



Google Maps

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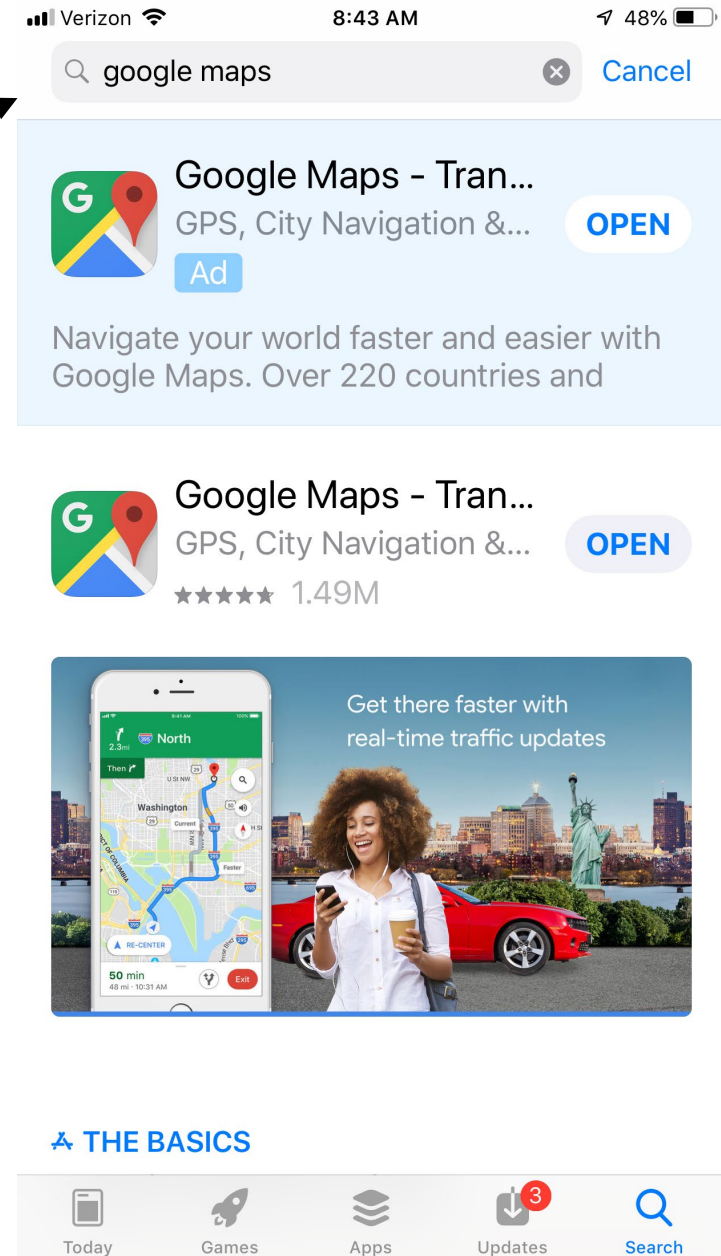


