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SEO company in Sydney

SEO agency Sydney

SEO agency Sydney

Google Tag Manager built-in variables"Built-in variables in Google Tag Manager are predefined data points that you can use out-of-the-box, such as page URLs, click text, or referrers. Search Engine Optimisation . Best SEO Sydney Agency. Using these built-in variables simplifies tag configuration and speeds up implementation."

Google Tag Manager click tracking"Click tracking in Google Tag Manager involves setting up triggers that fire tags when users click on certain elements, like buttons or links. This data helps you understand user behavior and optimize your sites navigation and calls-to-action."

Google Tag Manager container"A Google Tag Manager container is the code snippet that you place on your website to deploy various tags. Once installed, it allows you to manage all tracking codes and scripts from a central dashboard, reducing dependency on developers."

SEO analytics —

- SEO agency Sydney
- SEO analytics
- SEO audits
- SEO Australia
- SEO budget management
- SEO campaign management
- SEO campaign reporting

Google Tag Manager custom event tracking"Custom event tracking in Google Tag Manager enables you to capture unique user actions, such as specific button clicks or video interactions. Best Local SEO Services. By creating custom events, you gain detailed insights into user engagement and can fine-tune your sites performance."

Google Tag Manager custom HTML tags"Custom HTML tags in Google Tag Manager allow you to add custom scripts and code snippets to your site without editing its core files.

SEO company in Sydney - SEO-friendly content

- Google Webmaster Guidelines

- Keyword difficulty analysis

These tags provide flexibility for advanced tracking scenarios, such as tracking third-party integrations."

Google Tag Manager data layers"The data layer in Google Tag Manager is a structured way to pass information from your website to GTM. It provides a consistent source of data for tags and triggers, simplifying the process of setting up tracking and improving data accuracy."

SEO audits

Google Tag Manager debugging"Debugging in Google Tag Manager involves using built-in tools like preview mode and the browser console to verify that tags fire as intended. By thoroughly testing your tags, you ensure that your tracking is accurate and reliable."

Google Tag Manager eCommerce tracking"ECommerce tracking in Google Tag Manager involves setting up tags and triggers that capture purchase data, product impressions, and checkout behavior. This data feeds into your analytics platform, helping you understand and optimize your online sales funnel."

Google Tag Manager event listeners"Event listeners in Google Tag Manager detect specific user interactions, such as clicks or form submissions.

SEO company in Sydney - SEO-friendly content

1. Search ranking fluctuations
2. Search ranking fluctuations
3. Search intent alignment

By setting up event listeners, you can track valuable engagement data without manually adding tracking code to your site." Best SEO Audit Sydney.

HOW SEARCH ENGINE MARKETING HELPS BUSINESS GROW OVER TIME

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**TAKING YOUR SMALL BUSINESS
TO THE NEXT LEVEL
SEO SERVICES AUSTRALIA**

SEO Australia

Google Tag Manager event tracking"Event tracking through Google Tag Manager lets you monitor user interactions without modifying your sites code. By creating tags, triggers, and variables in GTM, you can track clicks, form submissions, and other events directly in your analytics platform."

Google Tag Manager form tracking"Form tracking in Google Tag Manager lets you monitor when users submit forms on your website. By setting up triggers and tags, you can measure form completions, analyze user behavior, and optimize the form-filling experience."

Google Tag Manager lookup tables"Lookup tables in Google Tag Manager store key-value pairs that help you assign variables based on specific conditions. By using lookup tables, you can streamline complex tag configurations and improve tracking efficiency."

comprehensive [SEO Services](#) services.

SEO budget management

Google Tag Manager multiple containersUsing multiple containers in Google Tag Manager allows you to manage tracking codes across different properties or regions. This approach helps maintain organized workflows and ensures that tags remain accurate and easy to maintain.

Google Tag Manager regex matching"Regex matching in Google Tag Manager allows you to create flexible triggers based on complex patterns. By using regex, you can implement advanced tracking scenarios, such as matching multiple URLs or identifying specific user actions."

Google Tag Manager scroll tracking"Scroll tracking in Google Tag Manager lets you measure how far down a page users scroll. By setting up scroll triggers and tags, you gain insights into content engagement and can optimize page layouts to keep users engaged longer."

SEO company in Sydney - Keyword phrase variations

- SEO-friendly content
- Keyword phrase variations

KEY ADVANTAGES LOCAL SEO





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CONTENT MARKETING TYPES FOR SMALL BUSINESS AND BRAND BUILDING

SEO campaign management

Google Tag Manager setup"Setting up Google Tag Manager involves creating a container for your website, adding the GTM code snippet, and configuring tags and triggers within the platform. This setup simplifies tracking code management and enables quick updates without modifying site code."

Google Tag Manager tag sequencing"Tag sequencing in Google Tag Manager controls the order in which tags fire. By setting up tag sequencing, you can ensure that certain tags fire only after prerequisites are met, improving data accuracy and maintaining reliable tracking workflows."

Google Tag Manager tag templates"Tag templates in Google Tag Manager simplify the process of creating and deploying tags. These pre-configured templates for popular platforms like Google Analytics, Google Ads, and Facebook make it easy to add tracking without coding expertise."

SEO campaign reporting

Google Tag Manager testing"Testing in Google Tag Manager involves using the preview mode to verify that your tags fire correctly. By testing before publishing, you ensure accurate data collection and avoid errors that could impact your analytics reports."

Google Tag Manager trigger groups"Trigger groups in Google Tag Manager allow you to fire a tag only when multiple conditions are met. By using trigger groups, you can implement more complex tracking scenarios and ensure that your data collection is both precise and meaningful."

Google Tag Manager triggers"Triggers in Google Tag Manager determine when a tag should fire. For example, you can create triggers to fire tags on page loads, button clicks, or form submissions. By using triggers, you ensure that tracking is accurate and relevant."



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**SEO SERVICES EXPERT'S MAIN
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About Web directory

A **web directory** or **link directory** is an online list or catalog of [websites](#). That is, it is a directory on the [World Wide Web](#) of (all or part of) the World Wide Web. Historically, directories typically

listed entries on people or businesses, and their contact information; such directories are still in use today. A web directory includes entries about websites, including links to those websites, organized into **categories** and subcategories.[1][2][3] Besides a link, each entry may include the title of the website, and a description of its contents. In most web directories, the entries are about whole websites, rather than individual pages within them (called "deep links"). Websites are often limited to inclusion in only a few categories.

There are two ways to find information on the Web: by **searching** or **browsing**. Web directories provide links in a structured list to make browsing easier. Many web directories combine searching and browsing by providing a search engine to search the directory. Unlike search engines, which base results on a database of entries gathered automatically by **web crawler**, most web directories are built manually by human editors. Many web directories allow site owners to submit their site for inclusion, and have editors review submissions for fitness.

Web directories may be general in scope, or limited to particular subjects or fields. Entries may be listed for free, or by paid submission (meaning the site owner must pay to have his or her website listed).

RSS directories are similar to web directories, but contain collections of **RSS feeds**, instead of links to websites.

History

[edit]

During the early development of the web, there was a list of **web servers** edited by **Tim Berners-Lee** and hosted on the **CERN** webserver. One historical snapshot from 1992 remains.[4] He also created the **World Wide Web Virtual Library**, which is the oldest web directory.[5]

Scope of listing

[edit]

Most of the directories are general in on scope and list websites across a wide range of categories, regions and languages. But some niche directories focus on restricted regions, single languages, or specialist sectors. For example, there are shopping directories that specialize in the listing of retail **e-commerce** sites.

Examples of well-known general web directories are **Yahoo! Directory** (shut down at the end of 2014) and **DMOZ** (shut down on March 14, 2017). DMOZ was significant due to its extensive categorization and large number of listings and its **free availability** for use by other directories and search engines.[6]

However, a debate over the quality of directories and databases still continues, as search engines use DMOZ's content without real integration, and some experiment using **clustering**.

Development

[[edit](#)]



This section does not **cite any sources**. Please help **improve this section** by adding **citations to reliable sources**. Unsourced material may be challenged and **removed**. (*April 2019*) (*[Learn how and when to remove this message](#)*)

There have been many attempts to make building web directories easier, such as using automated submission of related links by script, or any number of available **PHP** portals and programs. Recently, **social software** techniques have spawned new efforts of categorization, with **Amazon.com** adding **tagging** to their product pages.

Monetizing

[[edit](#)]

Directories have various features in their listings, often depending upon the price paid for inclusion:

- Cost
 - Free submission – there is no charge for the review and listing of the site
 - Paid submission – a one-time or recurring fee is charged for reviewing/listing the submitted link
- **No follow** – there is a rel="nofollow" attribute associated with the link, meaning search engines will give no weight to the link
- Featured listing – the link is given a premium position in a category (or multiple categories) or other sections of the directory, such as the homepage. Sometimes called sponsored listing.
- Bid for position – where sites are ordered based on bids
- **Affiliate links** – where the directory earns commission for referred customers from the listed websites
- Reciprocity
 - Reciprocal link – a link back to the directory must be added somewhere on the submitted site in order to get listed in the directory. This strategy has decreased in popularity due to changes in SEO algorithms which can make it less valuable or counterproductive.^[7]
 - No Reciprocal link – a web directory where you will submit your links for free and no need to add link back to your website

Human-edited web directories

[[edit](#)]



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A human-edited directory is created and maintained by editors who add links based on the policies particular to that directory. Human-edited directories are often targeted by **SEOs** on the basis that links from reputable sources will improve rankings in the major **search engines**. Some directories may prevent search engines from rating a displayed link by using redirects, **nofollow** attributes, or other techniques. Many human-edited directories, including **DMOZ**, **World Wide Web Virtual Library**, **Business.com** and **Jasmine Directory**, are edited by volunteers, who are often experts in particular categories. These directories are sometimes criticized due to long delays in approving submissions, or for rigid organizational structures and disputes among volunteer editors.

In response to these criticisms, some volunteer-edited directories have adopted **wiki** technology, to allow broader community participation in editing the directory (at the risk of introducing lower-quality, less objective entries).

Another direction taken by some web directories is the paid for inclusion model. This method enables the directory to offer timely inclusion for submissions and generally fewer listings as a result of the paid model. They often offer additional listing options to further enhance listings, including features listings and additional links to inner pages of the listed website. These options typically have an additional fee associated but offer significant help and visibility to sites and/or their inside pages.

