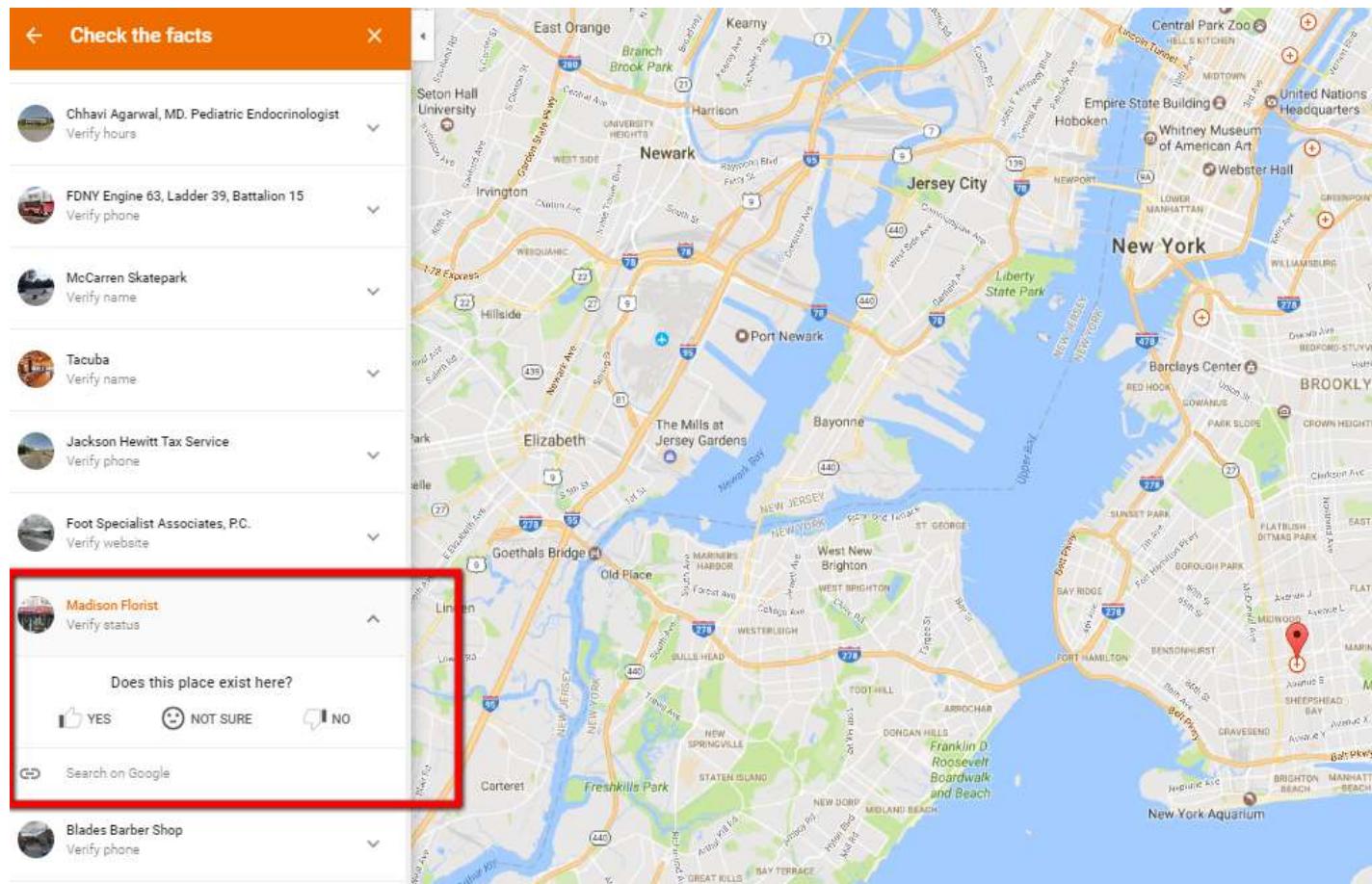
Below are some of the things that have been updated with this recent rollout:

1. Only a Level 5 Local Guide can currently review edits on desktop. To become a Level 5, you need to get 500 points which would be the equivalent of writing 500 reviews for businesses, making 500 edits, or adding 500 photos (more on that [here](#)).
2. Google has removed the suggested edits for a place's status from mobile. This is huge. Previously, if you reported a business as closed, it would show up as “suggested” when you searched this business on mobile. Spammers soon caught onto this and started reporting their competitors as closed or as spam, which I wrote about [here](#).