Local Guides

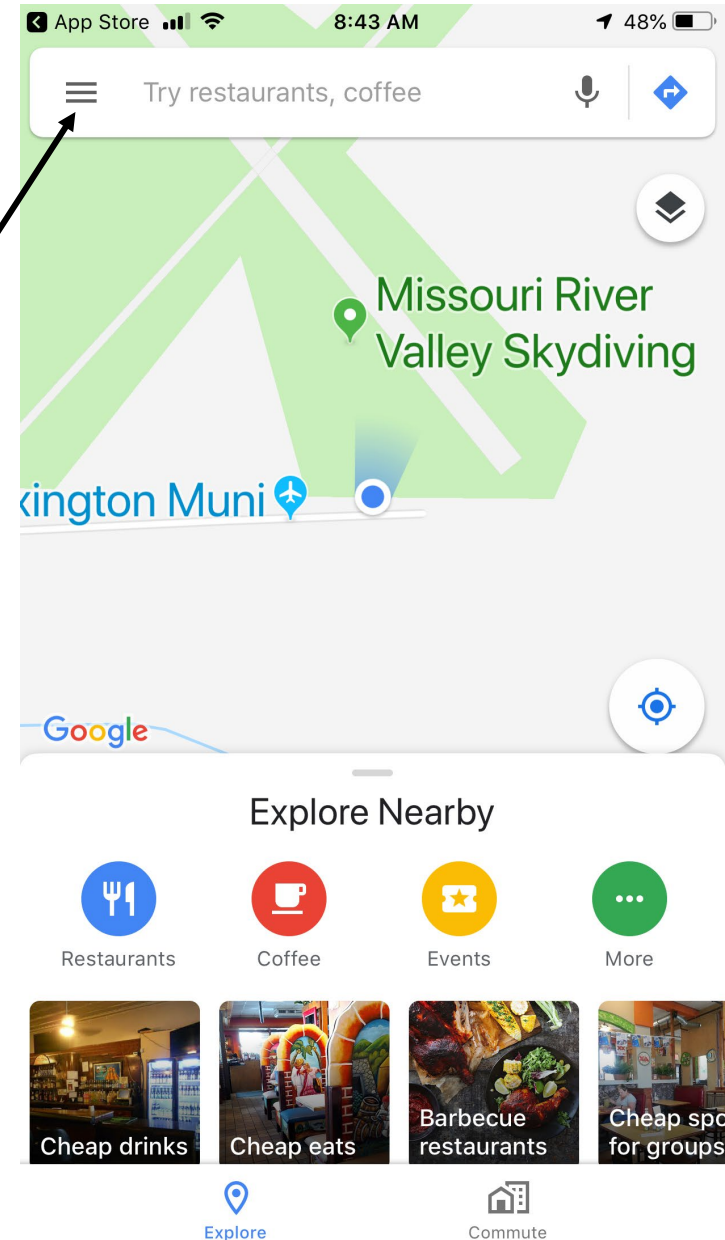
Step By Step

Open your app store => Search for and install the Google Maps (app)

