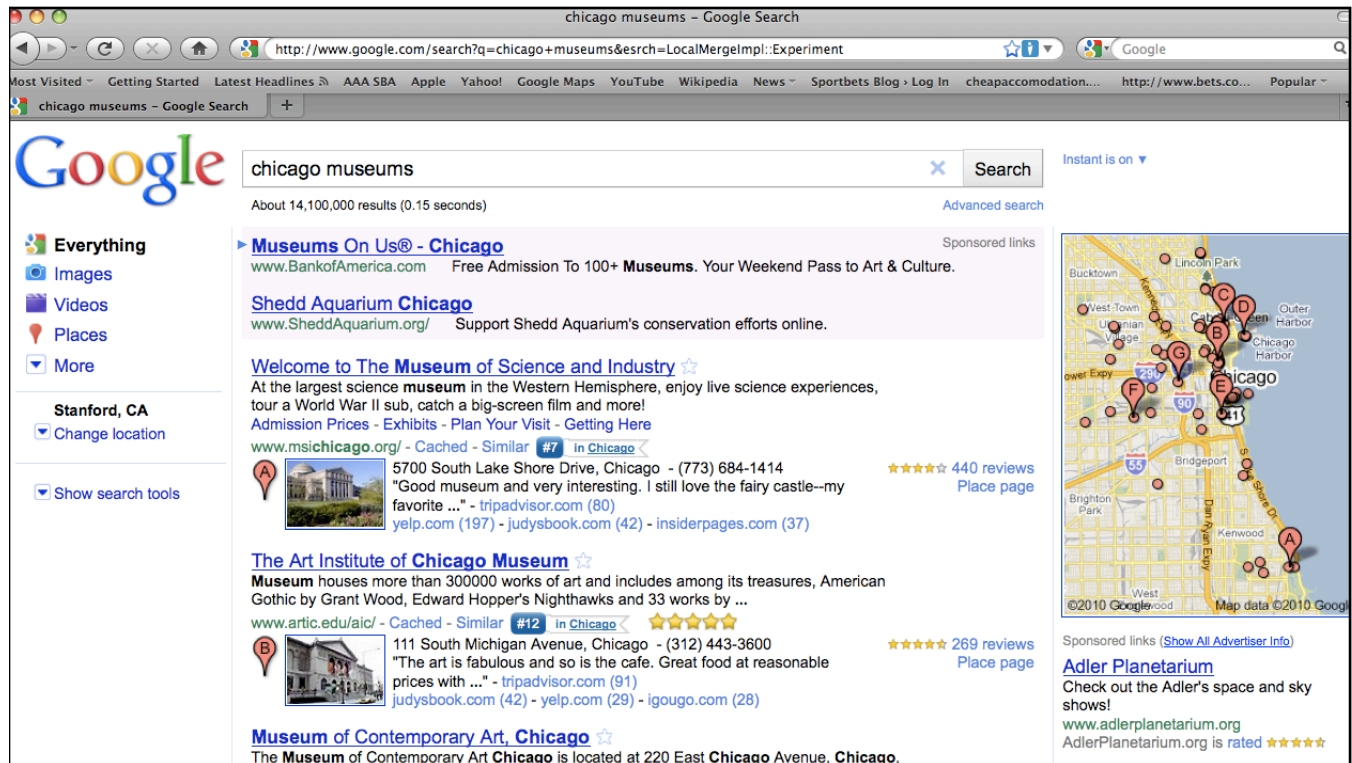


Google Place Search - Update on Google Local Listings

Alert: November 1: 2010

Google has reorganized local search results - once again!

Dubbed Google's **Place Search**, the new results are display for 'local searches'. It is a completely NEW way of displaying results - see below screen capture.



Impact of Google's Place Search

SearchForecast

1. Increases the number of local search results from 8-10 to 30-40 - increasing the competition on Page 1 of Google and reducing the number of users who navigate to Page 2 of Google
2. Alphabetical Icons (A,B,C, etc) listed on Maps will be highlight in the organic results - displaying where possible images associated with the map point of interest.
3. Consumer Reviews will be included into the search results as designated by the Yellow Stars - increasing the reliance on website publishers to publish reviews on their website.

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