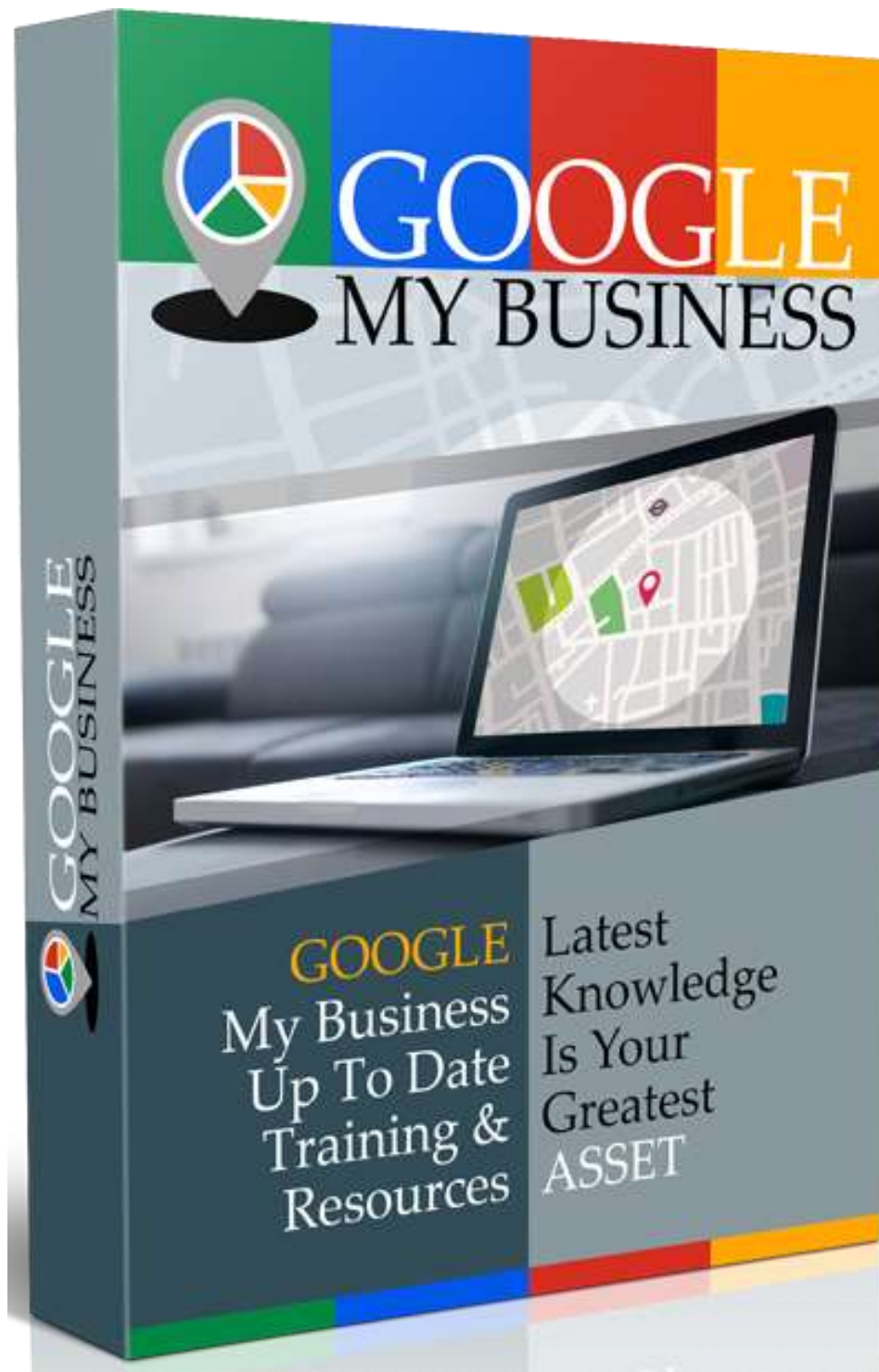


GOOGLE MY BUSINESS

Google Building Attributes for Business



Google is Building Attributes for Business

In August 2016, Google announced that it was no longer possible to edit the Introduction and Description field in your Google My Business listing. This information is now only displayed to users in Google+, and you are still able to edit it by going to aboutme.google.com.