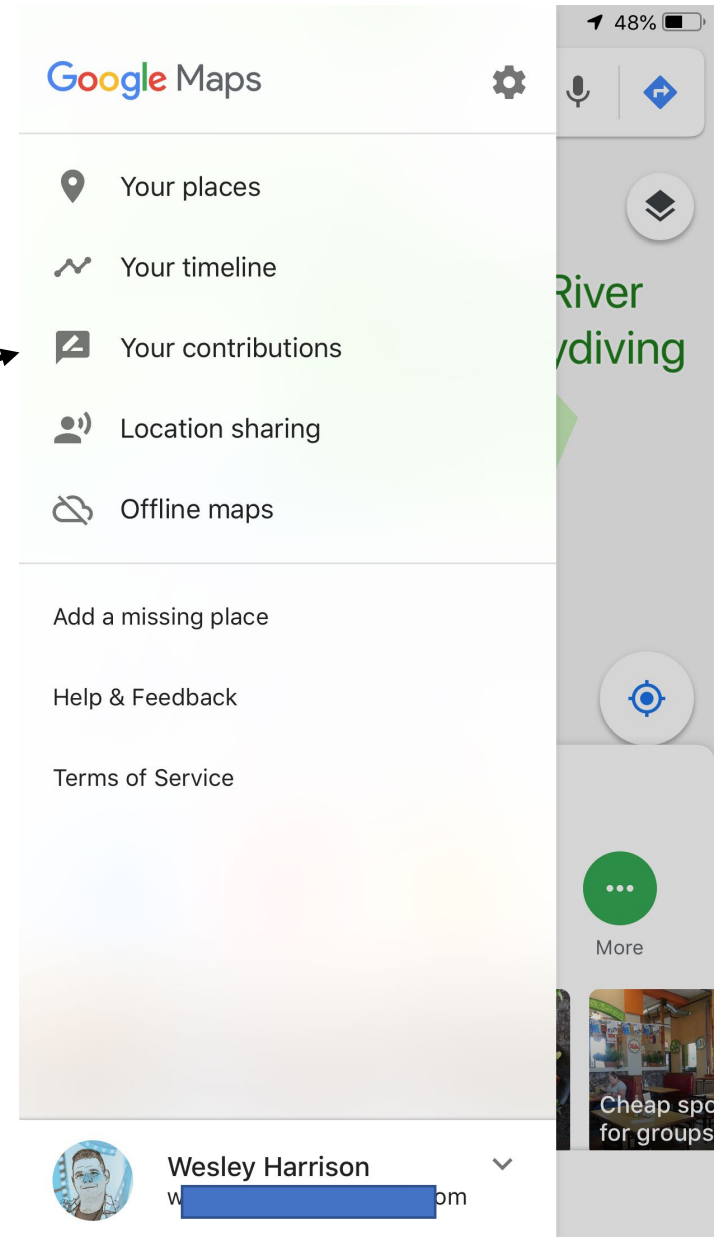
*This example image is from an iPhone



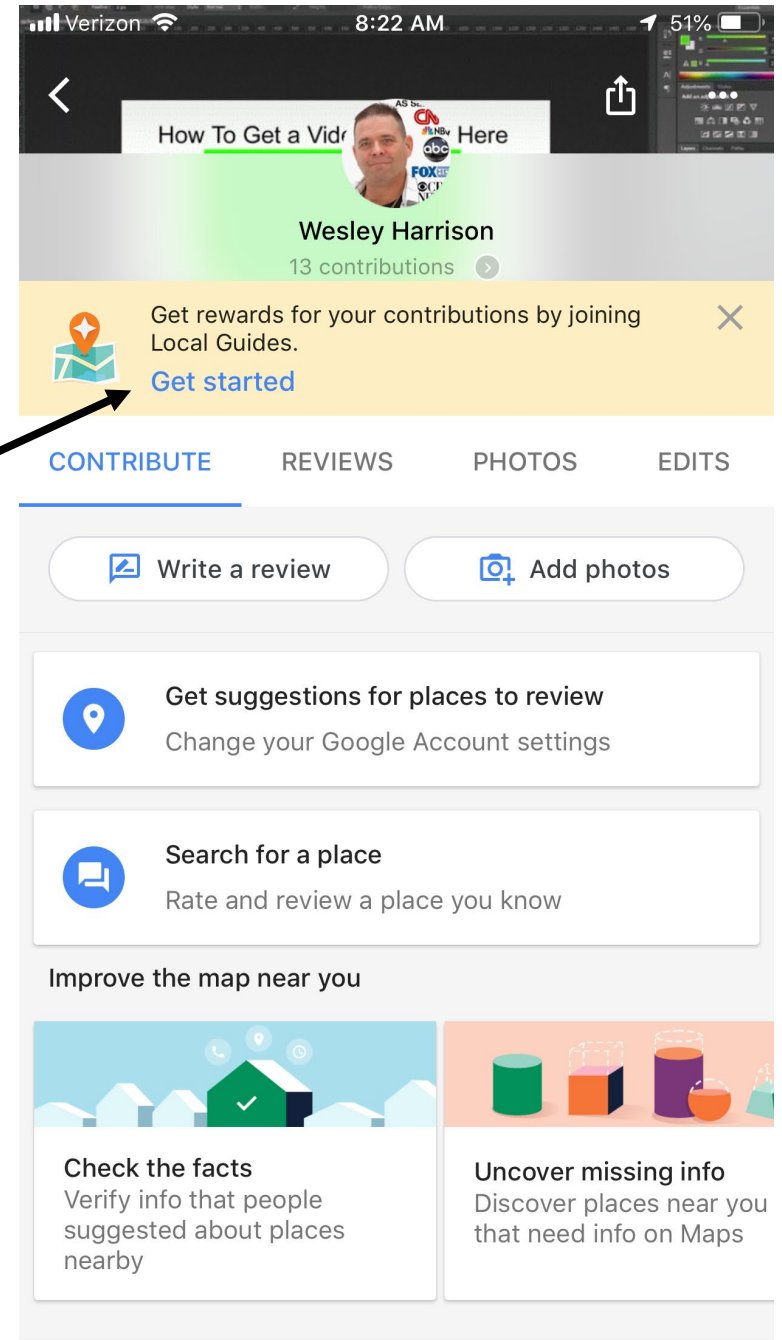
Once Installed => Open Google Maps App
In the top upper left hand corner click on the
hamburger menu (the 3 lines)



Click on "Your Contributions"



Click the Get rewards for your contributions by joining Local Guides => Get Started.



