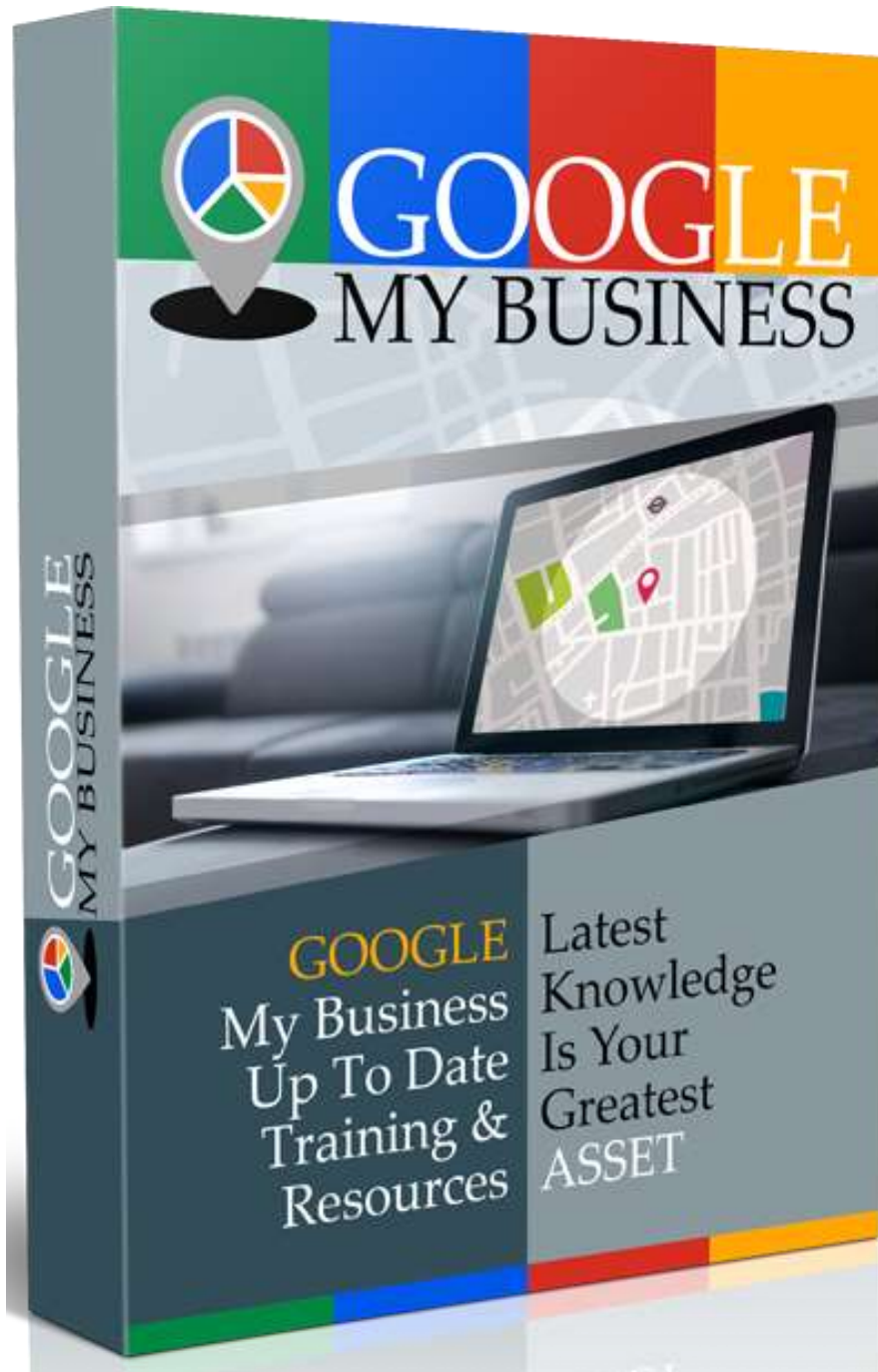


GOOGLE MY BUSINESS

No More Business Description On GMB



Google has removed the Business Description Option from Google My Business Pages

The Google+ section has been removed from [Google My Business Page](#) dashboard, to be replaced with the ability to edit attributes.

