

How to Open the Box:
Local Search powered by the Best Content



Peter Curzon

Vice President,
Business Development



Joined in 2011

Partnerships

Content



amazon alexa



yahoo!

Bing



mapquest



realtor.com



SoundHound

cerence

GARMIN

sprinklr®

HARMAN

Advertising

thryv yp

GoDaddy

uberall

yext

Commerce

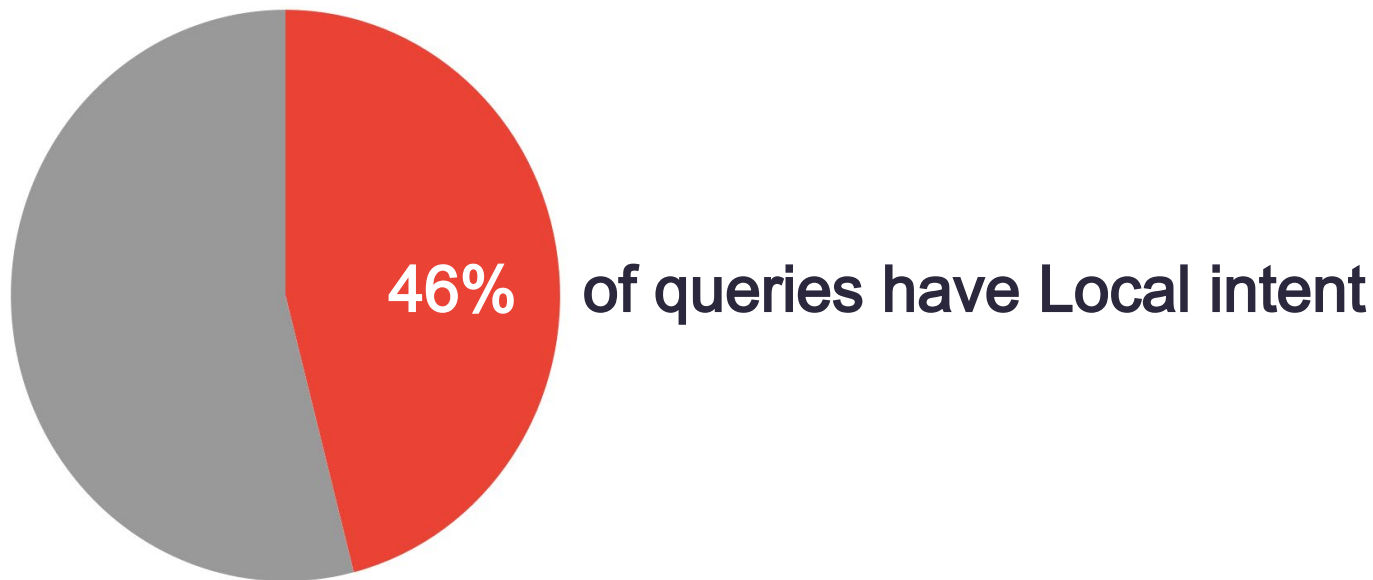
GRUBHUB

EAT24

Uber

• OpenTable®