To get a visual of why this was a good spamming tactic, (but obviously bad for the business) check out how this perfectly legitimate locksmith looked when you looked up their listing on the Google Maps app:

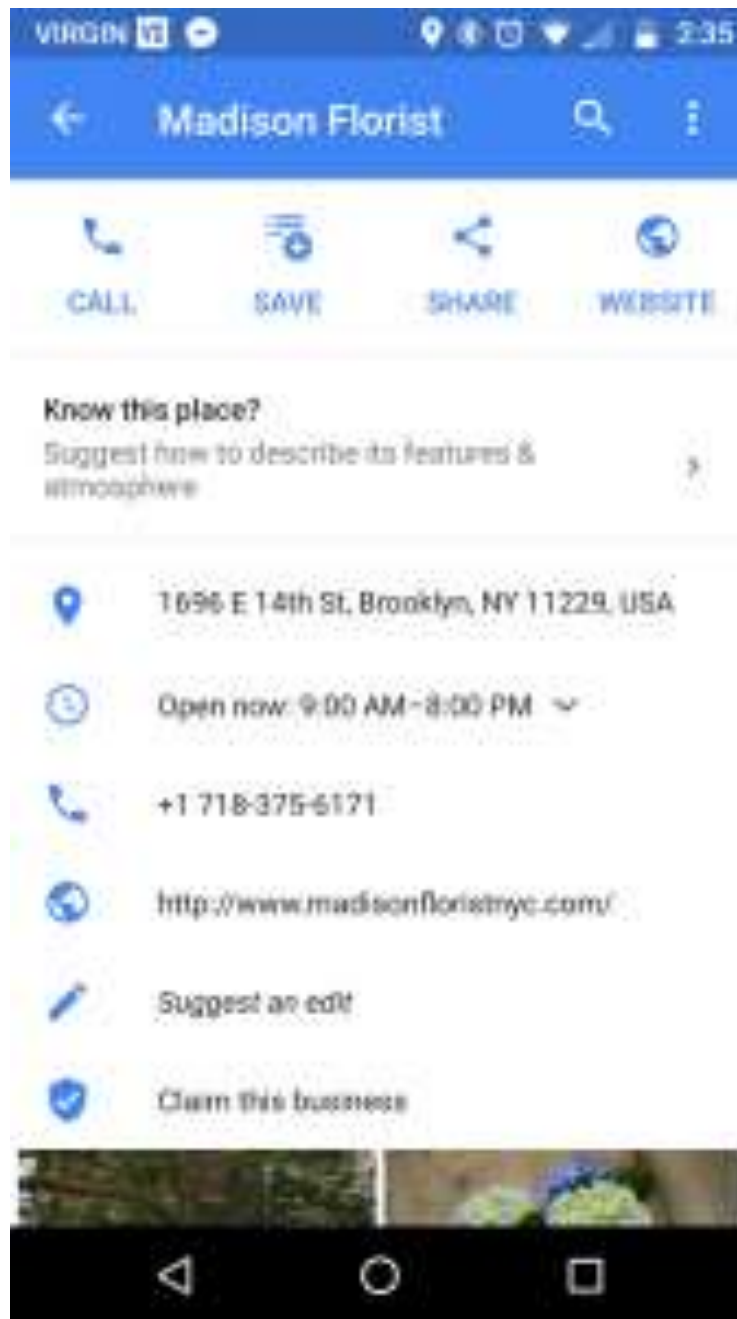


Here is another example. Someone suggested that Madison Florist in Brooklyn doesn't exist. I only see this on desktop in the specific section for reviewing edits. It doesn't show up on the normal listing seen by any other user.