The following statement was added to the Google My Business product features:

*The **Introduction / description field** is no longer editable in Google My Business. It only displays to users in Google+, and may still be edited there. 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.*

To better serve our users, we're focusing these new insights for local listings on Google Search and Maps, and removing Google+ statistics from the dashboard. With deeper insights on how people are finding your business on Google, you can make sure your efforts to maintain and promote your business are paying off.

The average, well maintained Google My Business listing gets five times more views than listings which haven't been claimed by their owners.¹

☰

Google My Business > Online Ownership

HOME

INFO

PHOTOS

REVIEWS

Category

Internet Marketing Service, Marketing Con

Hours

Monday	09:00–18:00
Tuesday	09:00–18:00
Wednesday	09:00–18:00
Thursday	09:00–18:00
Friday	09:00–18:00
Saturday	Closed
Sunday	Closed

Special hours

25/12/2015	Closed
28/12/2015	Closed
31/12/2015	Closed
01/01/2016	Closed

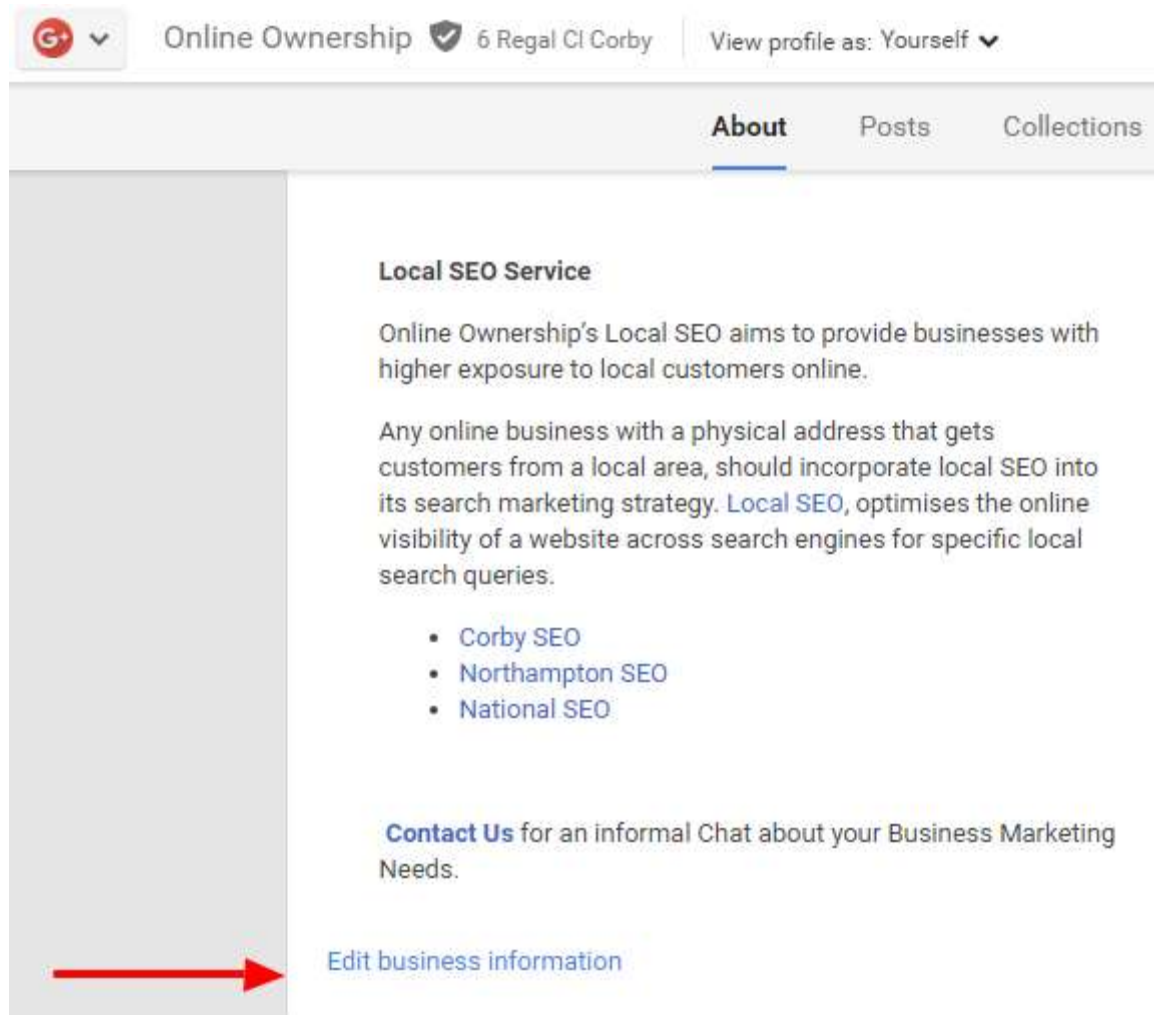
Business Description Removed

Finished editing

What is still Visible and Available in Google+ ?