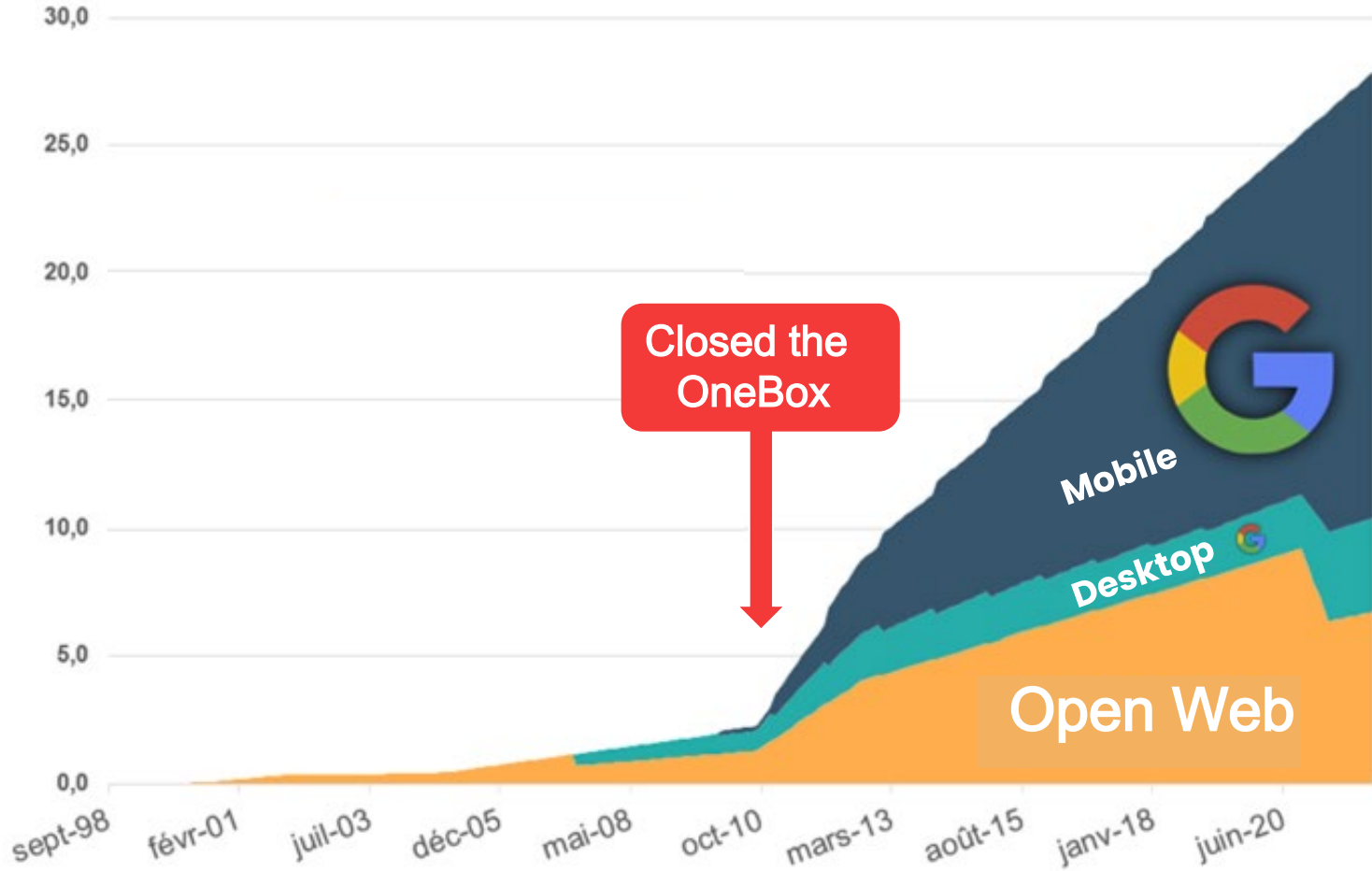
Local Search is Massive



**Local deserves a unique solution.
It's not one - size - fits - all.**

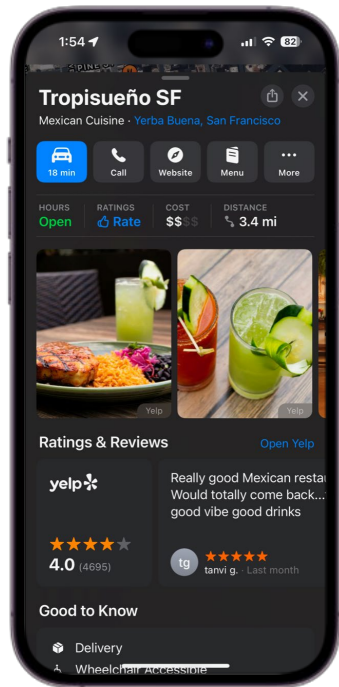
Local Searches (Europe)

Billions of monthly queries

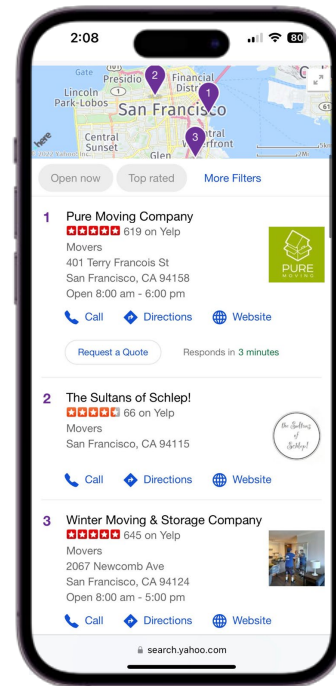


If you remember nothing else:

It is very easy for Google to build a
DMA - compliant search feature



amazon



yahoo!