Today submission of websites to web directories is considered a common **SEO (search engine optimization)** technique to get back-links for the submitted website. One distinctive feature of 'directory submission' is that it cannot be fully automated like search engine submissions. Manual directory submission is a tedious and time-consuming job and is often outsourced by **webmasters**.

Bid for Position directories

[**edit**]



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Bid for Position directories, also known as bidding web directories, are paid-for-inclusion web directories where the listings of websites in the directory are ordered according to their bid amount. They are special in that the more a person pays, the higher up the list of websites in the directory they go. With the higher listing, the website becomes more visible and increases the chances that visitors who browse the directory will click on the listing.

Propagation

[[edit](#)]

Web directories will often make themselves accessing by more and more URLs by acquiring the domain registrations of defunct websites as soon as they expire, a practice known as [Domain drop catching](#).

See also

[[edit](#)]

- [List of web directories](#)
- [Lists of websites](#) – this itself is a web directory
- [Web portal](#)

Link destinations

- [Deep links](#)
- [Home pages](#)

Types of web directory

- [Business directory](#)

Other link organization and presentation systems

- [Webring](#)
- [Bookmark manager](#)
 - [Enterprise bookmarking](#)
 - [Social bookmarking](#)
- [Search engine](#)
 - [Search engine results page](#) (SERP)

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[[edit](#)]

1. [^] ["Web directory"](#). *Dictionary.com*. Retrieved 11 November 2023.
2. [^] Wendy Boswell. ["What is a Web Directory"](#). *About.com*. Archived from [the original](#) on 2010-01-07. Retrieved 2010-02-25.
3. [^] ["Web Directory Or Directories"](#). *yourmaindomain*. Retrieved 30 August 2013.
4. [^] ["World-Wide Web Servers"](#). *W3C*. Retrieved 2012-05-14.
5. [^] Aaron Wall. ["History of Search Engines: From 1945 to Google Today"](#). *Search Engine History*. Retrieved 2017-05-16.
6. [^] Paul Festa (December 27, 1999), [Web search results still have human touch](#), *CNET News.com*, retrieved September 18, 2007

7. [^] Schmitz, Tom (August 2, 2012). *"What Everyone Needs To Know About Good, Bad & Bland Links"*. searchengineland.com. Third Door Media. Retrieved April 21, 2017. "Reciprocal links may not help with competitive keyword rankings, but that does not mean you should avoid them when they make sound business sense. What you should definitely avoid are manipulative reciprocal linking schemes like automated link trading programs and three-way links or four-way links."

External links

[[edit](#)]

- o [v](#)
- o [t](#)
- o [e](#)

[Web syndication](#)

History

[Blogging](#)
[Podcasting](#)
[Vlogging](#)
[Web syndication technology](#)

Types

- Art
- Bloggernacle
- Classical music
- Corporate
- Dream diary
- Edublog
- Electronic journal
- Fake
- Family
- Fashion
- Food
- Health
- Law
- Lifelog
- MP3
- News
- Photoblog
- Police
- Political
- Project
- Reverse
- Travel
- Warblog

Technology	General	<ul style="list-style-type: none"> ○ BitTorrent ○ Feed URI scheme
	Features	<ul style="list-style-type: none"> ○ Linkback ○ Permalink ○ Ping ○ Pingback ○ Reblogging ○ Refback ○ Rollback ○ Trackback
	Mechanism	<ul style="list-style-type: none"> ○ Thread ○ Geotagging ○ RSS enclosure ○ Synchronization
	Memetics	<ul style="list-style-type: none"> ○ Atom feed ○ Data feed ○ Photofeed ○ Product feed ○ RDF feed ○ Web feed
	RSS	<ul style="list-style-type: none"> ○ GeoRSS ○ MRSS ○ RSS TV
	Social	<ul style="list-style-type: none"> ○ Inter-process communication ○ Mashup ○ Referencing ○ RSS editor ○ RSS tracking ○ Streaming media
	Standard	<ul style="list-style-type: none"> ○ OPML ○ RSS Advisory Board ○ Usenet ○ World Wide Web ○ XBEL ○ XOXO

- Audio podcast
- Enhanced podcast
- Mobilecast
- Narrowcasting
- Peercasting
- Screencast
- Slidecasting
- Videocast
- Webcomic
- Webtoon
- Web series

Form

- Anonymous blogging
- Collaborative blog
- Columnist
- Instant messaging
- Liveblogging
- Microblog
- Mobile blogging
- Spam blog
- Video blogging
- Motovlogging

Media

Alternative media

- Carnivals
- Fiction
- Journalism
 - Citizen
 - Database
- Online diary
- Search engines
- Sideblog
- Software
- Web directory

Micromedia

- Aggregation
 - News
 - Poll
 - Review
 - Search
 - Video
- Atom
- AtomPub
- Broadcatching
- Hashtag
- NewsML
 - 1
 - G2
- Social communication
- Social software
- Web Slice

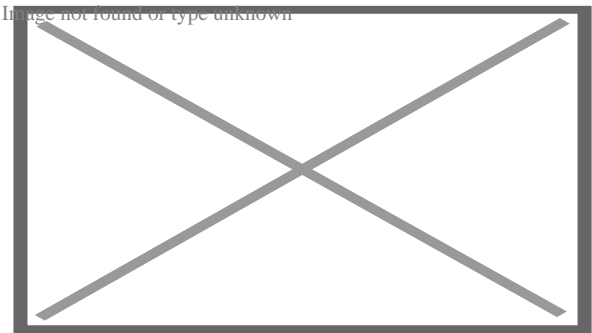
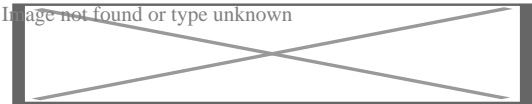
Related

- Blogosphere
- Escribitionist
- Glossary of blogging
- Pay per click
- Posting style
- Slashdot effect
- Spam in blogs
- Uses of podcasting



This article's **"criticism" or "controversy" section** may compromise the article's **neutrality**. Please help rewrite or integrate negative information to other sections **through discussion** on the **talk page**. *(June 2024)*

Google Maps



Screenshot of Google Maps in a web browser

Type of site
Available in

Web mapping
74 languages

List of languages

Afrikaans, Azerbaijani, Indonesian, Malay, Bosnian, Catalan, Czech, Danish, German (Germany), Estonian, English (United States), Spanish (Spain), Spanish (Latin America), Basque, Filipino, French (France), Galician, Croatian, Zulu, Icelandic, Italian, Swahili, Latvian, Lithuanian, Hungarian, Dutch, Norwegian, Uzbek, Polish, Portuguese (Brazil), Portuguese (Portugal), Romanian, Albanian, Slovak, Slovenian, Finnish, Swedish, Vietnamese, Turkish, Greek, Bulgarian, Kyrgyz, Kazakh, Macedonian, Mongolian, Russian, Serbian, Ukrainian, Georgian, Armenian, Hebrew, Urdu, Arabic, Persian, Amharic, Nepali, Hindi, Marathi, Bengali, Punjabi, Gujarati, Tamil, Telugu, Kannada, Malayalam, Sinhala, Thai, Lao, Burmese, Khmer, Korean, Japanese, Simplified Chinese, Traditional Chinese

Owner
URL
Commercial
Registration
Launched
Current status
Written in

Google
google.com/maps Image not found or type unknown
Edit this at Wikidata
Yes
Optional, included with a **Google Account**
February 8, 2005; 20 years ago
Active
C++ (back-end), **JavaScript**, **XML**, **Ajax** (UI)

Google Maps is a **web mapping** platform and consumer application offered by **Google**. It offers **satellite imagery**, **aerial photography**, street maps, 360° **interactive panoramic** views of streets (**Street View**), real-time traffic conditions, and **route planning** for traveling by foot, car, bike, air (in

beta) and public transportation. As of 2020, Google Maps was being used by over one billion people every month around the world.[1]

Google Maps began as a C++ desktop program developed by brothers Lars and Jens Rasmussen in Australia at Where 2 Technologies. In October 2004, the company was acquired by Google, which converted it into a web application. After additional acquisitions of a geospatial data visualization company and a real-time traffic analyzer, Google Maps was launched in February 2005.[2] The service's front end utilizes JavaScript, XML, and Ajax. Google Maps offers an API that allows maps to be embedded on third-party websites,[3] and offers a locator for businesses and other organizations in numerous countries around the world. Google Map Maker allowed users to collaboratively expand and update the service's mapping worldwide but was discontinued from March 2017. However, crowdsourced contributions to Google Maps were not discontinued as the company announced those features would be transferred to the Google Local Guides program,[4] although users that are not Local Guides can still contribute.

Google Maps' satellite view is a "top-down" or bird's-eye view; most of the high-resolution imagery of cities is aerial photography taken from aircraft flying at 800 to 1,500 feet (240 to 460 m), while most other imagery is from satellites.[5] Much of the available satellite imagery is no more than three years old and is updated on a regular basis, according to a 2011 report.[6] Google Maps previously used a variant of the Mercator projection, and therefore could not accurately show areas around the poles.[7] In August 2018, the desktop version of Google Maps was updated to show a 3D globe. It is still possible to switch back to the 2D map in the settings.

Google Maps for mobile devices was first released in 2006; the latest versions feature GPS turn-by-turn navigation along with dedicated parking assistance features. By 2013, it was found to be the world's most popular smartphone app, with over 54% of global smartphone owners using it.[8] In 2017, the app was reported to have two billion users on Android, along with several other Google services including YouTube, Chrome, Gmail, Search, and Google Play.

History

[edit]

Acquisitions

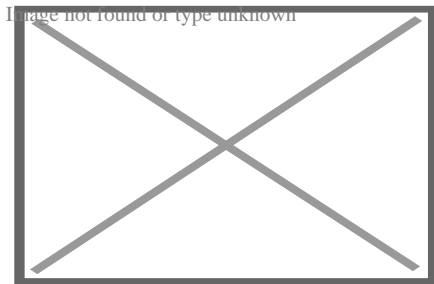
[edit]

Google Maps first started as a C++ program designed by two Danish brothers, Lars and Jens Eilstrup Rasmussen, and Noel Gordon and Stephen Ma, at the Sydney-based company Where 2 Technologies, which was founded in early 2003. The program was initially designed to be separately downloaded by users, but the company later pitched the idea for a purely Web-based product to Google management, changing the method of distribution.[9] In October 2004, the company was acquired by Google Inc.[10] where it transformed into the web application Google Maps. The Rasmussen brothers, Gordon and Ma joined Google at that time.