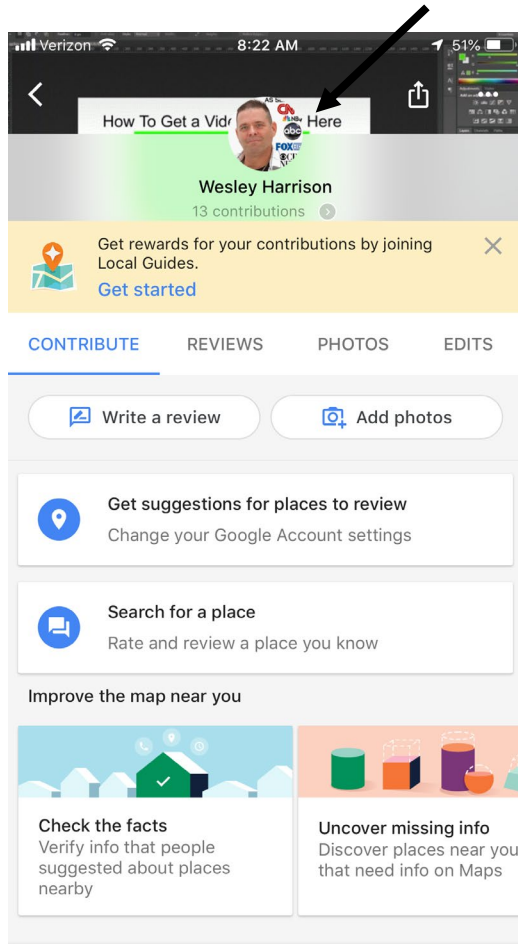
NOTE: Sign up/in using YOUR PERSONAL Gmail Account (not your business Gmail account). The Google Local Guides program is not for "business accounts." It's for you personally (as a business owner) and is why you'll need to use your personal Gmail account

(Check which account you are logged into on your phone if you have several - there will be an option to switch accounts).