In Classic Mode, if you are looking at your business page from inside Google+, you will still see the business description. (Since it's been removed from Google My

Business, it's likely that it's no longer used by the other Google formats.)



The screenshot shows a Google+ profile page for 'Online Ownership'. The header includes the Google+ logo, the name 'Online Ownership', a verified badge, the location '6 Regal Ct Corby', and a dropdown menu for 'View profile as: Yourself'. Below the header are tabs for 'About', 'Posts', and 'Collections'. The 'About' tab is selected. The main content area is divided into two columns. The left column is a grey sidebar. The right column contains the following text:

Local SEO Service

Online Ownership's Local SEO aims to provide businesses with higher exposure to local customers online.

Any online business with a physical address that gets customers from a local area, should incorporate local SEO into its search marketing strategy. [Local SEO](#), optimises the online visibility of a website across search engines for specific local search queries.

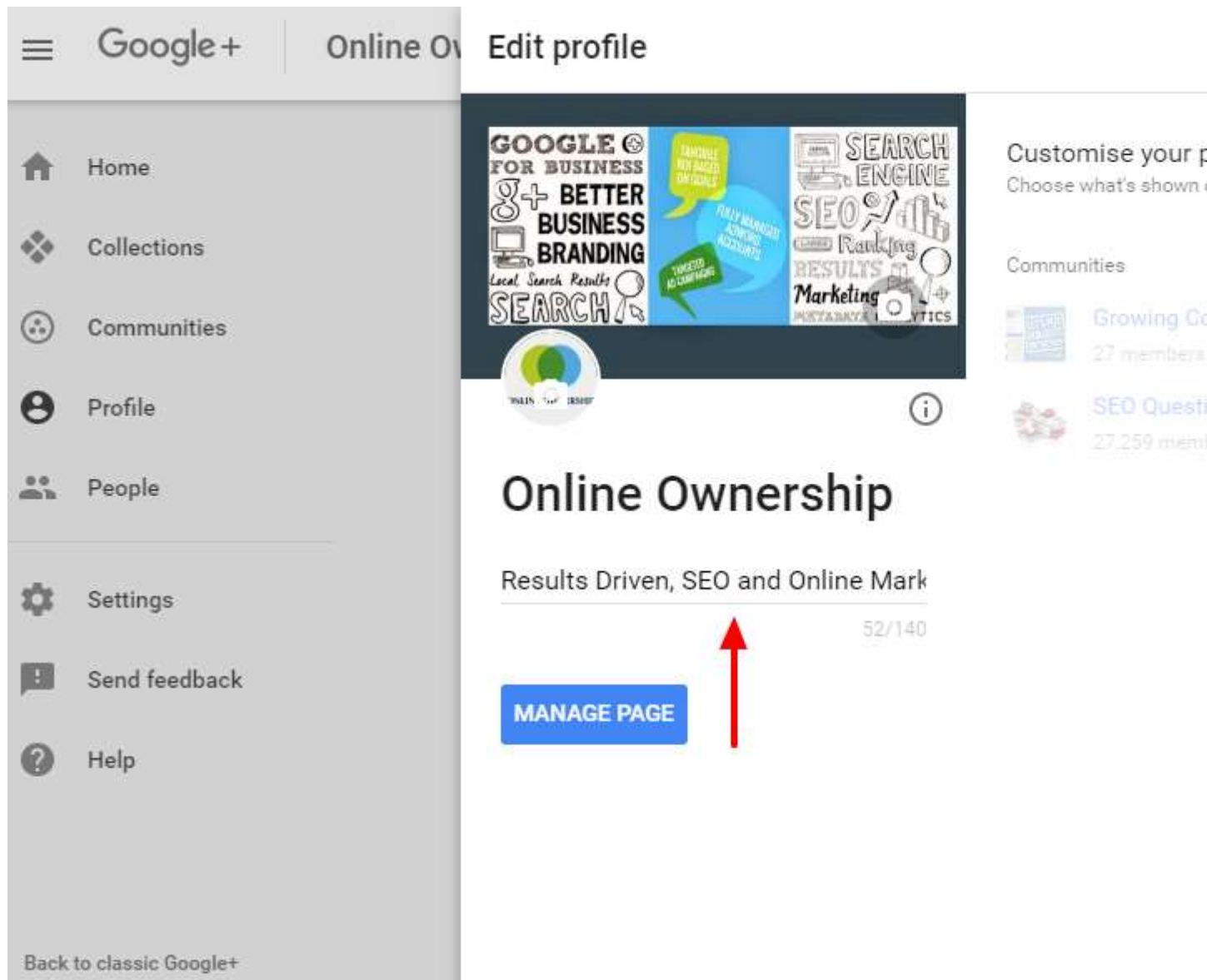
- [Corby SEO](#)
- [Northampton SEO](#)
- [National SEO](#)

