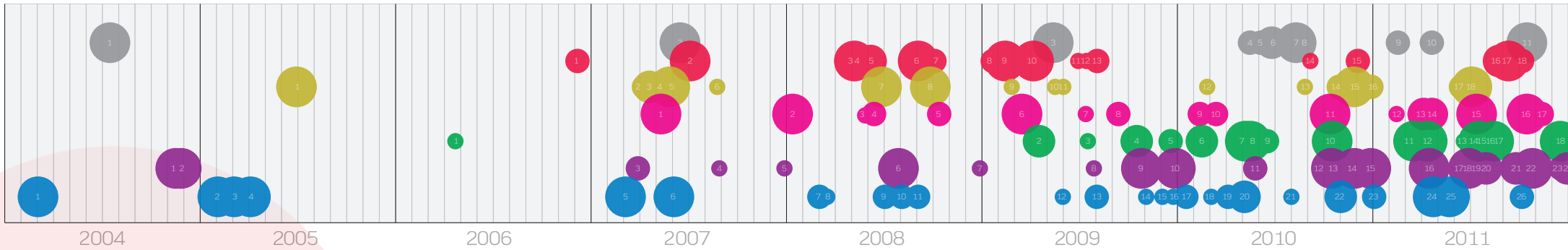


A Brief History of Google Places

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- Other Local/Mobile Products
- News Items
- Other Google Products
- SERP / Interface Updates
- Related Product Milestones
- Business / Personnel Changes
- Feature Releases

- 1 Mar 04 Google Local Released (Beta)
- 2 Feb 05 Google Maps Released (Beta)
- 3 Mar 05 Google Local Business Center Launches
- 4 Apr 05 Local for Mobile Devices
- 5 Mar 07 Major Local Business Center Upgrade
- 6 Jun 07 User Reviews on Google Maps
- 7 Mar 08 User-Edited Maps + Business Data
- 8 Mar 08 Custom Categories Allowed
- 9 Jul 08 Reviews from Mobile Phones
- 10 Aug 08 "Places" Layer First Introduced to Maps
- 11 Sep 08 Listing Quality Guidelines Introduced
- 12 Jun 09 LBC Dashboard Analytics Released
- 13 Aug 09 LBC Accepts Verified Bulk Uploads
- 14 Nov 09 Major Update to Business Owner Guidelines
- 15 Dec 09 "Report a Problem" / Spot-Checking of Data
- 16 Dec 09 Sentiment Analysis of Third-Party Reviews
- 17 Jan 10 Sentiment Analysis of Unstructured Reviews
- 18 Mar 10 Support for Service Area / Home-Based Businesses
- 19 Apr 10 Mobile Place Pages
- 20 May 10 First Release of Places API
- 21 Aug 10 Business Owner Review Responses
- 22 Nov 10 Emphasis on Ratings / Hotpot Released
- 23 Jan 11 Places App for iPhone
- 24 Apr 11 Google MapMaker Opened to U.S. Users
- 25 May 11 Places API Released to Public
- 26 Oct 11 Automated Troubleshooting Added to Places Forum

- 1 Oct 04 Google Acquires Keyhole
- 2 Oct 04 Google Acquires Where2
- 3 Mar 07 Carter Maslan Begins as VP of Local + Maps
- 4 Aug 07 Google "Local Business Referral" Feet-on-the-Street
- 5 Dec 07 "Online Marketing Challenge" Feet-on-the-Street
- 6 Jul 08 Google + TeleAtlas Sign Data Partnership
- 7 Dec 08 End of Local Business Referral Program
- 8 Jul 09 First Maps Stickers and QR Codes Sent
- 9 Oct 09 Google Ends Relationship with TeleAtlas in US
- 10 Dec 09 Google-Yelp Deal for \$500MM Falls Through
- 11 May 10 Hiring of 300 Staffers to Improve Data Quality
- 12 Oct 10 TeleSales Campaign for Tags Begins
- 13 Oct 10 Marissa Mayer Takes Over as VP of Local + Maps
- 14 Nov 10 Offline Marketing of Hotpot Begins in Portland, OR
- 15 Dec 10 Google-Groupon Deal for \$6BN Falls Through
- 16 Apr 11 Jeff Huber Takes Over as SVP of Local + Commerce
- 17 Apr 11 TalkBin Acquired
- 18 Jun 11 Carter Maslan Leaves Google
- 19 Jul 11 Punchd Acquired
- 20 Jun 11 Places / Offers Field Staff Hiring Frenzy
- 21 Sep 11 Google Buys Zagat for \$125MM
- 22 Oct 11 Google Launches Adwords Premier SMB Partner Program
- 23 Dec 11 Google Ends Relationship with TeleAtlas in UK, some of Europe
- 24 Dec 11 GoMo Launches with Offline Campaign in Mobile, AL