That same August 2016 announcement included a note about Attributes: *"Editing of attributes, coming soon to all Google My Business views, will be an improved way to describe your business to users on Google Search and Maps."*

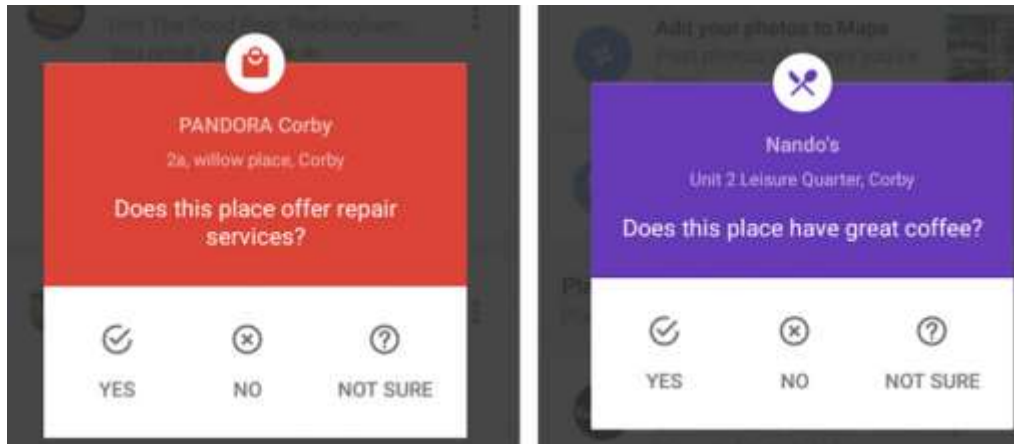
Attributes began showing up for some people inside their GMB dashboards in December 2016, and have now been fully rolled out as a feature of Google My Business.

So, what are Attributes?

Google explains that Attributes include offerings like "Has Wi-Fi" and "Offers outdoor seating," which tell customers more about your business. You should add relevant and accurate attributes to your business listing to help people find you on Google.