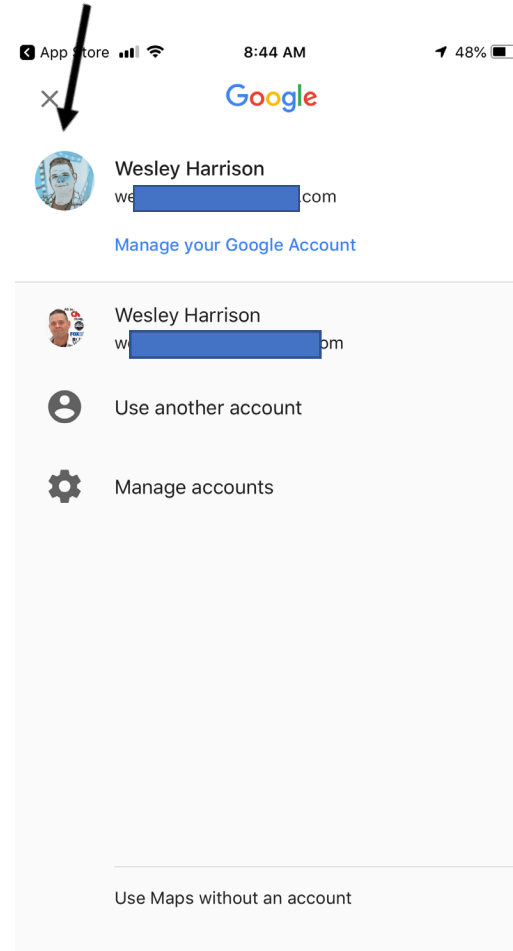
➔ Examples on next slide ←

Identifying the correct account overview

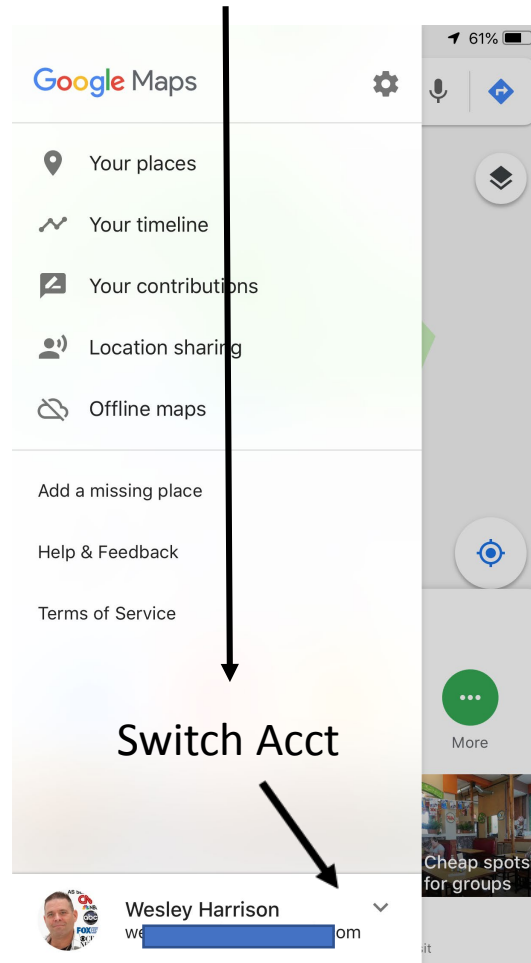
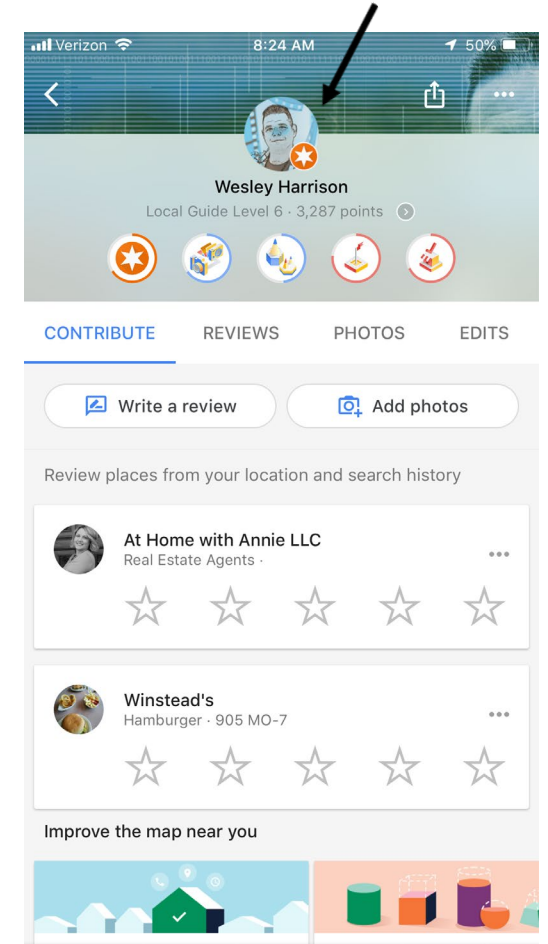
My Business Acct (not a local Guide)