[Contact Us](#) for an informal Chat about your Business Marketing Needs.

[Edit business information](#)

A red arrow points from the bottom of the grey sidebar to the 'Edit business information' link.

If you switch to the New Google+ display, you will see the Tag Line or description, and it is still editable.



Is it Worth Editing?

Even though the business description is likely discounted in terms of its usefulness, it is still a social profile that's part of search results, and, as such, it's likely that you will continue to receive visitors to your Google+ page. Because of that, it's worthwhile to go ahead and update

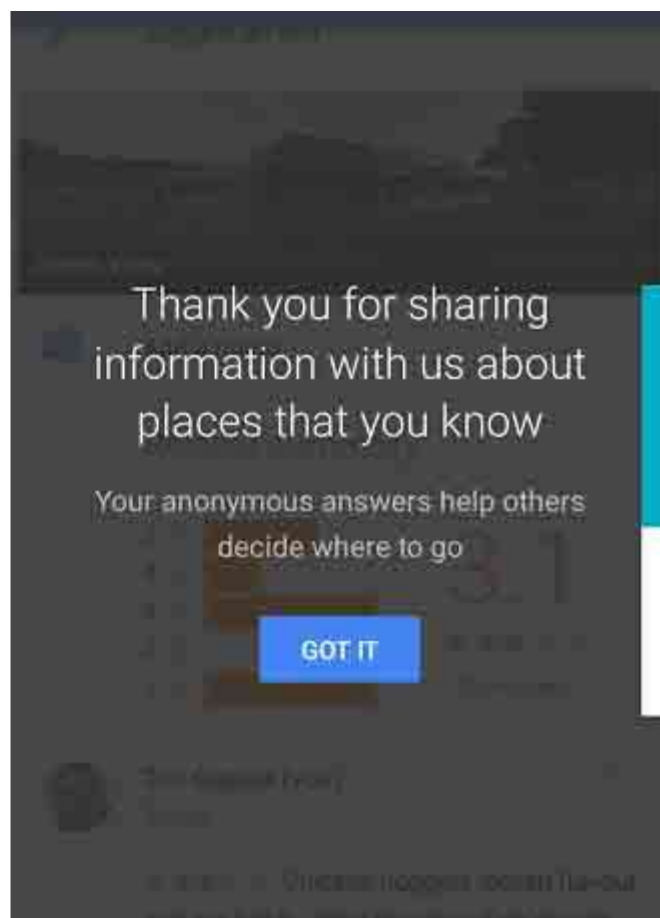
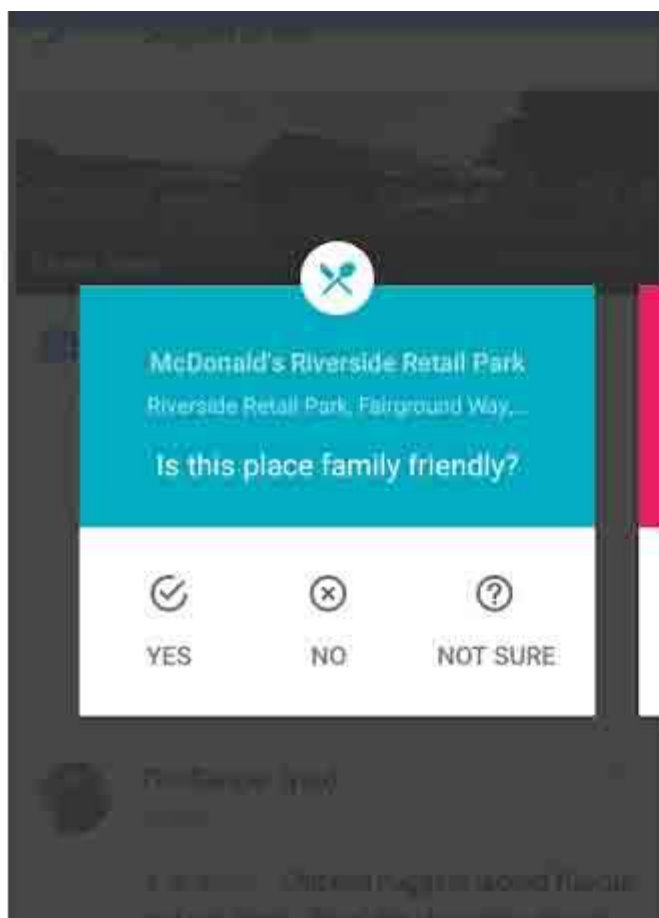
and/or include your business information and tag line for your visitors.