- 1 Jul 04 Yelp Launches
- 2 Jun 07 First iPhone Released
- 3 May 09 Bing Launches
- 4 May 10 Yelp Forms Small Business Advisory Council
- 5 Jun 10 CityGrid Launches
- 6 Jun 10 Twitter Places Launches
- 7 Aug 10 Facebook Places Launches
- 8 Aug 10 Yelp Deals Launches
- 9 Feb 11 Bing Personalizes and Localizes Results
- 10 Apr 11 Bing Business Portal Launches
- 11 Oct 11 Siri Launches

- 1 Jun 05 Advent of Personalized Search Results
- 2 Apr 07 MyMaps Arrive
- 3 Apr 07 Voice Search / GOOG-411 Launches
- 4 Apr 07 Maps API Adds KML Support
- 5 May 07 StreetView Launches
- 6 Aug 07 Maps Adds Embed Feature
- 7 Jun 08 MapMaker Introduced
- 8 Sep 08 First Android OS Comes Out
- 9 Feb 09 Latitude Released
- 10 May 09 Google Formally Begins Supporting hCard Microformat
- 11 May 09 Wave Released
- 12 Feb 10 Buzz Released
- 13 Aug 10 Wave Shuttered
- 14 Oct 10 GOOG-411 Shuttered
- 15 Nov 10 Widespread Localized Inventory in Product Search
- 16 Dec 10 Latitude Released for iPhone; 9MM Users Reported
- 17 Jun 11 Google, Bing, Yahoo Announce Schema.org
- 18 Jun 11 Google Plus Launches

- 1 May 07 Universal Search Released
- 2 Jan 08 Introduction of 10-Pack / Local Listings in Blended Search
- 3 May 08 Beginning of Real Estate Search
- 4 Jun 08 New Interface for Local Business Center
- 5 Oct 08 10-Packs Become 7-Packs
- 6 Mar 09 Local Results Appear for Generic Queries
- 7 Jul 09 Google Real Estate Search Arrives
- 8 Sep 09 Place Pages Formally Launch
- 9 Feb 10 "Nearby Places You Might Like"
- 10 Mar 10 Hotel Pricing First Appears in Google Maps
- 11 Oct 10 Blended Place Search Released
- 12 Feb 11 End of Real Estate Search
- 13 Apr 11 Localized Product Inventory in Blended Search
- 14 Apr 11 Google Offers Starts in Portland and Other Cities
- 15 Jul 11 Major Place Page Interface Update
- 16 Oct 11 Major Place Search SERP Interface Update
- 17 Nov 11 First Appearance of Plus / Places Integration

- 1 Dec 06 Mike Blumenthal's First Speculation on Maps Rankings
- 2 Jul 07 First Case of Widespread Mapspam
- 3 May 08 Mapspam Epidemic Begins
- 4 May 08 Google Webmaster Central Supports KML/Geositemaps
- 5 Jun 08 First Local Search Ranking Factors Survey
- 6 Sep 08 Major Hijacking Problems
- 7 Oct 08 Mike Blumenthal Hijacks Major Silicon Valley Listings
- 8 Feb 09 Kathleen Richards Alleges Yelp Extortion in East Bay Express
- 9 Feb 09 Locksmith Mapspam Plagues Maps
- 10 Apr 09 Rash of Merged Listings, Mapspam
- 11 Jul 09 Favorite Places (HotPot Precursor) Released
- 12 Jul 09 Public Event to Recruit Businesses in San Francisco
- 13 Aug 10 Yelp Reviews First Disappear from Places
- 14 Sep 10 International Media Cover Sunrise, FL Disappearance
- 15 Dec 10 TripAdvisor Publicly Decries Places Treatment
- 16 Sep 11 NYT Reports "Closed Business" Problem
- 17 Sep 11 Schmidt, Stoppelman Testify Before Senate Commerce Committee
- 18 Oct 11 Google Decides to Override Verified Business Owner Data with Community Data

- 1 Apr 06 "Local" Becomes "Maps"
- 2 Apr 09 Google Maps Passes MapQuest in Market Share
- 3 Jul 09 Adwords Location Extensions Released
- 4 Oct 09 Local Listing Ads Announced
- 5 Dec 09 Local Listing Ads Killed
- 6 Feb 10 Tags Ad Product Announced
- 7 Apr 10 LBC Rebranded as Places for Business
- 8 Apr 10 Google Announces 4MM Claimed Places Worldwide
- 9 May 10 Local Business Ads Become Location Extensions
- 10 Oct 10 Boost Launches
- 11 Mar 11 Google Announces 6MM Claimed Places Worldwide; 1MM+ Ratings per Month
- 12 Apr 11 HotPot Rolled Into Places
- 13 Apr 11 Tags Ad Product Ended
- 14 Jul 11 GetYourBusinessOnline Starts Up in US
- 15 Jun 11 City Portals Released
- 16 Jul 11 Boost Becomes Adwords Express
- 17 Aug 11 Dramatic Improvement in Places Forum Responsiveness
- 18 Dec 11 Google Announces 8MM Claimed Places Worldwide