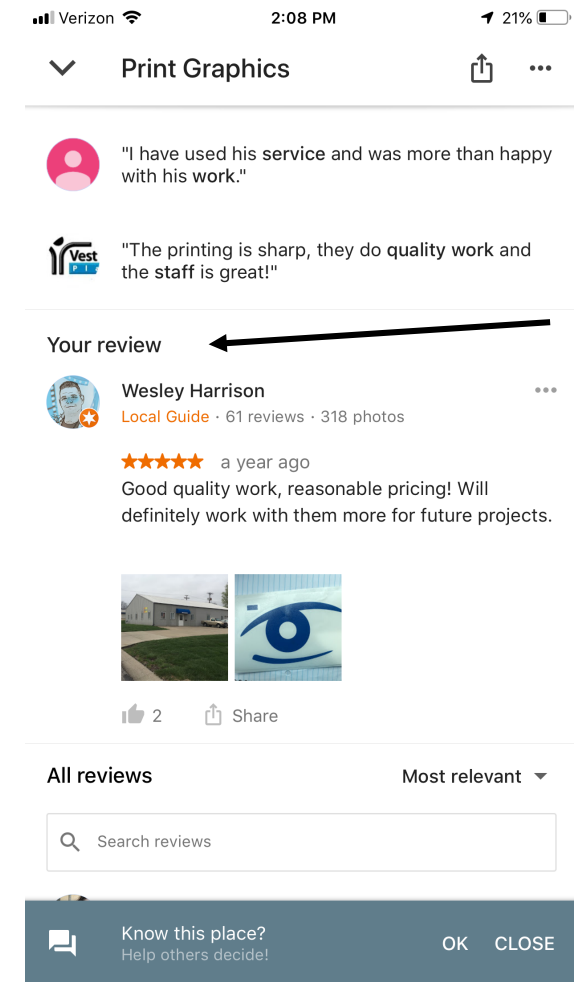
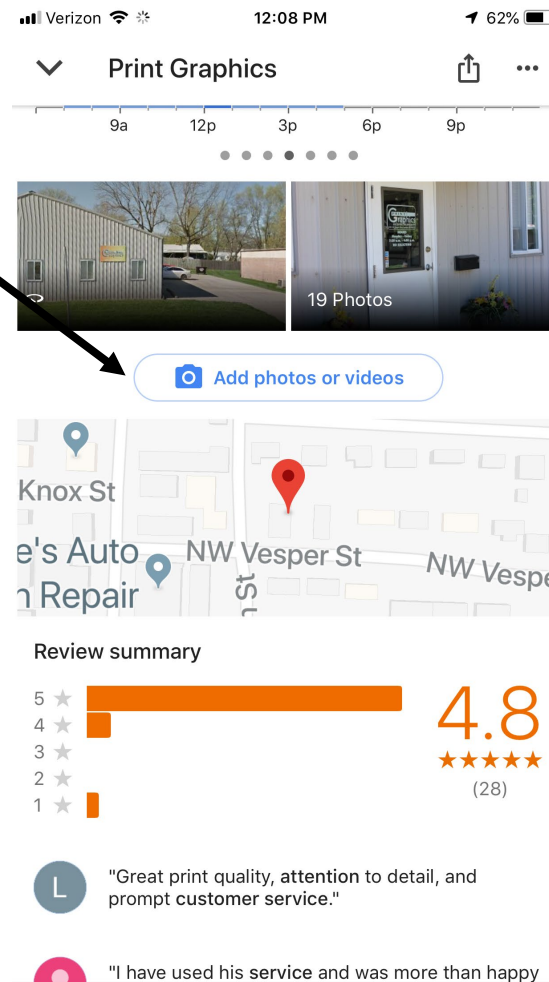
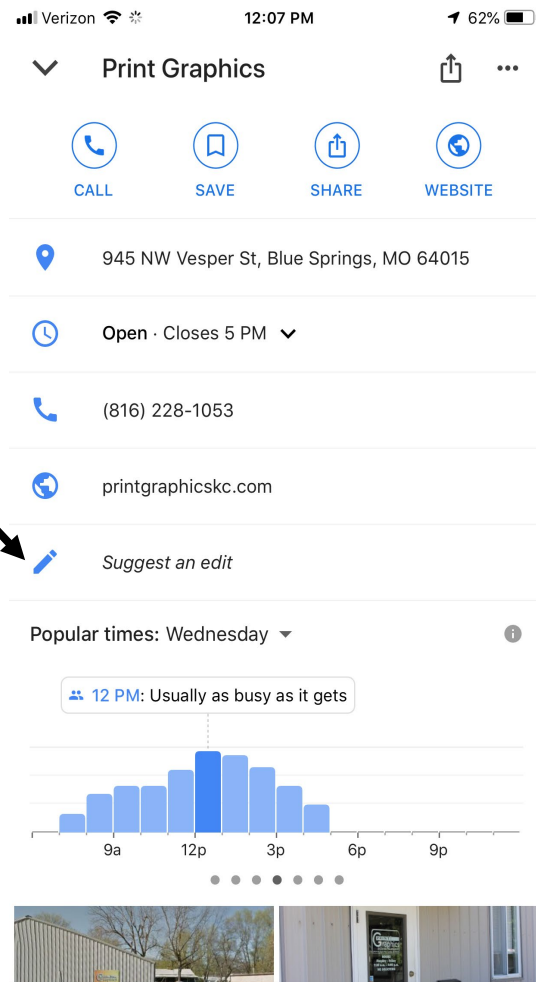
Local Guide Acct