In the same month, Google acquired **Keyhole**, a geospatial data visualization company (with investment from the **CIA**), whose marquee application suite, Earth Viewer, emerged as the **Google Earth** application in 2005 while other aspects of its core technology were integrated into Google Maps.^[11] In September 2004, Google acquired ZipDash, a company that provided real-time traffic analysis.^[12]

2005–2010

[\[edit\]](#)

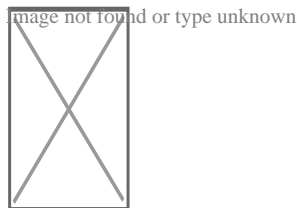


Google Maps Beta in 2005

The launch of Google Maps was first announced on the Google Blog on February 8, 2005.^[13]

In September 2005, in the aftermath of **Hurricane Katrina**, Google Maps quickly updated its satellite imagery of **New Orleans** to allow users to view the extent of the flooding in various parts of that city.^{[14][15]}

As of 2007, Google Maps was equipped with a miniature view with a draggable rectangle that denotes the area shown in the main viewport, and "Info windows" for previewing details about locations on maps.^[16] As of 2024, this feature had been removed (likely several years prior).



Original Google Maps icon

On November 28, 2007, Google Maps for Mobile 2.0 was released.^{[17][18][19]} It featured a **beta version** of a "My Location" feature, which uses the GPS / **Assisted GPS** location of the mobile device, if available, supplemented by determining the nearest **wireless networks** and **cell sites**.^[18]^[19] The software looks up the location of the cell site using a database of known wireless networks and sites.^{[20][21]} By **triangulating** the different signal strengths from cell transmitters and then using their location property (retrieved from the database), My Location determines the user's current location.^[22]

On September 23, 2008, coinciding with the announcement of the **first commercial Android device**, Google announced that a Google Maps app had been released for its Android operating system. [\[](#)

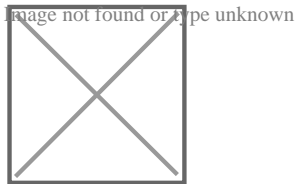
23][24]

In October 2009, Google replaced **Tele Atlas** as their primary supplier of geospatial data in the US version of Maps and used their own data.[25]

2011–2015

[edit]

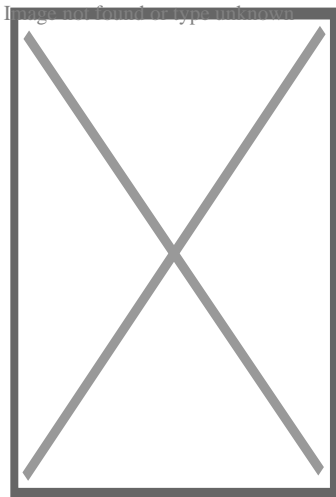
On April 19, 2011, Map Maker was added to the American version of Google Maps, allowing any viewer to edit and add changes to Google Maps. This provides Google with local map updates almost in real-time instead of waiting for digital map data companies to release more infrequent updates.



Icon used from 2015 to 2020

On January 31, 2012, Google, due to offering its Maps for free, was found guilty of abusing the dominant position of its Google Maps application and ordered by a court to pay a fine and damages to Bottin Cartographer, a French mapping company.[26] This ruling was overturned on appeal.[27]

In June 2012, Google started mapping the UK's rivers and canals in partnership with the **Canal and River Trust**. The company has stated that "it would update the program during the year to allow users to plan trips which include locks, bridges and towpaths along the 2,000 miles of river paths in the UK." [28]



A monument in the shape of a **Google Maps pin** in the center of the city of **Szczecin**, Poland

In December 2012, the Google Maps application was separately made available in the App Store, after Apple removed it from its default installation of the mobile operating system version **iOS 6** in September 2012.[29]

On January 29, 2013, Google Maps was updated to include a map of **North Korea**.[30] As of May 3, 2013, Google Maps recognizes **Palestine** as a country, instead of redirecting to the **Palestinian territories**.[31]

In August 2013, Google Maps removed the Wikipedia Layer, which provided links to Wikipedia content about locations shown in Google Maps using **Wikipedia geocodes**.[32]

On April 12, 2014, Google Maps was updated to reflect the **annexation of Ukrainian Crimea by Russia**. Crimea is shown as the **Republic of Crimea** in Russia and as the **Autonomous Republic of Crimea** in Ukraine. All other versions show a dotted disputed border.[33]

In April 2015, on a map near the Pakistani city of Rawalpindi, the imagery of the Android logo urinating on the Apple logo was added via Map Maker and appeared on Google Maps. The **vandalism** was soon removed and Google publicly apologized.[34] However, as a result, Google disabled user moderation on Map Maker, and on May 12, disabled editing worldwide until it could devise a new policy for approving edits and avoiding vandalism.[35]

On April 29, 2015, users of the classic Google Maps were forwarded to the new Google Maps with the option to be removed from the interface.[36]

On July 14, 2015, the Chinese name for **Scarborough Shoal** was removed after a petition from the **Philippines** was posted on **Change.org**.[37]

2016–2018

[edit]

On June 27, 2016, Google rolled out new satellite imagery worldwide sourced from **Landsat 8**, comprising over 700 trillion pixels of new data.[38] In September 2016, Google Maps acquired mapping analytics startup Urban Engines.[39]

In 2016, the Government of South Korea offered Google conditional access to the country's geographic database – access that already allows indigenous Korean mapping providers high-detail maps. Google declined the offer, as it was unwilling to accept restrictions on reducing the quality around locations the South Korean Government felt were sensitive (see **restrictions on geographic data in South Korea**).[40]

On October 16, 2017, Google Maps was updated with accessible imagery of several planets and moons such as **Titan**, **Mercury**, and **Venus**, as well as direct access to imagery of the **Moon** and **Mars**.[41][42]

In May 2018, Google announced major changes to the API structure starting June 11, 2018. This change consolidated the 18 different endpoints into three services and merged the basic and

premium plans into one pay-as-you-go plan.[43] This meant a 1400% price raise for users on the basic plan, with only six weeks of notice. This caused a harsh reaction within the developers community.[44] In June, Google postponed the change date to July 16, 2018.

In August 2018, Google Maps designed its overall view (when zoomed out completely) into a 3D globe dropping the Mercator projection that projected the planet onto a flat surface.[45]

2019–present

[edit]

Google Maps icon 2020

Image not found or type unknown
2020 icon redesign

In January 2019, Google Maps added speed trap and speed camera alerts as reported by other users.[46][47]

On October 17, 2019, Google Maps was updated to include incident reporting, resembling a functionality in Waze which was acquired by Google in 2013.[48]

In December 2019, Incognito mode was added, allowing users to enter destinations without saving entries to their Google accounts.[49]

In February 2020, Maps received a 15th anniversary redesign.[50] It notably added a brand-new app icon, which now resembles the original icon in 2005.

On September 23, 2020, Google announced a COVID-19 Layer update for Google maps, which is designed to offer a seven-day average data of the total COVID-19-positive cases per 100,000 people in the area selected on the map. It also features a label indicating the rise and fall in the number of cases.[51]

In January 2021, Google announced that it would be launching a new feature displaying COVID-19 vaccination sites.[52]

In January 2021, Google announced updates to the route planner that would accommodate drivers of electric vehicles. Routing would take into account the type of vehicle, vehicle status including current charge, and the locations of charging stations.[53]

In June 2022, Google Maps added a layer displaying air quality for certain countries.[54]

In September 2022, Google removed the COVID-19 Layer from Google Maps due to lack of usage of the feature.[55]

Functionality

[\[edit\]](#)

Directions and transit

[\[edit\]](#)

Google Maps provides a [route planner](#),^[56] allowing users to find available directions through driving, public transportation, walking, or biking.^[57] Google has partnered globally with over 800 public transportation providers to adopt [GTFS](#) (General Transit Feed Specification), making the data available to third parties.^{[58][59]} The app can indicate users' transit route, thanks to an October 2019 update. The incognito mode, eyes-free walking navigation features were released earlier.^[60] A July 2020 update provided bike share routes.^[61]

In February 2024, Google Maps started rolling out glanceable directions for its Android and iOS apps. The feature allows users to track their journey from their device's [lock screen](#).^{[62][63]}

Traffic conditions

[\[edit\]](#)

[Screenshot of Google Maps with traffic option enabled](#)

Image not found or type unknown

[Screenshot of Google Maps with traffic option enabled](#)

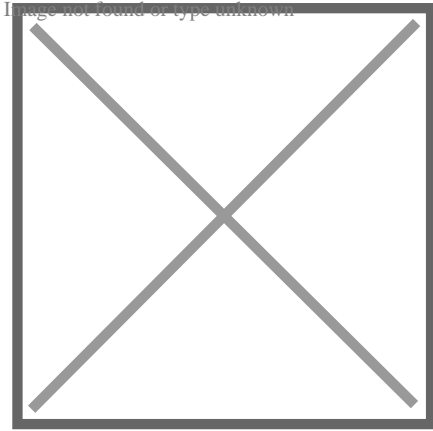
In 2007, Google began offering traffic data as a colored overlay on top of roads and motorways to represent the speed of vehicles on particular roads. [Crowdsourcing](#) is used to obtain the GPS-determined locations of a large number of cellphone users, from which live traffic maps are produced.^{[64][65][66]}

Google has stated that the speed and location information it collects to calculate traffic conditions is anonymous.^[67] Options available in each phone's settings allow users not to share information about their location with Google Maps.^[68] Google stated, "Once you disable or opt out of My Location, Maps will not continue to send radio information back to Google servers to determine your handset's approximate location".^[69]^{*[failed verification]*}

Street View

[\[edit\]](#)

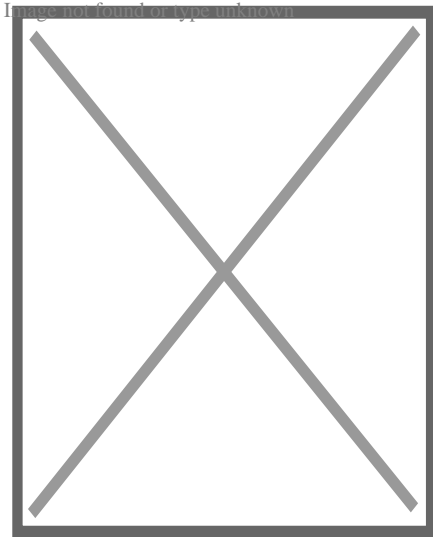
Main article: [Google Street View](#)



A Google Maps car at [Googleplex](#), [Mountain View](#)

On May 25, 2007, Google released [Google Street View](#), a feature of Google Maps providing [360°](#) panoramic street-level views of various locations. On the date of release, the feature only included five cities in the U.S. It has since expanded to thousands of locations around the world. In July 2009, Google began mapping college campuses and surrounding paths and [trails](#).