What About Editable Attributes?

“Editing of Attributes” will soon be available to all Google My Business views, and will be an important improvement to the description of your business to all people who use Google Search and Maps.

No one has a definitive answer what form this will take. Since [May 2015](#) Google has been asking questions of their users, about local businesses.

They recently sped up the process by letting customers know that they were at a particular location, and asking if they would answer some questions about the business.



These questions may also expand to include: facilities, brands stocked, other services, etc.

It's pretty obvious that Google thinks they know more about your business than ***you*** know about your business.

Source 2:

For a long time, Google asked business owners to create a business description – but it was never seen anywhere. It was [finally removed](#) from Google My Business. (Thanks to Dan Leibson of [Local SEO Guide](#) for [pointing](#) this out).

In place of the business description, there will now be “attributes” that will more clearly describe your business.

As of August 2016, it is no longer possible to edit the Introduction/Description field in Google My Business. (Remember, only users in Google+ will see it, and it’s still possible to edit it there.) Google has continued to request the description data, even though it’s not been visible for a long time.

Google will now be making it possible for businesses to contribute their own attributes to aid in better defining their business.

But did you catch what’s different about attributes? “**Editing** of attributes will soon be available to all Google My Business **viewers**.” (emphasis added) You’re not the only one deciding what attributes apply to your business. Google continually shows that they do not trust the information provided by the business owner.

Google will locate information about your business from many different sources, and if Google believes the source more than they believe you – the business owner – Google will arbitrarily replace the information you’ve provided in your GMB listing with the information they’ve found from other sources – including simple things like your business hours or phone number.

The saving grace is that now Google at least notifies you that they’ve made these changes.



Google is multi-sourcing attributes. Google first [started](#) publicly asking Local Guides users to identify attributes of places that they had visited late last year. More trusted bulk accounts [were given](#) the honor when the GMB API key was released in May.

Then came the [ability](#) for regular Map users to confirm or quash the attributes Google had identified for a business. It is assumed that the structured attributes were sourced from a third party data source, and also from your website if it's well documented.

Once Google has enough sources to help them determine the appropriate listing for any business, they will extend to the business owner the honor of being able to add more info to their business listing.

This gives Google the ability to extend their reach, and also to check the authenticity of the data. Somehow, you, the business owner, have very little to do with **your** GMB data. You are only one source, and Google only trusts you if all of their other sources of information concur.

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.