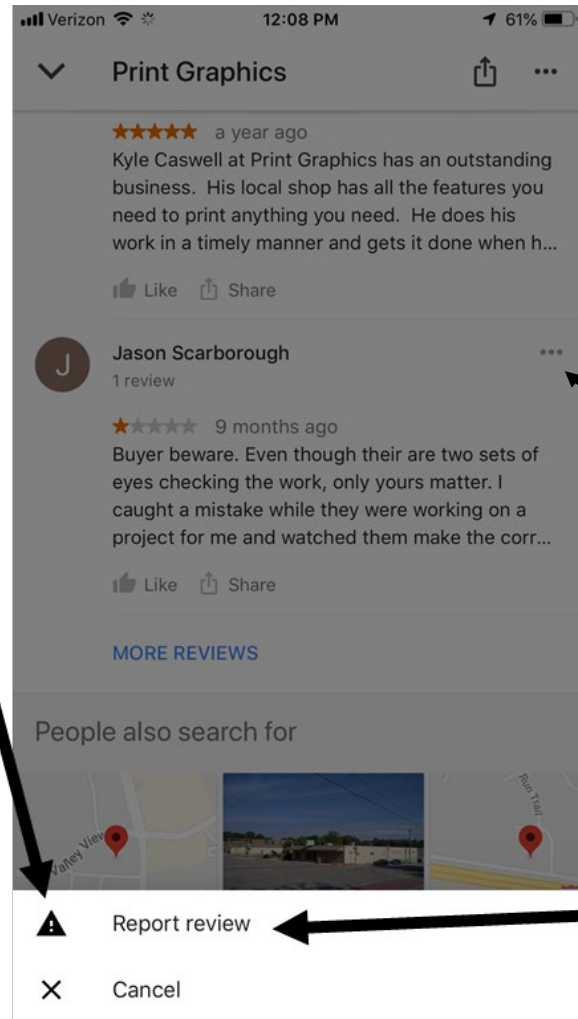
Correct Personal & Local Guide Acct



Start contributing to the community around your place of business on a Regular and Consistent Basis with real, useful, relevant information about them and what services/products they provide to the community and Give Them Honest Reviews of Your Experience.



Most Important Of All: Report Review



As a local Guide, when you flag a review as “inappropriate” or there is something malicious about it, you’ll get a “higher priority” than other non-local guides reporting it.

Opens Review Options (seen at bottom)

TIP: Once you hit level 4, You'll Notice Magic Starts to Happen With **Your New Google Super Powers**

Resources:

- Short Cut/Cheat Sheet: Where the magic happens (level 4 and above):
https://support.google.com/local-guides/answer/6225851?hl=en&ref_topic=6225845
- General Program Overview:
<https://maps.google.com/localguides/howto>
- Rules of the Local Guide Community:
<https://support.google.com/local-guides/answer/2519605?hl=en>
- Where it's very powerful: As a Local Guide, your suggestions are treated differently. For example if you see a review violating the guidelines, when you flag it, it gets attention.
https://support.google.com/contributionpolicy/answer/7445749?hl=en&ref_topic=7422769