



# Drive your business forward with Google Maps data

**The Apify guide to web scraping  
Google Maps for B2B marketing**



# The journey ahead

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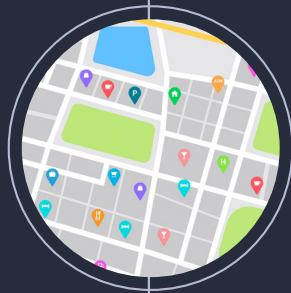


Where do I go from here?

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# What is your destination?



Google Maps has over a billion monthly users



You've got to hand it to Google. There aren't many companies that have managed to get their name introduced into the English lexicon as a verb. Despite the existence of other search engines, 'to google' something has become synonymous with online research. "I'll bing it" just hasn't caught on. "I'll dogpile it" hasn't fared any better. Google is to search engines what Hoover is to vacuum cleaners.

Online research isn't the only thing with which Google has become identified. **Google Maps** has become synonymous with travel and commuting, leaving even its biggest competitors by the wayside.

# What is your destination?



Nearly 10 million live websites use Google Maps



Yet there is much more to Google Maps than navigation. It's also the world's largest **business directory**. It has become a trusted platform that helps **B2B marketers** collect databases and make intelligent business decisions.

If you think digital maps are irrelevant to your business, this book will make you do a U-turn immediately. So set your sat nav for 'Google Maps data' because we're going for a short ride to empowering your business by web **scraping Google Maps**.

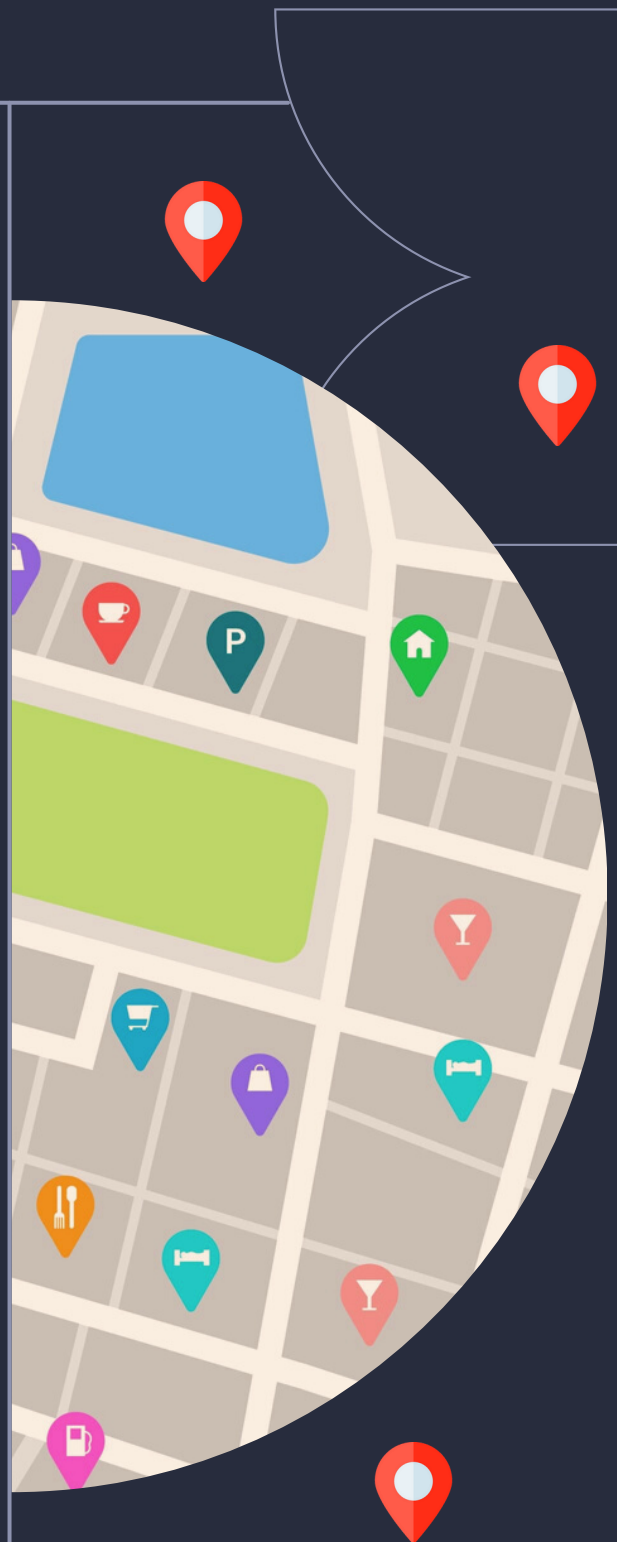
# What is web scraping?

