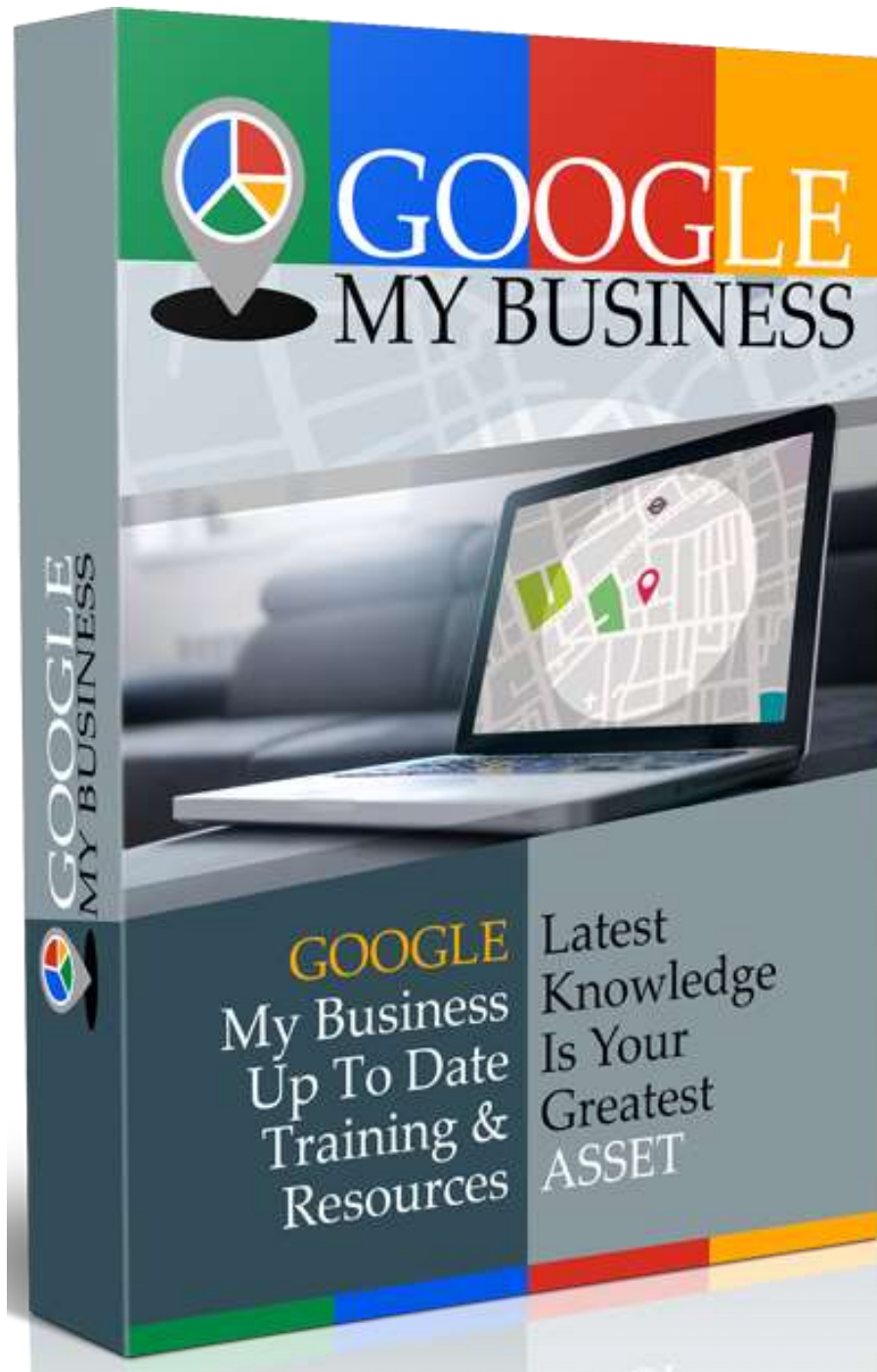


GOOGLE MY BUSINESS

Google Maps – You May Now Share Your Lists



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Google is Becoming More Social

The analytics potential from Google Maps users sharing their lists represents an even deeper level of insight for the search giant – Google – and the brands it works with.