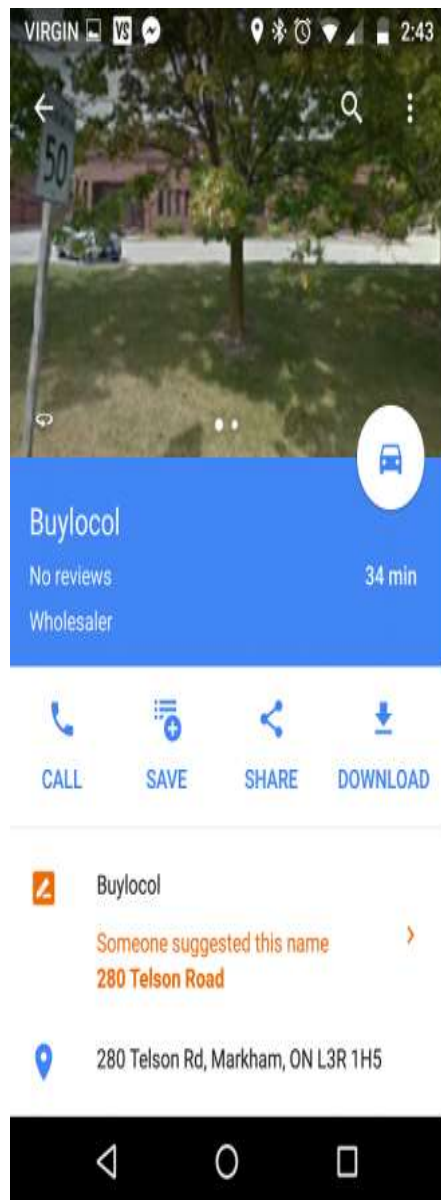


You can learn more about Level 5 Local Guides' ability to "Verify the Facts" [here](#).

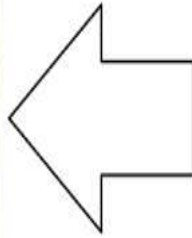
Now here is a screenshot of the listing on mobile. There is no suggested status field like there was previously for the locksmith, which allowed someone to suggest a "Spam" status.



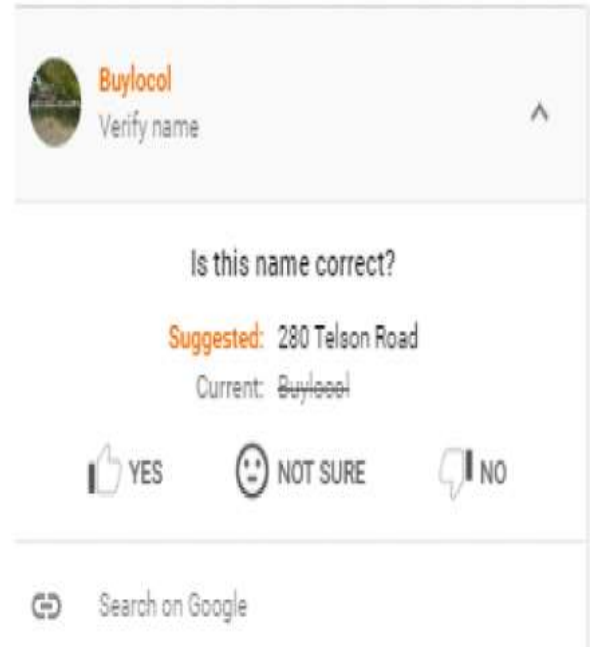
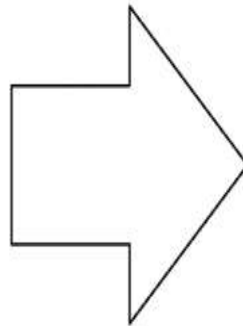
Edits to other fields that aren't as sensitive show up on both views, like in this example for a person suggesting a name change for this business:



Mobile



Desktop Editing
Section



3. As per what is mentioned in #1 and #2, this means that in order to report a listing as closed, report it as spam, or report it as “doesn’t exist”, you either have to get a Level 5 Local Guide to review it, or you have to sit around and wait for Google to get to it

(and that might take a while). This is fantastic news in my opinion. It's much harder for a spammer to become a Level 5 to gain this ability. It's not impossible, clearly, but it gives them more work before they even have an option.

In the past, I would often see **brand new** users approving edits, which honestly should have never been possible. Spammers just loved it.

4. When you click the little "search on Google" link below the edit, as seen in the screenshot above, it opens a new tab which searches the business name so you can do your homework before reviewing the edit. This requires quite a bit of work, considering there are lots of businesses with the same name.

Google should consider adding the address of the location to this search (hopefully they do after reading this). This was [one of the searches](#) I got when reviewing a listing. Not so helpful.

5. If you're like me and you want to review edits all over the place, not just near your house, the current interface on desktop kind of sucks. The only way to do this is to zoom out really far and then zoom in on the map to get to where the business is. I would anticipate they will make this a bit better as time goes on.

Google is definitely keeping me busy lately with all the changes they've been rolling out.

I'll be updating my [training manual](#) as more of these features roll out, along with tips and best practices of how you can use them to benefit yourself and clients (if you're an agency).

Special thanks to GMB Top Contributor and [Local SEO](#) expert [Joy Hawkins](#) for sharing the useful Google Maps update post on her blog, March 8, 2017, which we have edited slightly for this portion of Maps PhD Expert.

Disclaimer

Google's algorithm (the rules and guidelines that determine which business listings they display at any given time to any given individual) may have changed since this document was published.

While the steps outlined above were working for us at the time we published this document, Google may have changed its procedures since then.