7 pages to your destination

Web scraping is an automated method of web data extraction. Think of copying and pasting text from a website. That's a manual and primitive form of web scraping. Web scraping uses bots to do the same thing at a much faster and bigger scale.

Web scrapers can extract huge amounts of information in seconds. The data is delivered in machine-readable formats so that it can easily be used in spreadsheets, applications, and databases.

That's why web scraping has become a vital part of the technological stack of so many businesses in a wide range of industries.





## Is it legal to scrape Google Maps?

Web scraping is legal if you are extracting publicly available data, but you should respect boundaries such as personal data and intellectual property regulations.

It's a good idea to just follow these simple rules:

- ➡ Scrape only public data
- ➡ Do not scrape and use copyrighted data
- ➡ Do not overburden the target website
- ➡ Do not use the data to steal market share

If you still have questions, read our blog post on [the legality of web scraping](#).

## What can I scrape from Google Maps?

Scraping Google Maps automates the extraction of data, such as:

- ➡ Titles, categories, place IDs, and URLs
- ➡ Addresses, locations, and coordinates
- ➡ Phone numbers and websites
- ➡ Menus and prices
- ➡ Popular times, opening hours, and closed statuses
- ➡ Ratings and reviews
- ➡ Lists of images and detailed characteristics
- ➡ People also search



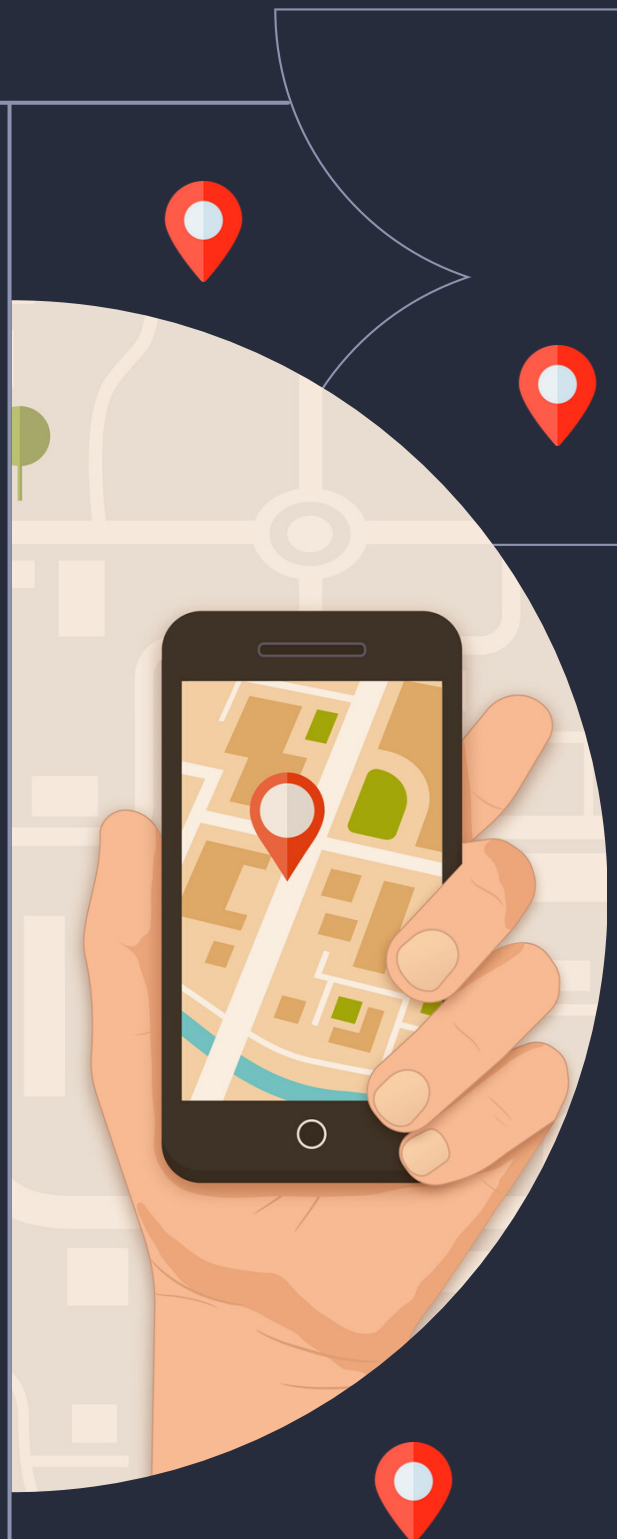
# Why do people scrape Google Maps?