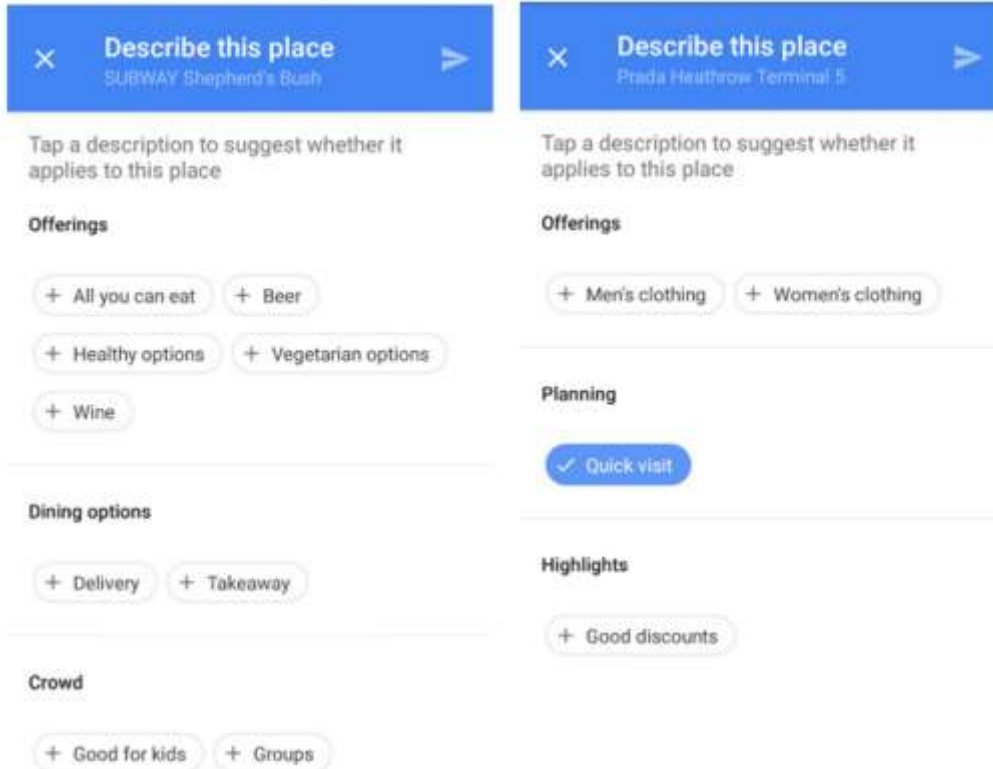
Collecting the Data

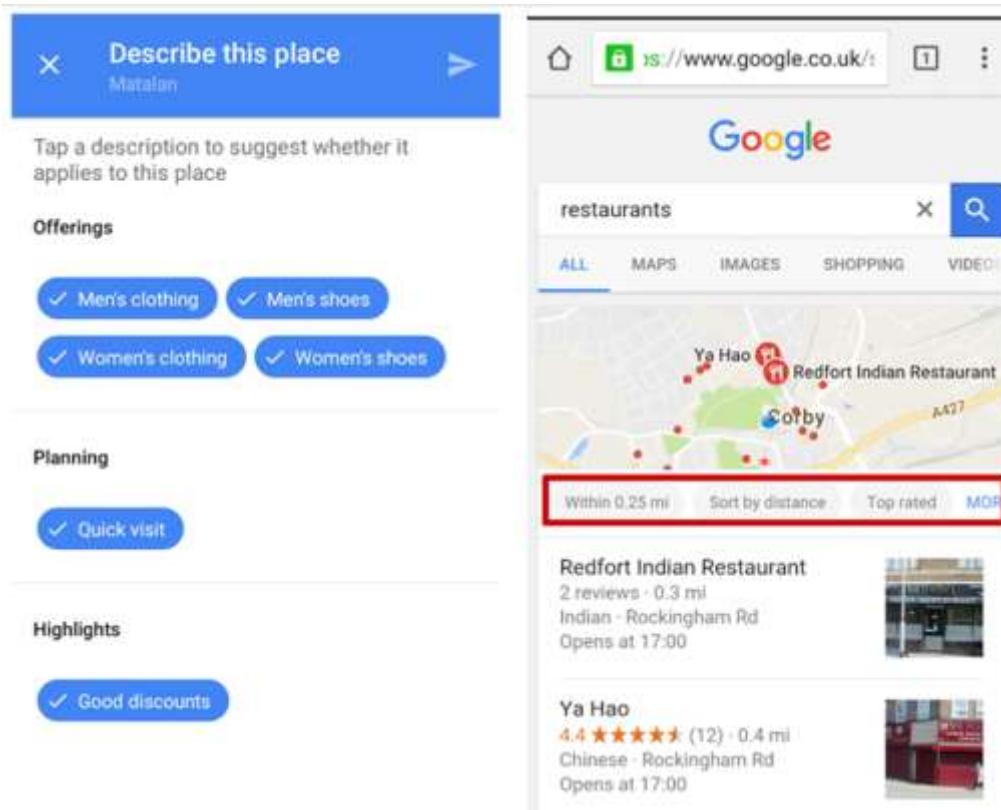
Google began collecting this extra information back in May 2015 when Google started asking users for [additional information about the business](#)



Crowd sourcing for Attributes

After the announcement in August 2016 about attributes “**coming soon**”, users started being prompted with “**Do You Know This Place?**” and presented with simple on / off selections for attributes about the business:





By now, most people using Google Maps on mobile have probably become used to seeing these questions after leaving a review of a business.

Once Google had built up enough data about businesses, they rolled out the Attributes feature in GMB, starting in December 2016.

But you'll need to verify that any "Attributes" data shown for your business is both accurate and complete, and edit your Attributes as necessary.

Editing Attributes

Instructions from Google in December 2016:

Edit attributes for your business. Attributes include offerings like "Has Wi-Fi" and "Offers outdoor seating," which tell customers more about your business.

The next time you sign in to your account, you may have a lot of attributes to review. To easily review and edit large numbers of attributes for the first time:



1. In your dashboard, [accept all Google updates](#) related to attributes.
2. Download your locations.
3. Edit attributes in your spreadsheet as necessary.
4. Upload your updated spreadsheet to your account.

You can also review attributes from your dashboard. Once you've completed your initial review of your listings' attributes, you'll have far fewer attributes to review and edit from your dashboard during routine account maintenance.

12/14/2016



Add your menu to a listing via the API, according to new menu guidelines for Google My Business.

12/7/2016

Attributes will probably help define what businesses appear in local packs, as well as within filter options.

Here is one more helpful resource page from [Google My Business Help](#), with guidelines for updating your GMB data. Click that link and scroll down to see the section about Attributes near the bottom of the page.

And here's a great review of how to [Edit Your Business Listing on Google](#), covering all the basics.

One more thing to be aware of: The attributes that a business owner can add or edit in GMB are not always the

same things that users can add or edit via their Google Maps app. As an [example](#) – someone was asked by the Google Maps app if the place had a wheelchair accessible entrance or if it had WiFi. But neither of those options were available to add via the GMB dashboard.

So, it's a good idea to try using both methods to be sure you have included as many Attributes as possible.

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.