Example partnerships where Yelp sends its content to platforms.

The Quality Builders

Building restoration service in Schaerbeek, Belgium

5.0 ★★★★★ (6)

Website Directions Save Call

Service options: Online appointments

Address: Pk Daily, 5, 1030 Bruxelles, Belgium

Areas served: Schaerbeek and nearby areas

Hours: Closed Opens SAM Wed • +32 2231 06 21

Appointments: Inequality.eu

Suggest an edit: Own this business?

Questions & answers

Be the first to ask a question

Send to your phone

Review summary

5.0 ★★★★★ 6 reviews

→ More Google reviews

Write a review

From The Quality Builders

"We are a purveyor of renovation and interior decoration services for upscale villas, mansions and apartments such as penthouses."

People also search for

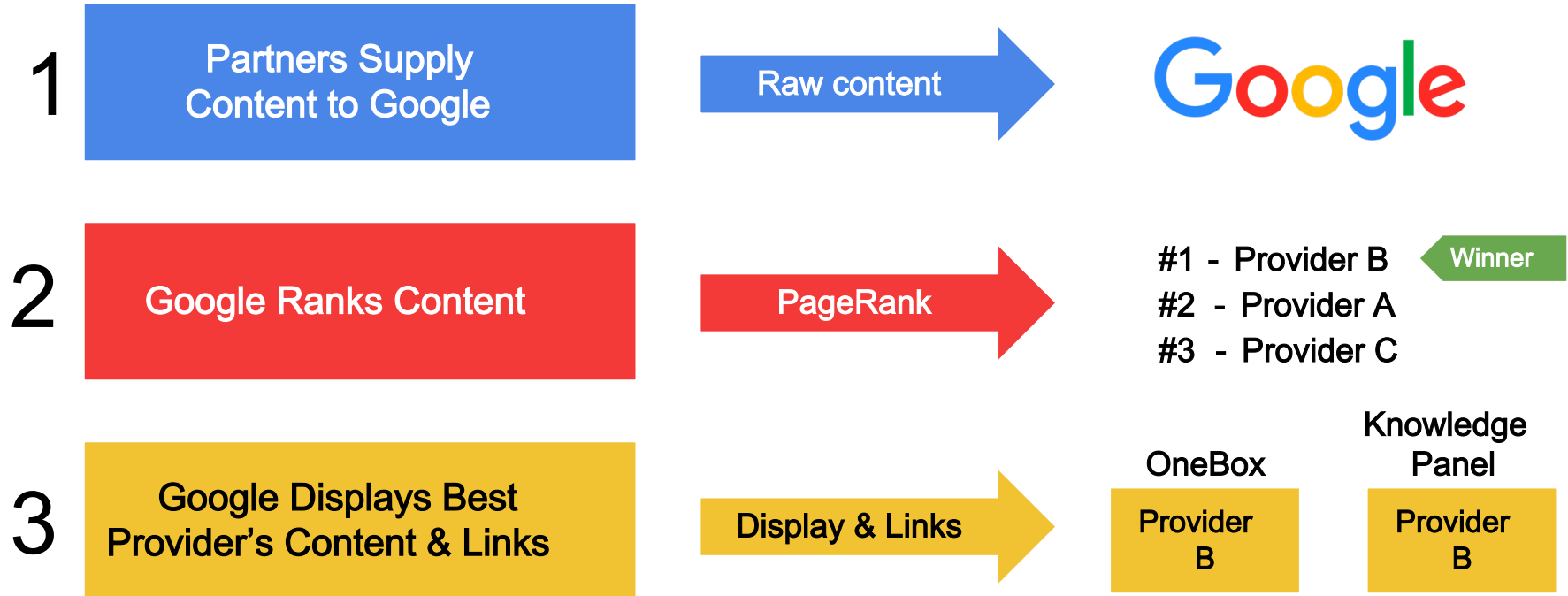
Google

Everyone else

Ads

OneBox

Proposal: replace Google's local content with the best 3rd party content



"The gatekeeper shall apply fair, reasonable, and non - discriminatory general conditions of access for business users to its software application stores, online search engines and online social networking services listed in the designation decision pursuant to Article 3(9)."