5 pages to your destination

People search Google Maps using the 'near me' feature, so whether you're a B2B or B2C company, Google Maps is a vitally important place to have a presence.

Whatever your business, Google will let you register for a [Google business profile](#) so you can list your company on Google Maps. This allows you to provide contact details, get discovered by new customers, and get reviews.

That means if you're a B2B company, Google Maps is an ideal platform to scrape business data in any given sector.





## Find new clients

If you're a business owner, you've probably spent precious time online trying to **build your prospects lists**. Websites and contact information are scattered all over the internet, but trying to find them takes a lot of time.

Google Maps is one place where many of your prospects are gathered together. That's why many businesses are turning to Google Maps to build prospection files.

Let's say you're a food wholesaler in New York looking to offer authentic ingredients to Mexican restaurant owners in the city. Go to Google Maps, type 'restaurants in New York', then add a filter for 'Mexican cuisine'.

You'll see many results including the addresses, phone numbers, and websites of the restaurants that meet your search criteria.

But this is not efficient enough. Going through all of them one by one to find contact information, social media handles, reviews, and whatever other information you require, is a tedious and time-consuming process. **Scraping Google Maps data automates this task**, providing you with vital information in a matter of minutes.





## Generate leads

Google Maps data empowers lead generation with user-friendly lists that allow consumers to filter or search for a service provider in a certain area. It can also be a tool for you to revise your suppliers, or to provide a list of vendors and service providers.

Collecting excellent leads and business details from Google Maps is tricky since it does not provide any export option to download the data.

By scraping Google Maps, you can **build your own database** of emails, phone numbers, reviews, ratings, and businesses for a targeted place, industry, or country.

Not only is scraping Google Maps data the most efficient method of data collection for lead generation, it is also the most reliable. If you buy B2B sales leads from freelancers or data provider companies, most of those will be outdated and incomplete. Google Maps, however, reviews its business listings and removes most spam listings.

All of this means that scraping Google Maps is the best way to **get reliable and up-to-date business data** quickly and easily for lead generation.

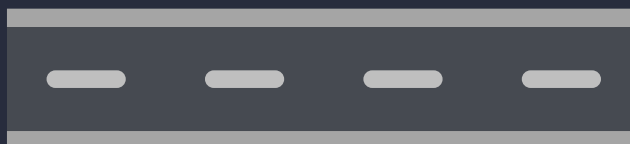


## Enable data-driven marketing

Scraping Google Maps reviews about competitors can be a useful review framework for your business and can give you the capability to **provide your clients with a better marketing service**.