Street View garnered much controversy after its release because of [privacy concerns](#) about the uncensored nature of the panoramic photographs, although the views are only taken on public streets.[\[70\]](#)[\[71\]](#) Since then, Google has blurred faces and license plates through automated [facial recognition](#).[\[72\]](#)[\[73\]](#)[\[74\]](#)



Google Maps Street View Trekker backpack being implemented on the sidewalk of the Hudson River Greenway in New York City

In late 2014, Google launched Google Underwater Street View, including 2,300 kilometres (1,400 mi) of the Australian [Great Barrier Reef](#) in 3D. The images are taken by special cameras which turn 360 degrees and take shots every 3 seconds.[\[75\]](#)

In 2017, in both Google Maps and Google Earth, Street View navigation of the [International Space Station](#) interior spaces became available.

3D imagery

[edit]

Main article: Google Earth § 3D imagery

Google Maps has incorporated^[*when?*] 3D models of hundreds of cities in over 40 countries from Google Earth into its satellite view. The models were developed using aerial **photogrammetry** techniques.^{[76][77]}












Immersive View

[edit]

At the **I/O 2022** event, Google announced Immersive View, a feature of Google Maps which would involve composite 3D images generated from **Street View** and aerial images of locations using AI, complete with synchronous information. It was to be initially in five cities worldwide, with plans to add it to other cities later on.^[78] The feature was previewed in September 2022 with 250 photorealistic aerial 3D images of landmarks,^[79] and was full launched in February 2023.^[80] An expansion of Immersive View to routes was announced at Google I/O 2023,^[81] and was launched in October 2023 for 15 cities globally.^[82]

The feature uses **predictive modelling** and **neural radiance fields** to scan Street View and aerial images to generate composite 3D imagery of locations, including both exteriors and interiors, and routes, including driving, walking or cycling, as well as generate synchronous information and forecasts up to a month ahead from historical and environmental data about both such as weather, traffic and busyness.

Immersive View has been available in the following locations:^[*citation needed*]

Locations with Immersive View	
Country	Locations
 Argentina	Buenos Aires
 Australia	Melbourne, Sydney
 Austria	Vienna
 Belgium	Brussels
 Brazil	Brasília, Rio de Janeiro, São Paulo
 Canada	Calgary, Edmonton, Montreal, Ottawa, Toronto, Vancouver
 Chile	Santiago
 Czech Republic	Prague
 France	Nice, Paris
 Germany	Berlin, Cologne, Frankfurt, Munich
 Greece	Athens

	Hong Kong	Hong Kong
	Hungary	Budapest
	Italy	Florence, Milan, Rome, Venice
	Japan	Kyoto, Nagoya, Osaka, Tokyo
	Mexico	Guadalajara, Mexico City
	Netherlands	Amsterdam
	Norway	Oslo
	Poland	Warsaw
	Portugal	Lisbon, Porto
	Romania	Bucharest
	Singapore	Singapore
	South Africa	Cape Town, Johannesburg
	Spain	Barcelona, Madrid
	Sweden	Stockholm
	Switzerland	Zurich
	Taiwan	Taichung, Taipei
	United Kingdom	Edinburgh, London
	United States	Atlanta, Boston, Chicago, Detroit, Houston, Las Vegas, Los Angeles, Miami, New York City, Philadelphia, San Diego, San Francisco, Seattle
	Vatican City	Vatican City

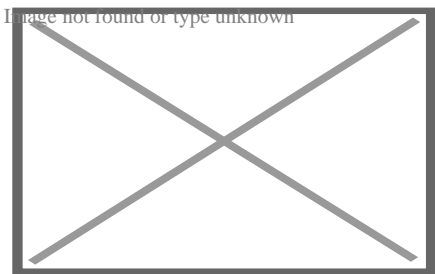
Landmark Icons

[edit]

Google added icons of city attractions, in a similar style to [Apple Maps](#), on October 3, 2019. In the first stage, such icons were added to 9 cities.^[83]

45° imagery

[edit]



An example of the [Leaning Tower of Pisa](#) in the 45° view

In December 2009, Google introduced a new view consisting of 45° angle aerial imagery, offering a "[bird's-eye view](#)" of cities. The first cities available were [San Jose](#) and San Diego. This feature was initially available only to developers via the Google Maps API.^[84] In February 2010, it was introduced as an experimental feature in Google Maps Labs.^[85] In July 2010, 45° imagery was made available in Google Maps in select cities in South Africa, the United States, Germany and Italy.^[86]

Weather

[\[edit\]](#)

In February 2024, Google Maps incorporated a small weather icon on the top left corner of the Android and iOS mobile apps, giving access to weather and [air quality index](#) details.^[87]

Lens in Maps

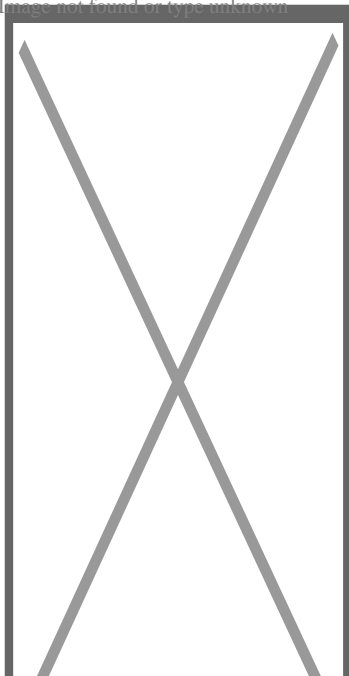
[\[edit\]](#)

Previously called Search with Live View, Lens In Maps identifies shops, restaurants, transit stations and other street features with a phone's camera and places relevant information and a category pin on top, like closing/opening times, current busyness, pricing and reviews using AI and [augmented reality](#). The feature, if available on the device, can be accessed through tapping the Lens icon in the search bar. It was expanded to 50 new cities in October 2023 in its biggest expansion yet, after initially being released in late 2022 in Los Angeles, San Francisco, New York, London, and Paris.^{[88][89]} Lens in Maps shares features with Live View, which also displays information relating to street features while guiding a user to a selected destination with virtual arrows, signs and guidance.^[90]

Business listings

[\[edit\]](#)

Image not found or type unknown



A business listing in Google Maps showing opening times, reviews and photos. This screenshot is from the Android mobile app.

Google collates business listings from multiple on-line and off-line sources. To reduce duplication in the index, Google's algorithm combines listings automatically based on address, phone number, or geocode,[91] but sometimes information for separate businesses will be inadvertently merged with each other, resulting in listings inaccurately incorporating elements from multiple businesses.[92] Google allows business owners to create and verify their own business data through *Google Business Profile (GBP)*, formerly *Google My Business (GMB)*. [93] Owners are encouraged to provide Google with business information including address, phone number, business category, and photos. [94] Google has staff in India who check and correct listings remotely as well as support businesses with issues. [95] Google also has teams on the ground in most countries that validate physical addresses in person. [96] In May 2024, Google announced it would discontinue the chat feature in Google Business Profile. Starting July 15, 2024, new chat conversations would be disabled, and by July 31, 2024, all chat functionalities would end. [97]

Google Maps can be manipulated by businesses that are not physically located in the area in which they record a listing. There are cases of people abusing Google Maps to overtake their competition by placing unverified listings on online directory sites, knowing the information will roll across to Google (duplicate sites). The people who update these listings do not use a registered business name. They place keywords and location details on their Google Maps business title, which can overtake credible business listings. In Australia in particular, genuine companies and businesses are noticing a trend of fake business listings in a variety of industries. [98]

Genuine business owners can also optimize their business listings to gain greater visibility in Google Maps, through a type of search engine marketing called **local search engine optimization**. [99]

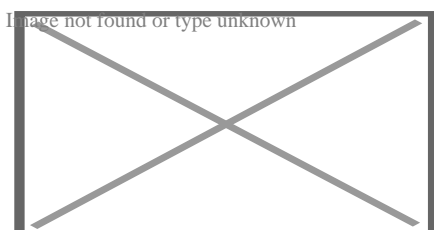
Indoor maps

[edit]

In March 2011, indoor maps were added to Google Maps, giving users the ability to navigate themselves within buildings such as **airports**, **museums**, shopping malls, **big-box stores**, universities, **transit stations**, and other public spaces (including underground facilities). Google encourages owners of public facilities to submit floor plans of their buildings in order to add them to the service. [100] Map users can view different floors of a building or **subway station** by clicking on a level selector that is displayed near any structures which are mapped on multiple levels.

My Maps

[edit]



Google My Maps

My Maps is a feature in Google Maps launched in April 2007 that enables users to create custom maps for personal use or sharing. Users can add points, lines, shapes, notes and images on top of Google Maps using a [WYSIWYG](#) editor.^[101] An Android app for My Maps, initially released in March 2013 under the name Google Maps Engine Lite, was available until its removal from the [Play Store](#) in October 2021.^{[102][103][104]}

Google Local Guides

[\[edit\]](#)

Google Local Guides is a volunteer program launched by Google Maps^[105] to enable users to contribute to Google Maps when registered. It sometimes provides them additional perks and benefits for their collaboration. Users can achieve Level 1 to 10, and be awarded with badges. The program is partially a successor to [Google Map Maker](#) as features from the former program became integrated into the website and app.^[106]

The program consists of adding reviews, photos, basic information, and videos; and correcting information such as [wheelchair accessibility](#).^{[107][108]} Adding reviews, photos, videos, new places, new roads or providing useful information gives points to the users.^[109] The level of users is upgraded when they get a certain amount of points.^{[110][111]} Starting with Level 4, a star is shown near the avatar of the user.^[111]

Timelapse

[\[edit\]](#)

Earth Timelapse, released in April 2021, is a program in which users can see how the earth has been changed in the last 37 years. They combined the 15 million satellite images (roughly ten quadrillion [pixels](#)) to create the 35 global cloud-free Images for this program.^[112]

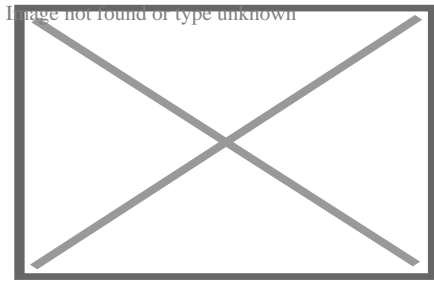
Timeline

[\[edit\]](#)

If a user shares their location with Google, Timeline summarises this location for each day on a [Timeline map](#).^[113] Timeline estimates the mode of travel used to move between places and will also show photos taken at that location. In June 2024, Google started progressively removing access to the timeline on web browsers, with the information instead being stored on a local device.^{[114][115]}

Implementation

[\[edit\]](#)



A split-view screenshot of Google Maps. In the bottom half *Street Maps* is shown, while in the top half *Street View* is shown. A user can zoom in and out of either of them independently of the zoom level of each.