Recently, Google Maps allowed users to save specific places in their own personal lists of “Favorites” and “Places I Want To Go.”

These users are now able to share their lists with others. For a very long time, people have wanted to share plans and ideas, or offer suggestions to out-of-town visitors who wanted advice on “best places to go” while in the city. In the past, one could only share locations one at a time.

Whatever lists you use will travel with you wherever you go, via mobile or desktop, whether you’re online or offline.

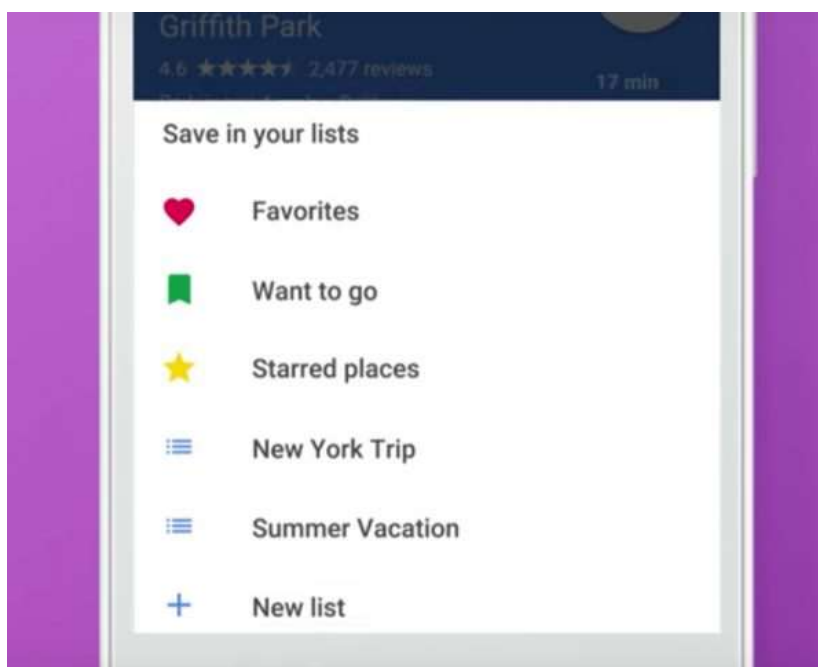
Anytime you travel, you may download the offline maps ahead of time so you're able to see every place that you've added to your lists appearing on the map.

If you share your lists via email, text, and Google+, Google Maps offers a new area for retailers, restaurant owners and cultural institutions to create more high-ranking profiles. For example, a shop owner might encourage their regulars to create a list with their shop in mind.

Analytics Boost

The addition of this feature will offer business owners greater insight into the sharing activities of the users. Google has also been using these shared lists to further create more refined ads that anticipate more closely the types of places the users will go to – which further fuels Google's ability to market more specifically to the “near me” searches and [“micro-moments.”](#)

The lists that people share might also prove useful to tourism boards and the travel and hospitality industry.



Users are now able to share their custom lists of places with friends and family.

Released within about a year of the [roll out](#) of Google Trips, sharing of Google Maps lists represents two ideas Google has been pursuing: making sure that Google is the main search engine used by people in their daily needs, and ensuring that users don't need to look elsewhere.

One way that Google is building a substantial “walled garden” around the Maps App is the closer integration with ride-hailing services.

Recently, [Google Maps](#) started to present in-map views of available vehicles for hire, along with info about the destinations such as reviews, articles and restaurant menus.

When a user opens Google Maps’ “ride services mode,” they will be able to see all of the nearby ride service providers. But it’s not a static list. Just by tapping on Uber, Lyft, Juno, Gett, or any other on-demand ride brand, the user will be presented with a complete list of all ride-hailing options. These ride companies are now also able to include any special offers they may be running.

Google is facing [increasing challenges](#) in its intention to dominate local mapping. It is ever more valuable to Google to keep users within its own branded apps, since Google continually strives to deliver more users to their [inventory of ads and connected home products](#).

Information taken from [an article by David Kaplan](#), Feb 13, 2017.

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.