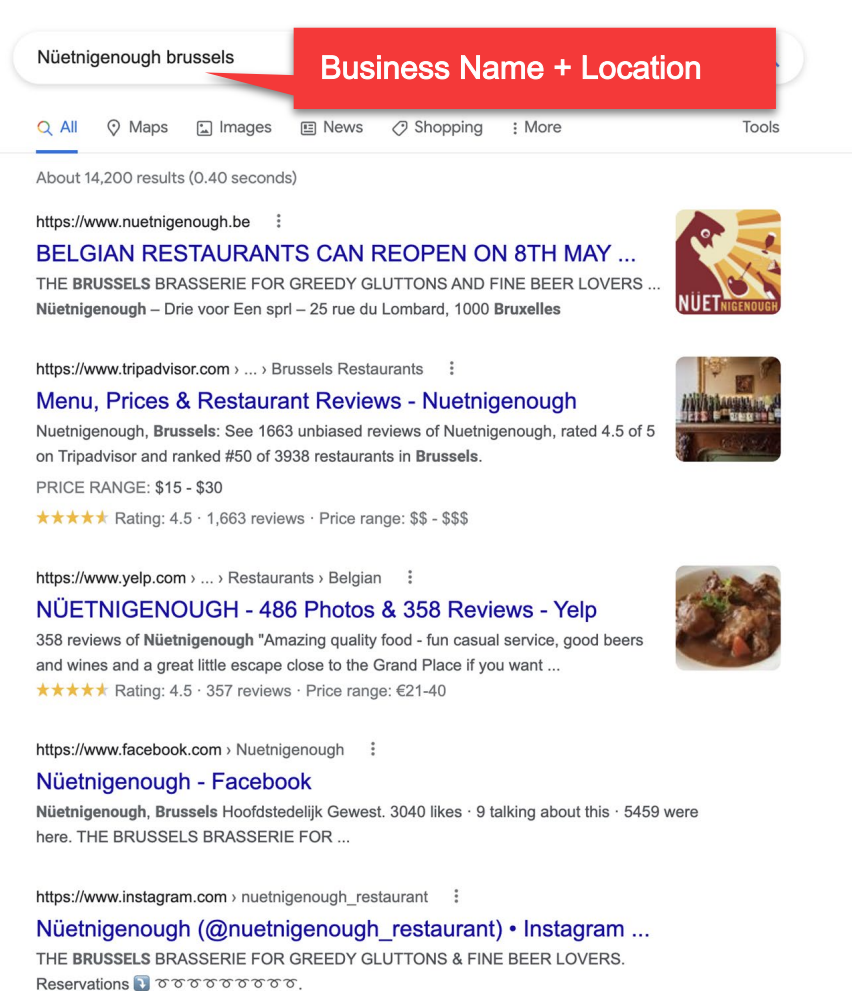
- Article 6(12)



Google already ranks content providers



(our proposal is **transparent, fair, and easily auditable** for regulators by simply performing their own searches)



Proposal



Nüetnigenough

Website Directions Save

4.6 ★★★★★ 1,663 Tripadvisor reviews

\$\$ • Belgian restaurant

Charming brasserie with an art nouveau facade & interior touches, offering Belgian beers & cuisine.

Service options: Dine-in · Curbside pickup · No delivery

A 1-min walk from the [Manneken Pis](#)

Address: Rue du Lombard 25, 1000 Bruxelles, Belgium

Hours: **Closed** · Opens 12PM Sat ▾

Menu: nuetnigenough.be

Reservations: resengo.com

[Suggest an edit](#) · [Own this business?](#)

Add missing information

Add place's phone number

Questions & answers

[See all questions \(4\)](#)

Popular times

10 PM: Usually a little busy

No wait

 People typically spend 1-2 hours here

 Send to your phone

Send

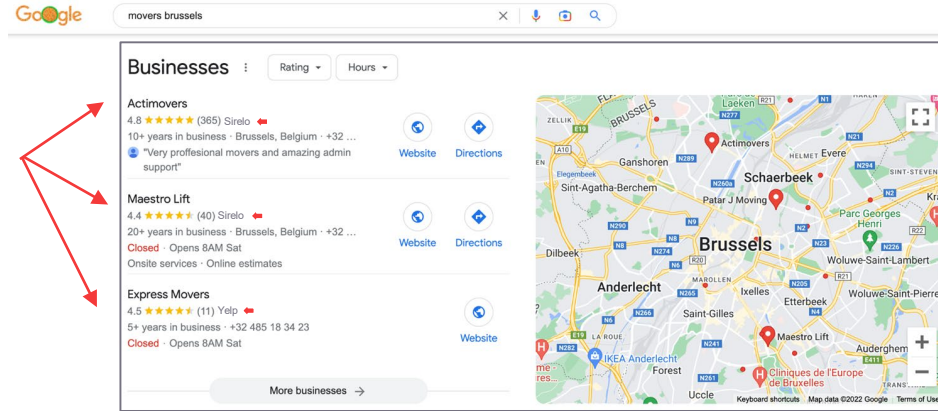
Highest rank provider (e.g. Tripadvisor) “wins” the supply of content