As the user drags the map, the grid squares are downloaded from the server and inserted into the page. When a user searches for a business, the results are downloaded in the background for insertion into the side panel and map; the page is not reloaded. A hidden **iframe** with form submission is used because it preserves browser history. Like many other Google web applications, Google Maps uses **JavaScript** extensively.[116] The site also uses protocol buffers for data transfer rather than **JSON**, for performance reasons.

The version of **Google Street View** for classic Google Maps required **Adobe Flash**. [117] In October 2011, Google announced MapsGL, a **WebGL** version of Maps with better renderings and smoother transitions.[118] Indoor maps use JPG, .PNG, .PDF, .BMP, or .GIF, for **floor plans**. [119]

Users who are logged into a **Google Account** can save locations so that they are overlaid on the map with various colored "pins" whenever they browse the application. These "Saved places" can be organized into default groups or user named groups and shared with other users. "Starred places" is one default group example. It previously automatically created a record within the now-discontinued product **Google Bookmarks**.

Map data and imagery

[[edit](#)]

See also: [List of satellite map images with missing or unclear data](#)

The Google Maps terms and conditions[120] state that usage of material from Google Maps is regulated by Google Terms of Service[121] and some additional restrictions. Google has either purchased local map data from established companies, or has entered into lease agreements to use copyrighted map data.[122] The owner of the copyright is listed at the bottom of zoomed maps. For example, street maps in Japan are leased from **Zenrin**. Street maps in China are leased from **AutoNavi**. [123] Russian street maps are leased from Geocentre Consulting and **Tele Atlas**. Data for **North Korea** is sourced from the companion project **Google Map Maker**.

Street map overlays, in some areas, may not match up precisely with the corresponding satellite images. The street data may be entirely erroneous, or simply out of date: "The biggest challenge is the currency of data, the authenticity of data," said Google Earth representative **Brian McClendon**. As a result, in March 2008 Google added a feature to edit the locations of houses and businesses.[124][125]

Restrictions have been placed on Google Maps through the apparent censoring of locations deemed potential security threats. In some cases the area of redaction is for specific buildings, but in other cases, such as Washington, D.C.,[\[126\]](#) the restriction is to use outdated imagery.

Google Maps API

[\[edit\]](#)

Google Maps API, now called Google Maps Platform, hosts about 17 different [APIs](#), which are themed under the following categories: Maps, Places and Routes.[\[127\]](#)

After the success of reverse-engineered mashups such as [chicagocrime.org](#) and [housingmaps.com](#), Google launched the Google Maps API in June 2005[\[128\]](#) to allow developers to integrate Google Maps into their websites. It was a free service that did not require an [API key](#) until June 2018 (changes went into effect on July 16), when it was announced that an API key linked to a Google Cloud account with billing enabled would be required to access the API.[\[129\]](#) The API currently does not contain ads, but Google states in their terms of use that they reserve the right to display ads in the future.[\[130\]](#)

By using the Google Maps [API](#), it is possible to embed Google Maps into an external website, onto which site-specific data can be overlaid.[\[131\]](#) Although initially only a [JavaScript](#) API, the Maps API was expanded to include an API for [Adobe Flash](#) applications (but this has been deprecated), a service for retrieving static map images, and [web services](#) for performing [geocoding](#), generating driving directions, and obtaining elevation profiles. Over 1,000,000[\[132\]](#) web sites use the Google Maps API, making it the most heavily used web application development API.[\[133\]](#) In September 2011, Google announced it would deprecate the Google Maps API for Flash.[\[134\]](#)

The Google Maps API was free for commercial use, provided that the site on which it is being used is publicly accessible and did not charge for access, and was not generating more than 25,000 map accesses a day.[\[135\]](#)[\[136\]](#) Sites that did not meet these requirements could purchase the Google Maps API for Business.[\[137\]](#)

As of June 21, 2018, Google increased the prices of the Maps API and requires a billing profile.[\[138\]](#)

Google Maps in China

[\[edit\]](#)

Due to [restrictions on geographic data in China](#), Google Maps must partner with a Chinese digital map provider in order to legally show Chinese map data. Since 2006, this partner has been [AutoNavi](#).[\[123\]](#)

Within China, the State Council mandates that all maps of China use the [GCJ-02](#) coordinate system, which is offset from the [WGS-84](#) system used in most of the world. [google.cn/maps](#)

(formerly Google Ditu) uses the GCJ-02 system for both its street maps^[139] and satellite imagery.^[140] *google.com/maps* also uses GCJ-02 data for the street map, but uses WGS-84 coordinates for satellite imagery,^[141] causing the so-called **China GPS shift problem**.

Frontier alignments also present some differences between *google.cn/maps* and *google.com/maps*. On the latter, sections of the Chinese border with India and Pakistan are shown with dotted lines, indicating areas or frontiers in dispute. However, *google.cn* shows the Chinese frontier strictly according to Chinese claims with no dotted lines indicating the border with India and Pakistan. For example, the **South Tibet** region claimed by China but administered by India as a large part of **Arunachal Pradesh** is shown inside the Chinese frontier by *google.cn*, with Indian highways ending abruptly at the Chinese claim line. *Google.cn* also shows Taiwan and the **South China Sea Islands** as part of China. Google Ditu's street map coverage of Taiwan no longer omits major state organs, such as the Presidential Palace, the **five Yuans**, and the Supreme Court.^[142]^[additional citation needed]

Feature-wise, *google.cn/maps* does not feature My Maps. On the other hand, while *google.cn* displays virtually all text in Chinese, *google.com/maps* displays most text (user-selectable real text as well as those on map) in English.^[citation needed] This behavior of displaying English text is not consistent but intermittent – sometimes it is in English, sometimes it is in Chinese. The criteria for choosing which language is displayed are not known publicly.^[citation needed]

Criticism and controversies

^[edit]

Incorrect location naming

^[edit]

There are cases where Google Maps had added out-of-date neighborhood monikers. Thus, in Los Angeles, the name "Brooklyn Heights" was revived from its 1870s usage^[143] and "Silver Lake Heights" from its 1920s usage,^[144] or mistakenly renamed areas (in Detroit, the neighborhood "Fiskhorn" became "Fishkorn").^[145] Because many companies utilize Google Maps data, these previously obscure or incorrect names then gain traction; the names are often used by **realtors**, hotels, **food delivery** sites, **dating sites**, and **news organizations**.

Google has said it created its maps from third-party data, public sources, satellites, and users, but many names used have not been connected to any official record.^[143]^[145] According to a former Google Maps employee (who was not authorized to speak publicly), users can submit changes to Google Maps, but some submissions are ruled upon by people with little local knowledge of a place, such as contractors in India. Critics maintain that names like "BoCoCa" (for the area in Brooklyn between Boerum Hill, Cobble Hill and Carroll Gardens), are "just plain puzzling" or simply made up.^[145] Some names used by Google have been traced to non-professionally made maps with typographical errors that survived on Google Maps.^[145]

Potential misuse

[edit]

See also: [Google Street View privacy concerns](#) and [List of satellite map images with missing or unclear data](#)

In 2005 the [Australian Nuclear Science and Technology Organisation](#) (ANSTO) complained about the potential for terrorists to use the satellite images in planning attacks, with specific reference to the [Lucas Heights nuclear reactor](#); however, the Australian Federal government did not support the organization's concern. At the time of the ANSTO complaint, Google had colored over some areas for security (mostly in the U.S.), such as the rooftop of the [White House](#) and several other Washington, D.C. buildings.^{[146][147][148]}

In October 2010, Nicaraguan military commander [Edén Pastora](#) stationed [Nicaraguan troops](#) on the [Isla Calero](#) (in the delta of the [San Juan River](#)), justifying his action on the border delineation given by Google Maps. Google has since updated its data which it found to be incorrect.^[149]

On January 27, 2014, documents leaked by [Edward Snowden](#) revealed that the [NSA](#) and the [GCHQ](#) intercepted Google Maps queries made on smartphones, and used them to locate the users making these queries. One leaked document, dating to 2008, stated that "[i]t effectively means that anyone using Google Maps on a smartphone is working in support of a GCHQ system."^[150]

In May 2015, searches on Google Maps for offensive racial epithets for African Americans such as "[nigger](#)", "nigger king", and "nigger house" pointed the user to the [White House](#); Google apologized for the incident.^{[151][152]}

In December 2015, 3 Japanese [netizens](#) were charged with vandalism after they were found to have added an unrelated law firm's name as well as indecent names to locations such as "[Nuclear test site](#)" to the [Atomic Bomb Dome](#) and "Izumo [Satya](#)" to the [Izumo Taisha](#).^{[153][154]}

In February 2020, the artist Simon Weckert^[155] used 99 cell phones to fake a Google Maps traffic jam.^[156]

In September 2024, several schools in Taiwan and Hong Kong were altered to incorrect labels, such as "[psychiatric hospitals](#)" or "[prisons](#)". Initially, it was believed to be the result of hacker attacks. However, police later revealed that local students had carried out the prank. Google quickly corrected the mislabeled entries. Education officials in Taiwan and Hong Kong expressed concern over the incident.^{[157][158][159]}

Misdirection incidents

[edit]

Australia

[edit]

