



Guide to creating multi-lingual listings on Google MapMaker

1. Open [MM](#)
2. Find the [listing](#) by typing it in the search field (the more details, the better)—it works just like Maps. (Alternately, find the listing in [Google Maps](#) then open it in MM by clicking on the [Edit in Map Maker](#) link on the bottom.) If you can't find it using search, use the address, then right click, *Find near this point*. It will usually turn up.
3. Click *Edit, Edit this place*.
4. Click on *Name*, then *Add more names* below that.
5. Click on *+1* (or more; total number can vary, from [1 to 100](#)) *more names* if it's available (that shows all the names)
6. Start adding names, or correct existing names/tags. Each name should be language specific (English: New York Marriott Marquis), and should be tagged with the following tags:
 - *Primary* (the name it's more commonly known by for each language type—there should be only one for each language type).
 - *Local* (the language most predominant in the region—for example, if the hotel is in NYC, it would use Local for all the English name tags; if it's in Tokyo, it would use Local for all the Japanese names; only one set of Local tags for one language type, so all the English names in NYC are Local, but none of the other languages use the Local tag),
 - *Obscure* (the name it could be known by, but isn't used very often).
 - *Official* (whatever the official name is on the hotel, usually visible on the website or building or promotional literature).
 - *Abbreviated* (the short name for the hotel, usually something like NYMM).

Using the above system and the example, create something like the following:

- English: New York Marriott Marquis (Primary, Local, Official)
- English: Marriott-Marquis (Local, Obscure)
- English: Marriott Marquis (Local, Obscure)

• [Google translation](#) (not accurate, but used as an example) of the above names, in order:

- Korean: 뉴욕 메리어트 마르퀴스 (Primary, Official)
- Korean: 메리어트 - 후작 (Obscure)
- Korean: 마르퀴스 (Obscure)

(Note: If you hit a hard limit on the total number of names you added (*Add more names* disappears; sometimes you can only add 5 new names), you can save the edit, as below, and then re-open it, and add more names.)

7. Click *Done* if that button is visible. If not, skip and go to step 8.
8. Add an explanatory note in *Comments*, if necessary. Since GLEs (Google Listing Editors, from the Maps team), rather than GRs (Google Reviewers, from the MM team) often review claimed POIs (point of interest), it's helpful to add an explanatory cut-and-paste generic note (i.e. *I'm adding additional foreign translated names, and correcting the tags for the English names so they appear correctly on Maps.*) and, if necessary, alert *Support* in advance that you're going to be fixing some of your POIs from MM.
9. Click *Save*.
10. Wait. Usually a few days to a few weeks. Pending edits stays under the *My Activities, In Review* (or *Everything*, for everything) As noted before, the edit can be *Denied, Accepted, or Approved*. If it gets *Denied* or *Accepted* (**without** approving the changes—check in the *Details, History* and/or *Published* to ensure that *all* your changes were accepted), then save the link from your MM sidebar (*My Activities, Everything*), and contact *Places Support* to have them override the GLE and approve the rejected changes. *Approved* is the most desirable state of affairs.

Avoid using any misspellings, w*ird [*sic*] characters, ALL CAPS, and anything else that marketing suggests to increase the name presence of the POI on Maps. Names should be accurately and reasonably spelled. Google is really good at providing suggestions for misspelled words.

- If the listing is *Locked* ([example](#)), you can't edit it in MM (and it's not really clear you can edit it in Maps using *Report a problem*, but you can try). Contact *Support* to unlock (they *can* do this, even though they claim they can't, for various policy and technical reasons). Locked are usually high value or frequently vandalized POIs which you should be able to freely edit if you own the listing.
- You can also use *Report a problem* on Maps to add additional names and tags, which uses a simplified version of MM, and follow the steps above.
- For additional guidelines, see [MM Help](#).
- You can add translated *custom* categories, but I usually avoid that, since Google automatically (and accurately, for standard cats) translates those categories based on the specific language that each country is using.
- If a country uses multiple official languages, use one Local language that best suits that region (example: Canada, which has two official languages. Use English as the Local language in Vancouver, BC, and French as the Local language in Quebec).
- *Don't* use Google Translate. It just doesn't work for formal names, and it's really not that good anyway.