**Content edits, management,
and “read more” link out to
winning provider**

OneBox (i.e. multiple businesses)

Proposal

Google retains control
of ranking which
business to display



← OneBox

<https://movon.com/belgium/brussels-movers>
Brussels Movers - Book Moving Company Brussels | Movon
Book Brussels movers online with Movon. Our moving companies Brussels help you with local, long distance and international removal services.

<https://www.brussels-expats.be/removals>
Move to Brussels with these removal companies
These national & international removal companies located in Brussels are specialized in relocation, packing & unpacking, loading & unloading, and moving.

<https://www.agsmovers.com/movers-europe/belgium>
Moving Company Brussels (Coussaert) - AGS Movers
Are you looking for an international removal company in Belgium? AGS Coussaert Belgium, in Brussels, offers customised and innovative moving and storage ...

https://www.yelp.com/search?find_loc=Brussels,+R6...
Top 10 Best Moving Companies in Brussels, Région de ... - Yelp
Best Moving Companies Near Me in Brussels, Région de Bruxelles-Capitale, Belgium ; Alicia & Co. 2.2 mi ; Euro Lift Express. 1.9 mi. 2 reviews ; Ziegler. 1.6 mi. 1 ...

<https://demenagement-express.be>
Removal and lift services in Brussels - Express Movers
Express Movers, expert in the world of moving, who offers professional service and offers you offers tailored to your budget, to and from Brussels, and all ...



One Box (i.e. multiple businesses)

Proposal

The image shows a Google search for "movers brussels". The results are displayed in a "Businesses" section. A red box highlights a "One Box" layout, which is a design where multiple business listings are presented within a single, unified container. This layout is shown for three businesses: Actimovers, Maestro Lift, and Express Movers. Each listing includes the business name, rating, number of reviews, address, and a brief description. The "One Box" layout is highlighted by a red box that encompasses the entire "Businesses" section, including the filters and the individual business listings. The "One Box" layout is a design pattern where multiple business listings are presented within a single, unified container. This layout is shown for three businesses: Actimovers, Maestro Lift, and Express Movers. Each listing includes the business name, rating, number of reviews, address, and a brief description. The "One Box" layout is highlighted by a red box that encompasses the entire "Businesses" section, including the filters and the individual business listings.

Google movers brussels

Businesses Rating Hours

Actimovers
4.8 ★★★★★ (365) Sirelo
10+ years in business · Brussels, Belgium · +32 ...
"Very professional movers and amazing admin support"

Maestro Lift
4.4 ★★★★★ (40) Sirelo
20+ years in business · Brussels, Belgium · +32 ...
Closed · Opens 8AM Sat
Onsite services · Online estimates

Express Movers
4.5 ★★★★★ (11) Yelp
5+ years in business · +32 485 18 34 23
Closed · Opens 8AM Sat

More businesses →

Businesses Rating Hours

Actimovers
4.8 ★★★★★ (365) Sirelo
10+ years in business · Brussels, Belgium · +32 ...
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Website Directions