In August 2023, a woman driving from [Alice Springs](#) to the Harts Range Racecourse was stranded in the Central Australian desert for a night after following directions provided by Google Maps.^{[160][161]} She later discovered that Google Maps was providing directions for the actual [Harts Range](#) instead of the rodeo. Google said it was looking into the naming of the two locations and consulting with "local and authoritative sources" to solve the issue.^[160]

In February 2024, two German tourists were stranded for a week after Google Maps directed them to follow a dirt track through [Oyala Thumotang National Park](#) and their vehicle became trapped in mud.^{[162][163]} [Queensland Parks and Wildlife Service](#) ranger Roger James said, "People should not trust Google Maps when they're travelling in remote regions of [Queensland](#), and they need to follow the signs, use official maps or other navigational devices."^[162]

North America

[\[edit\]](#)

In June 2019, Google Maps provided nearly 100 [Colorado](#) drivers an alternative route that led to a dirt road after a crash occurred on [Peña Boulevard](#). The road had been turned to mud by rain, resulting in nearly 100 vehicles being trapped.^{[164][161]} Google said in a statement, "While we always work to provide the best directions, issues can arise due to unforeseen circumstances such as weather. We encourage all drivers to follow local laws, stay attentive, and use their best judgment while driving."^[164]

In September 2023, Google was sued by a [North Carolina](#) resident who alleged that Google Maps had directed her husband over the Snow Creek Bridge in [Hickory](#) the year prior, resulting in him drowning. According to the lawsuit, multiple people had notified Google about the state of the bridge, which collapsed in 2013, but Google had not updated the route information and continued to direct users over the bridge.^{[165][166][161]} At the time of the man's death, the barriers placed to block access to the bridge had been vandalized.^{[167][168]}

In November 2023, a hiker was rescued by helicopter on the backside of [Mount Fromme](#) in [Vancouver](#). [North Shore Rescue](#) stated on its Facebook page that the hiker had followed a non-existent hiking trail on Google Maps. This was also the second hiker in two months to require rescuing after following the same trail. The fake trail has since been removed from the app.^{[169][170]}

Also in November 2023, Google apologized after users were directed through desert roads after parts of [Interstate 15](#) were closed due to a [dust storm](#).^[171] Drivers became stranded after following the suggested detour route, which was a "bumpy dirt trail".^[172] Following the incident, Google stated that Google Maps would "no longer route drivers traveling between [Las Vegas](#) and [Barstow](#) down through those roads."^[171]

Russia

[\[edit\]](#)

In 2020, a teenage motorist was found frozen to death while his passenger was still alive but suffered from severe **frostbite** after using Google Maps, which had led them to a shorter but abandoned section of the **R504 Kolyma Highway**, where their **Toyota Chaser** became disabled.^[173]

India

[\[edit\]](#)

In 2024, three men from **Uttar Pradesh** died after their car fell from an under-construction bridge. They were using Google Maps for driving which misdirected them and the car fell into the **Ramganga** river.^{[174][175]}

Renaming of the Gulf of Mexico

[\[edit\]](#)

In February 2025, as a response to Donald Trump's **Executive Order 14172**, the **Gulf of Mexico** was renamed to "Gulf of America" for US users and "Gulf of Mexico (Gulf of America)" elsewhere, except for Mexico itself where it remained the Gulf of Mexico. The decision received criticism, with Mexican president **Claudia Sheinbaum** asking Google to reconsider its decision.^[176] Google subsequently blocked and deleted negative reviews of the gulf after the name change occurred.^{[177][178]}

Discontinued features

[\[edit\]](#)

Google Latitude

[\[edit\]](#)

Main article: **Google Latitude**

Google Latitude was a feature that let users share their physical locations with other people. This service was based on Google Maps, specifically on mobile devices. There was an iGoogle widget for desktops and laptops as well.^[179] Some concerns were expressed about the privacy issues raised by the use of the service.^[180] On August 9, 2013, this service was discontinued,^[181] and on March 22, 2017, Google incorporated the features from Latitude into the Google Maps app.^[182]

Google Map Maker

[\[edit\]](#)

Main article: [Google Map Maker](#)

In areas where Google Map Maker was available, for example, much of Asia, Africa, Latin America and Europe as well as the United States and Canada, anyone who logged into their Google account could directly improve the map by fixing incorrect driving directions, adding biking trails, or adding a missing building or road. General map errors in Australia, Austria, Belgium, Denmark, France, Liechtenstein, Netherlands, New Zealand, Norway, South Africa, Switzerland, and the United States could be reported using the Report a Problem link in Google Maps and would be updated by Google.^[183] For areas where Google used [Tele Atlas](#) data, map errors could be reported using Tele Atlas map insight.^[184]

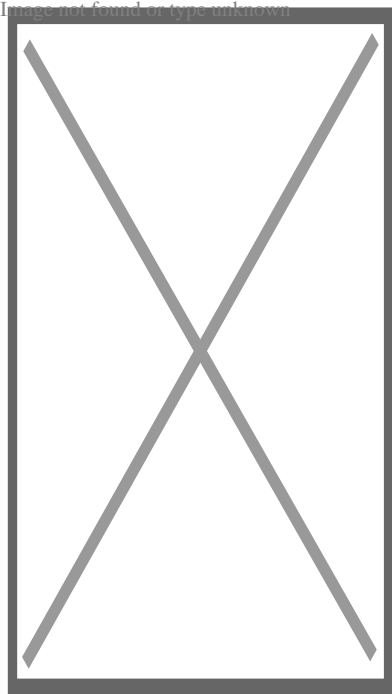
If imagery was missing, outdated, misaligned, or generally incorrect, one could notify Google through their contact request form.^[185]

In November 2016, Google announced the discontinuation of Google Map Maker as of March 2017.^[186]

Mobile app

[\[edit\]](#)

Screenshot



Screenshot of Google Maps on [Android 14](#)
25.10.04 (Build 732665141) / 7 March 2025; 10 days ago^[187]^[188]
25.09.00 (Build 730474011) / 25 February 2025; 20 days ago^[187]^[189]
iOS
25.10.02 / 7 March 2025; 10 days ago^[190]
Android Go,^[a]
discontinued
161.1 / 13 October 2023; 17 months ago^[191]^[192]

Android (Beta) 11.143.0303 / 20 August 2024; 6 months ago[193]

Google Maps

image not found or type unknown



Original author(s) Google

Initial release 2006; 19 years ago

Stable release(s) [±]

Preview release(s) [±]

Operating system

- Android
- iOS
- KaiOS Wear OS WatchOS Web Fitbit OS

Formerly: **Java ME**, **Symbian**, **Windows Mobile**

Google Maps is available as a **mobile app** for the **Android** and **iOS** mobile operating systems. The first mobile version of Google Maps (then known as Google Local for Mobile) was launched in beta in November 2005 for mobile platforms supporting **J2ME**.^{[194][195][196]} It was released as Google Maps for Mobile in 2006.^[197] In 2007 it came preloaded on the **first iPhone** in a deal with Apple.^[198] A version specifically for **Windows Mobile** was released in February 2007^[199] and the **Symbian** app was released in November 2007.^[200]

Version 2.0 of Google Maps Mobile was announced at the end of 2007, with a stand out *My Location* feature to find the user's location using the cell towers, without needing **GPS**.^{[201][202][203]} In September 2008, Google Maps was released for and preloaded on Google's own new platform Android.^{[204][205]}

Up until **iOS 6**, the built-in maps application on the **iOS** operating system was powered by Google Maps. However, with the announcement of iOS 6 in June 2012, **Apple** announced that they had created their own **Apple Maps** mapping service,^[206] which officially replaced Google Maps when iOS 6 was released on September 19, 2012.^[207] However, at launch, Apple Maps received significant criticism from users due to inaccuracies, errors and **bugs**.^{[208][209]} One day later, *The Guardian* reported that Google was preparing its own Google Maps app,^[210] which was released on December 12, 2012.^{[211][212]} Within two days, the application had been downloaded over ten million times.^[213]

Features

[**edit**]

The Google Maps apps for iOS and Android have many of the same features, including [turn-by-turn navigation](#), [street view](#), and public transit information.[\[214\]\[215\]](#) Turn-by-turn navigation was originally announced by Google as a separate beta testing app exclusive to Android 2.0 devices in October 2009.[\[216\]\[217\]](#) The original standalone iOS version did not support the [iPad](#),[\[215\]](#) but tablet support was added with version 2.0 in July 2013.[\[218\]](#) An update in June 2012 for Android devices added support for offline access to downloaded maps of certain regions,[\[219\]\[220\]](#) a feature that was eventually released for iOS devices, and made more robust on Android, in May 2014.[\[221\]\[222\]](#)

At the end of 2015 Google Maps announced its new offline functionality,[\[223\]](#) but with various limitations – downloaded area cannot exceed 120,000 square kilometers[\[224\]\[225\]](#) and require a considerable amount of storage space.[\[226\]](#) In January 2017, Google added a feature exclusively to Android that will, in some U.S. cities, indicate the level of difficulty in finding available parking spots,[\[227\]](#) and on both Android and iOS, the app can, as of an April 2017 update, remember where users parked.[\[228\]\[229\]](#) In August 2017, Google Maps for Android was updated with new functionality to actively help the user in finding parking lots and garages close to a destination. [\[230\]](#) In December 2017, Google added a new two-wheeler mode to its Android app, designed for users in India, allowing for more accessibility in traffic conditions.[\[231\]\[232\]](#) In 2019 the Android version introduced the new feature called live view that allows to view directions directly on the road thanks to [augmented reality](#).[\[233\]](#) Google Maps won the 2020 Webby Award for Best User Interface in the category Apps, Mobile & Voice.[\[234\]](#) In March 2021, Google added a feature in which users can draw missing roads.[\[235\]](#) In June 2022, Google implemented support for toll calculation. Both iOS and Android apps report how much the user has to pay in tolls when a route that includes toll roads is input. The feature is available for roads in the US, India, Japan and Indonesia with further expansion planned. As per reports the total number of toll roads covered in this phase is around 2000.[\[236\]](#)

Reception

[\[edit\]](#)

[USA Today](#) welcomed the application back to iOS, saying: "The reemergence in the middle of the night of a Google Maps app for the iPhone is like the return of an old friend. Only your friend, who'd gone missing for three months, comes back looking better than ever."[\[237\]](#) Jason Parker of [CNET](#), calling it "the king of maps", said, "With its iOS Maps app, Google sets the standard for what mobile navigation should be and more."[\[238\]](#) Bree Fowler of the [Associated Press](#) compared Google's and Apple's map applications, saying: "The one clear advantage that Apple has is style. Like Apple devices, the maps are clean and clear and have a fun, pretty element to them, especially in 3-D. But when it comes down to depth and information, Google still reigns superior and will no doubt be welcomed back by its fans."[\[239\]](#) [Gizmodo](#) gave it a ranking of 4.5 stars, stating: "Maps Done Right".[\[240\]](#) According to [The New York Times](#), Google "admits that it's [iOS app is] even better than Google Maps for Android phones, which has accommodated its evolving feature set mainly by piling on menus".[\[241\]](#)

Google Maps' **location tracking** is regarded by some as a threat to users' privacy, with Dylan Tweney of *VentureBeat* writing in August 2014 that "Google is probably logging your location, step by step, via Google Maps", and linked users to Google's location history map, which "lets you see the path you've traced for any given day that your smartphone has been running Google Maps". Tweney then provided instructions on how to disable location history.^[242] The history tracking was also noticed, and recommended disabled, by editors at *CNET*^[243] and *TechCrunch*.^[244] Additionally, *Quartz* reported in April 2014 that a "sneaky new privacy change" would have an effect on the majority of iOS users. The privacy change, an update to the **Gmail** iOS app that "now supports sign-in across Google iOS apps, including Maps, **Drive**, YouTube and **Chrome**", meant that Google would be able to identify users' actions across its different apps.^[245]

The Android version of the app surpassed five billion installations in March 2019.^[246] By November 2021, the Android app had surpassed 10 billion installations.^[247]

Go version

[[edit](#)]

Google Maps Go, a version of the app designed for **lower-end devices**, was released in beta in January 2018.^[248] By September 2018, the app had over 10 million installations.^[249]

Artistic and literary uses

[[edit](#)]

The German "geo-novel" *Senghor on the Rocks* (2008) presents its story as a series of spreads showing a Google Maps location on the left and the story's text on the right. Annika Richterich explains that the "satellite pictures in *Senghor on the Rocks* illustrate the main character's travel through the West-African state of **Senegal**".^[250]

Artists have used Google Street View in a range of ways. **Emilio Vavarella's** *The Google Trilogy* includes glitchy images and unintended portraits of the drivers of the Street View cars.^[251] The Japanese band **group inou** used Google Street View backgrounds to make a music video for their song EYE.^[252] The Canadian band **Arcade Fire** made a customized music video that used Street View to show the viewer their own childhood home.^{[253][254]}

See also

[[edit](#)]

- icon

Image not found or not yet known

- Internet portal**
- Azure Maps**
 - Apple Maps**
 - Bing Maps**

- [Comparison of web map services](#)
- [GeoGuessr](#)
- [Google Earth](#)
- [Google Maps Road Trip](#), live-streaming documentary
- [Here WeGo](#)
- [MapQuest](#)
- [OpenStreetMap](#)
- [Terravision \(computer program\)](#)
- [Wikiloc](#), a mashup that shows trails and waypoints on Google Maps
- [Wikimapia](#), a mashup combining Google Maps and a [wiki](#) aimed at "describing the whole planet earth"
- [Yandex Maps](#), popular in Russia and [CIS](#)

Notes

[[edit](#)]

1. [^] Lite version for Android

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[[edit](#)]

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- *Browser Sync*
- *Building Maker*
- *Bump*
- *BumpTop*
- *Buzz*
- *Calendar*
- *Cast*
- *Catalogs*
- *Chat*
- *Checkout*
- *Chrome*
- *Chrome Apps*
- *Chrome Experiments*
- C** ○ *Chrome Remote Desktop*
- *Chrome Web Store*

Hardware

Smartphones

Pixel

- Pixel (2016)
- Pixel 2 (2017)
- Pixel 3 (2018)
- Pixel 3a (2019)
- Pixel 4 (2019)
- Pixel 4a (2020)
- Pixel 5 (2020)
- Pixel 5a (2021)
- Pixel 6 (2021)
- Pixel 6a (2022)
- Pixel 7 (2022)
- Pixel 7a (2023)
- Pixel Fold (2023)
- Pixel 8 (2023)
- Pixel 8a (2024)
- Pixel 9 (2024)
- Pixel 9 Pro Fold (2024)

Smartwatches

- Pixel Watch (2022)
- Pixel Watch 2 (2023)
- Pixel Watch 3 (2024)

Tablets

- Pixel C (2015)
- Pixel Slate (2018)
- Pixel Tablet (2023)

Laptops

- Chromebook Pixel (2013–2015)
- Pixelbook (2017)
- Pixelbook Go (2019)

Other

- Pixel Buds (2017–present)

Smartphones

- Nexus One (2010)
- Nexus S (2010)
- Galaxy Nexus (2011)
- Nexus 4 (2012)
- Nexus 5 (2013)
- Nexus 6 (2014)
- Nexus 5X (2015)
- Nexus 6P (2015)

- **v**
- **t**
- **e**

Litigation

Advertising	<ul style="list-style-type: none"> ○ <i>Feldman v. Google, Inc.</i> (2007) ○ <i>Rescuecom Corp. v. Google Inc.</i> (2009) ○ <i>Goddard v. Google, Inc.</i> (2009) ○ <i>Rosetta Stone Ltd. v. Google, Inc.</i> (2012) ○ <i>Google, Inc. v. American Blind & Wallpaper Factory, Inc.</i> (2017) ○ Jedi Blue
Antitrust	<ul style="list-style-type: none"> ○ European Union (2010–present) ○ <i>United States v. Adobe Systems, Inc., Apple Inc., Google Inc., Intel Corporation, Intuit, Inc., and Pixar</i> (2011) ○ <i>Umar Javeed, Sukarma Thapar, Aaqib Javeed vs. Google LLC and Ors.</i> (2019) ○ <i>United States v. Google LLC</i> (2020) ○ <i>United States v. Google LLC</i> (2023)
Intellectual property	<ul style="list-style-type: none"> ○ <i>Perfect 10, Inc. v. Amazon.com, Inc.</i> (2007) ○ <i>Viacom International Inc. v. YouTube, Inc.</i> (2010) ○ <i>Lenz v. Universal Music Corp.</i> (2015) ○ <i>Authors Guild, Inc. v. Google, Inc.</i> (2015) ○ <i>Field v. Google, Inc.</i> (2016) ○ <i>Google LLC v. Oracle America, Inc.</i> (2021) ○ Smartphone patent wars
Privacy	<ul style="list-style-type: none"> ○ <i>Rocky Mountain Bank v. Google, Inc.</i> (2009) ○ <i>Hibnick v. Google, Inc.</i> (2010) ○ <i>United States v. Google Inc.</i> (2012) ○ Judgement of the German Federal Court of Justice on Google's autocomplete function (2013) ○ <i>Joffe v. Google, Inc.</i> (2013) ○ <i>Mosley v SARL Google</i> (2013) ○ <i>Google Spain v AEPD and Mario Costeja González</i> (2014) ○ <i>Frank v. Gaos</i> (2019)
Other	<ul style="list-style-type: none"> ○ <i>Garcia v. Google, Inc.</i> (2015) ○ <i>Google LLC v Defteros</i> (2020) ○ <i>Epic Games v. Google</i> (2021) ○ <i>Gonzalez v. Google LLC</i> (2022)

Related

- Beauty YouTuber
- BookTube
- BreadTube
- "Don't be evil"
- Gayglers
- Google as a verb
- Google bombing
 - 2004 U.S. presidential election
- Google effect
- Googlefight
- Google hacking
- Googleshare
- Google tax
- Googlewhack
- Googlization
- Illegal flower tribute
- Objectives and key results
- Rooting
- Search engine manipulation effect
- Side project time
- Sitelink
- Site reliability engineering
- StudyTube
- VTuber
- YouTube Poop
- YouTuber
 - list

Concepts

Android

- Booting process
- Custom distributions
- Features
- Recovery mode
- Software development

Street View coverage

- Africa
- Antarctica
- Asia
 - Israel
- Europe
- North America
 - Canada
 - United States
- Oceania
- South America

Italics denote discontinued products.

-  Category
-  Outline

- **v**
- **t**
- **e**

Alphabet Inc.

	<ul style="list-style-type: none"> ○ Access <ul style="list-style-type: none"> ○ Google Fiber ○ Calico ○ CapitalG ○ Google <ul style="list-style-type: none"> ○ DeepMind <ul style="list-style-type: none"> ○ AlphaFold ○ AlphaGo <ul style="list-style-type: none"> ○ vs. Fan Hui ○ vs. Ke Jie ○ vs. Lee Sedol <ul style="list-style-type: none"> ○ film ○ Future of Go Summit ○ AlphaGo Zero ○ AlphaStar ○ AlphaZero ○ Master ○ MuZero ○ WaveNet ○ DoubleClick ○ Firebase ○ Fitbit ○ Tenor ○ Waze ○ YouTube
Current	
Subsidiaries	<ul style="list-style-type: none"> ○ GV ○ Isomorphic Labs ○ Verily <ul style="list-style-type: none"> ○ Baseline Study ○ X Development ○ Waymo ○ Wing
Former	<ul style="list-style-type: none"> ○ Boston Dynamics ○ Chronicle Security ○ Jigsaw ○ Loon ○ Makani ○ Meka Robotics ○ Nest Labs ○ Sidewalk Labs <ul style="list-style-type: none"> ○ Toronto ○ Vicarious