Website Directions

Website

https://movon.com › belgium › brussels-movers
Brussels Movers - Book Moving Company
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https://www.brussels-experts.be › removals
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https://www.agsmovers.com › movers-europe › belgium
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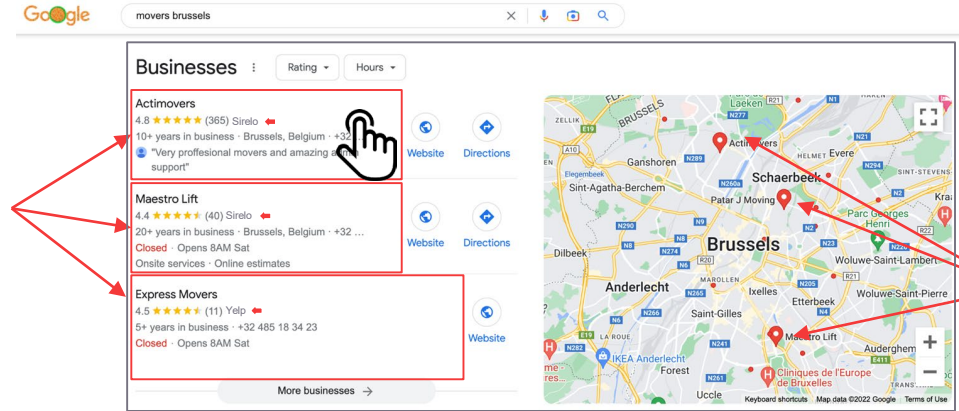
https://www.yelp.com › search › find_loc=Brussels, Belgium
Top 10 Best Moving Companies in Brussels
Best Moving Companies Near Me in Brussels, Région de Bruxelles-Capitale
Co. 2.2 mi · Euro Lift Express. 1.9 mi. 2 reviews · Ziegler. 1.6 mi. 1 ...

https://demenagement-express.be › ...
Removal and lift services in Brussels - Express Movers
Express Movers, expert in the world of moving, who offers professional service and offers you offers tailored to your budget, to and from Brussels, and all ...

OneBox (i.e. multiple businesses)

Proposal

Links to relevant provider's page



← OneBox

Map pins link to relevant provider's page

<https://movon.com/belgium/brussels-movers>
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https://www.yelp.com/search?find_loc=Brussels,+Région+de+Wallonie
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OneBox (i.e. multiple businesses)






Proposal

Sirelo

Find moving companies  EN




[Home](#) > [Find moving companies](#) > [Brussels](#) > **ActiMovers**





8,9 (171 Sirelo reviews) ⓘ


9,6 (366 other reviews)

What customers are saying

 Professional (34)


 Friendly (28)


 Price (27)

 Communication (5)

[Jump to reviews](#) ⌵

Services

 International removals

 National moving

Associations

[Belgische Kamer der Verhuizers](#)


About


Internationale verhuizingen, familiebedrijf Actimovers.


Zij verzorgen professionele verhuizingen van & naar Frankrijk, Spanje & Portugal op zeer frequente basis, dit met eigen ploegen van A-Z.


Ook Luxemburg, Italië, Nederland, Duitsland, Zwitserland & Scandinavië zijn frequente bestemmingen. Niettemin verzorgen zij ook uw verhuis naar andere landen.


ERKENDE VERHUISFIRMA - ECHT FAMILIEBEDRIJF !



 Rue Tielemansstraat 2
1020 Brussels

 02 420 50 50

 www.actimovers.be/


 info@actimovers.be

[Suggest an edit?](#)

[Request a free quote](#) →

+ compare with 4 other movers

Branches

 **Leuven**

- , , Leuven

+32(0)16 482 480

How does Google obtain the content?



1

Google crawls participating providers' websites

- Partners lose control over which content is included
- Google must map different sources, layouts, & taxonomies



2

Partners send standardized files daily, e.g.

JSON feeds

- + Providers retain control over supplied content
- + Standardized format benefits Google and providers

Today, Google displays its own content for local businesses independent of content quality



Business name	Business phone	Google id
El Bravo	602 - 943 - 4565	dfdk2343k
Pete's Tacos	415- 453 - 6789	b4y545by
McDonalds #2343	913- 987 - 4326	dgndge5
Z'Tejas	480 - 768 - 9876	566yutu

To increase competition & content quality for consumers, we recommend that Google displays content from the provider with the best content



Business name	Business phone	Google id							Winner
El Bravo	602 - 943 - 4565	dfdk2343k							
Pete's Tacos	415- 453 - 6789	b4y545by							
McDonalds #2343	913- 987 - 4326	dgndge5							
Z'Tejas	480 - 768 - 9876	566yutu							

First, Google must identify each local business and match that business to various providers' content for the same business.