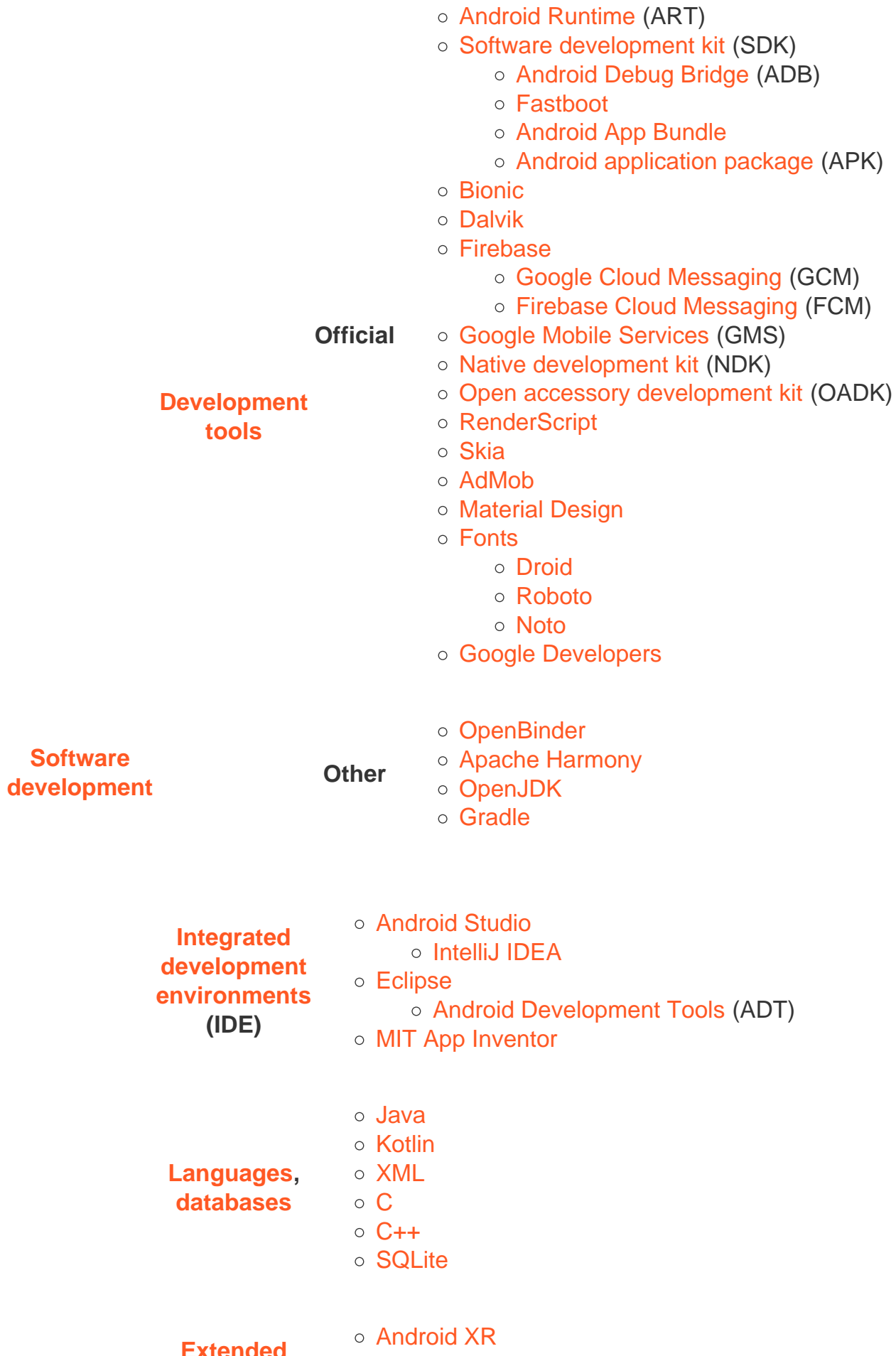
People	Executives	Current	<ul style="list-style-type: none"> ○ Sundar Pichai (CEO) ○ Ruth Porat (president and CIO) ○ Anat Ashkenazi (CFO)
		Former	<ul style="list-style-type: none"> ○ Larry Page (CEO) ○ Sergey Brin (President) ○ David Drummond (CLO)
	Board of directors	Current	<ul style="list-style-type: none"> ○ Frances Arnold ○ Sergey Brin ○ R. Martin Chavez ○ John Doerr ○ John L. Hennessy ○ Ann Mather ○ Larry Page ○ Sundar Pichai ○ Ram Shriram ○ Roger W. Ferguson Jr.
		Former	<ul style="list-style-type: none"> ○ Diane Greene ○ Alan Mulally ○ Eric Schmidt
	Others		<ul style="list-style-type: none"> ○ Andrew Conrad ○ Tony Fadell ○ Arthur D. Levinson ○ David Krane ○ Astro Teller

-  [Category](#)
-  [Companies portal](#)
-  [Internet portal](#)

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- **e**

Android

- Android Go
 - Comparison of products



Releases

- Cupcake (1.5)
- Donut (1.6)
- Eclair (2.0–2.1)
- Froyo (2.2)
- Gingerbread (2.3)
- Honeycomb (3.x)
- Ice Cream Sandwich (4.0)
- Jelly Bean (4.1–4.3)
- KitKat (4.4)
- Lollipop (5.x)
- Marshmallow (6.0)
- Nougat (7.x)
- Oreo (8.x)
- Pie (9)
- 10
- 11
- 12
- 13
- 14
- 15
- 16

Derivatives

- Android Automotive
- Android Things
- TV
 - devices
- Android XR
- Wear OS

Devices

Pixel

- C
- Pixel & Pixel XL
- 2 & 2 XL
- 3 & 3 XL
 - 3a & 3a XL
- 4 & 4 XL
 - 4a & 4a (5G)
- 5
 - 5a
- 6 & 6 Pro
 - 6a
- 7 & 7 Pro
 - 7a
- Fold
- Tablet
- 8 & 8 Pro
 - 8a
- 9, 9 Pro & 9 Pro XL
 - 9 Pro Fold

Nexus

- One
- S
- Galaxy Nexus
- 4
- 10
- Q
- 5
 - 5X
- 6
 - 6P
- 7
 - 2012
 - 2013
- 9
- Player

Play edition

- HTC One (M7)
- HTC One (M8)
- LG G Pad 8.3
- Moto G
- Samsung Galaxy S4
- Sony Xperia Z Ultra

- Android One
- other smartphones

Custom distributions

- AliOS
- Android-x86
 - Remix OS
- AOKP
- Baidu Yi
- Barnes & Noble Nook
- CalyxOS
- ColorOS
 - realme UI
- CopperheadOS
- EMUI
 - Magic UI
- Fire OS
- Flyme OS
- GrapheneOS
- Xiaomi HyperOS
 - MIUI
 - MIUI for POCO
- LeWa OS
- LineageOS
 - /e/
 - CrDroid
 - CyanogenMod
 - DivestOS
 - iodéOS
 - Kali NetHunter
- LiteOS
- Meta Horizon OS
- MicroG
- Nokia X software platform
- OmniROM
- OPhone
- OxygenOS
- PixelExperience
- Pixel UI
- Replicant
- Resurrection Remix OS
- SlimRoms
- TCL UI
- Ubuntu for Android
- XobotOS
- ZUI

Booting and recovery	<ul style="list-style-type: none">○ Booting process○ Recovery mode<ul style="list-style-type: none">○ TWRP○ ClockworkMod○ Fastboot
APIs	<ul style="list-style-type: none">○ Google Maps○ Google Play Services<ul style="list-style-type: none">○ SafetyNet○ Google Search
Alternative UIs	<ul style="list-style-type: none">○ Asus ZenFone○ Cherry OS○ ColorOS○ EMUI○ Funtouch OS○ Flyme OS○ HiOS○ Hive UI (XOLO Hive)○ HTC Sense○ LG UX<ul style="list-style-type: none">○ Optimus UI○ Motoblur○ One UI○ Origin OS<ul style="list-style-type: none">○ Experience○ TouchWiz○ OxygenOS○ Pixel UI○ XOS○ Xperia UI
Rooting	<ul style="list-style-type: none">○ SuperSU○ Magisk○ Kingo Root
Lists	<ul style="list-style-type: none">○ Custom distributions○ Features○ Free and open-source applications○ Google apps○ Launchers

Related topics

- [Index of articles](#)
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 - [smartphone patent wars](#)

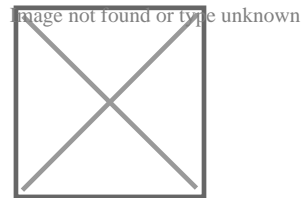
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- [Mapzen](#)
- [Missing Maps](#)
- [OpenStreetMap Foundation](#)
- [Ramani Huria](#)
- [Wikimedia Italia](#)



Software	Editing	<ul style="list-style-type: none"> o iD o JOSM o KartaView o Mapillary o OpenDroneMap o Potlatch o StreetComplete
	Visualisation	<ul style="list-style-type: none"> o Leaflet o Mapnik o Marble o OpenLayers o OpenRailwayMap o OpenSeaMap
	Navigation	<ul style="list-style-type: none"> o GNOME Maps o GraphHopper o Karta GPS o Komoot o Locus Map o Maps.me o Navit o Neshan o Open Source Routing Machine o Organic Maps o OsmAnd o Wheelmap.org
Derivations		<ul style="list-style-type: none"> o FOSM o OpenGeofiction o OpenHistoricalMap o Overture Maps
People		<ul style="list-style-type: none"> o Steve Coast o Allan Mustard

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Frequently Asked Questions

What is a content agency in Sydney?

A content agency in Sydney focuses on creating high-quality, SEO-optimized content that resonates with your target audience. Their services typically include blog writing, website copy, video production, and other forms of media designed to attract traffic and improve search rankings.

Why should I consider SEO packages in Australia?

SEO packages in Australia typically bundle essential optimization services such as keyword research, technical audits, content creation, and link building at a set price. They are designed to simplify the process, provide consistent results, and help businesses of all sizes improve their online visibility.

What is involved in SEO consulting?

SEO consulting involves analyzing a website's current performance, identifying areas for improvement, and recommending strategies to boost search rankings. Consultants provide insights on keyword selection, on-page and technical optimization, content development, and link-building tactics.

What are the benefits of working with an SEO consultant in Sydney?

An SEO consultant in Sydney can provide tailored advice and strategies that align with your business's goals and local market conditions. They bring expertise in keyword selection, content optimization, technical SEO, and performance monitoring, helping you achieve better search rankings and more organic traffic.

What role do SEO consultants play in a digital marketing strategy?

SEO consultants are responsible for improving your website's visibility and performance in search engines. By analyzing data, refining keyword strategies, and optimizing site elements, they enhance your overall digital marketing efforts, leading to more traffic, better user engagement, and higher conversions.

What are local SEO services in Sydney?

Local SEO services in Sydney focus on optimizing a business's online presence to attract local customers. This includes claiming local business listings, optimizing Google My Business profiles, using location-specific keywords, and ensuring consistent NAP (Name, Address, Phone) information across the web.

SEO company in Sydney

SEO Sydney

Phone : 1300 684 339

City : Sydney

State : NSW

Zip : 2000

[Google Business Profile](#)

[Google Business Website](#)

Company Website : <https://sydney.website/seo-sydney/>

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