Business identity		Google identifier	Participating providers supply their ids matched to Google's id						Winner
Business name	Business phone	Google id	Yelp id	Tripadvisor id	OpenTable id				
El Bravo	602 - 943 - 4565	dfdk2343k	lkjds9fd	ieflndsf43	onfsido3				
Pete's Tacos	415- 453 - 6789	b4y545by	b45y4	4b63b63	fsldfjskl				
McDonalds #2343	913- 987 - 4326	dgndge5	45byh	3tv45tg	4663c3				
Z'Tejas	480 - 768 - 9876	566yutu	ny4nu654	Bg5bg h	c3c4663				

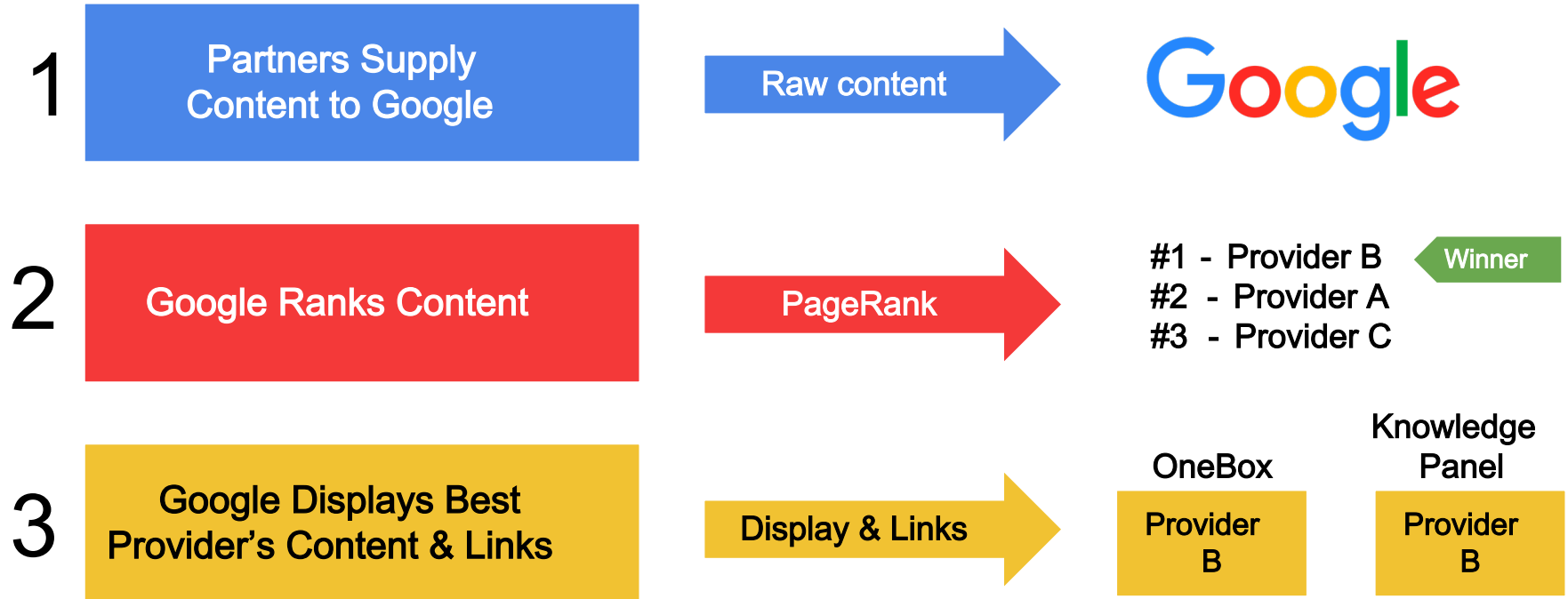
Then Google can determine which content provider ranks highest. Google *already* calculates these rankings today.

For each Google id, Google determines the search ranking per provider

Highest - rank provider's content/links are featured

Business name	Business phone	Google id	Yelp id	Tripadvisor id	OpenTable id	PageRank Yelp URL	PageRank Trip URL	PageRank OT URL	Winner
El Bravo	602 - 943 - 4565	dfdk2343k	lkjds9fd	ieflndsf43	onfsido3	1	3	7	Yelp
Pete's Tacos	415- 453 - 6789	b4y545by	b45y4	4b63b63	fsldfjskl	4	1	6	Tripadvisor
McDonalds #2343	913- 987 - 4326	dgndge5	45byh	3tv45tg	4663c3	9	4	3	OpenTable
Z'Tejas	480 - 768 - 9876	566yutu	ny4nu654	Bg5bg h	c3c4663	3	2	6	Tripadvisor

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- Article 6(12)

Thank you