For example, a retailer client has asked you to analyze the customer satisfaction of their physical stores. Google Maps reviews are an organic and free source for customer opinions. By scraping Google Maps for reviews, you can **download all the ratings and reviews** for all branches of your client and competing retailers and implement a sentiment analysis. The data will highlight differences across the stores in terms of customer satisfaction.

Scraping Google Maps automates the process. Instead of going through and downloading all those ratings and reviews manually, you can leave the job to your bot minions while you get on with more rewarding tasks.



So, now that you know how useful scraping Google Maps can be, it's time to **find out how to extract data from Google Maps...**

# How to scrape data from Google Maps

1 page to your destination

## The Google Maps API

One way to scrape data from Google Maps is using the [Google Maps API](#). To use it, you need to obtain a Google Maps API key, which you can do via the link above. You get \$200 worth of credit usage every month free of charge. That means 28,500 maploads per month.

However, you should be aware of the API's limitations. The Google Maps API caps your search results to 60, regardless of the radius you specify. So, if you want to scrape data for bars in New York, for example, you'll get results for only 60 of the thousands of bars in the area.






## Google Maps Scraper

If you want to overcome the limits of the Google Maps API, then you've arrived at your destination!


Apify's [Google Maps Scraper](#) is a web automation tool that lets you extend the Google Maps API so you can crawl Google Maps and extract the data you need without limits. The API imposes rate limits and quotas. Apify's Google Maps Scraper enforces no such limitations, providing you with more **cost-effective and comprehensive results**.

**You have arrived at your destination**

**Google Maps Scraper**

drobnikj/crawler-google-places

Extend the official Google Maps API and scrape reviews, photos, and popular times from Google Places. Google popular times API and more. Extract data from Google My Business. Download...

 **Free**

You can scrape the same information that you can get with the official API, and more. For example, Google Maps Scraper also **scrapes histograms for popular times**, which aren't available in the official API.

And that's not all...





Google Maps Scraper supports the scraping of all detailed information about reviews, such as:

- ➡ Review text
- ➡ Published date
- ➡ Stars
- ➡ Review ID & URL
- ➡ Response from owner - text and published date

Google Maps Scraper also provides other very useful features:

- ➡ Geolocation. This enables scraping the whole country, state, county, city, or zip/postal code
- ➡ Language & translation settings
- ➡ Reviews sorting
- ➡ Proxy configuration
- ➡ Browser & scraping configuration

## Easy Google Maps Scraper

If you want an advanced Google Maps data extractor, then [Google Maps Scraper](#) is the best free option available. But Apify has many other Google Maps data extraction tools that, while more limited, are even easier to use.

One of these is the aptly titled [Easy Google Maps Scraper](#).

This is a very handy tool if you're only looking to extract, say, 40 results, rather than 400. The scraper is set up and configured to make your scraping tasks super quick and easy.



## Google Places API Radar Search

Another great tool for scraping Google Maps data is [Google Places API Radar Search](#).

To use this tool, you need to acquire your own [Google API key](#), as you would to use the official Google API. So, why use this instead of the API?

As we mentioned earlier, Nearby search with the API returns only 60 results. [Google Places API Radar Search](#) overrides this limit and gets all places in a specified location.



## Google Maps Reviews Scraper

Another incredibly easy option if you only want to scrape reviews is this targeted data scraper.

[Google Maps Reviews Scraper](#) extracts all reviews for a single place on Google Maps.

All you need to do is enter the URL of the location you want to scrape, and you'll get a dataset of all reviews, which you can download for business analysis and market research.





# Where do I go from here?

Plan your web scraping journey

## Take Google Maps Scraper for a test drive

You can use all of Apify's Google Maps data scrapers for free. Each has been set up with default inputs so you can try them out and give them a test run.

Just go to [Google Maps Scraper](#) on the Apify platform, where you will find all of Apify's Google Maps tools, and click on **Try for free**. You'll be redirected to sign up for an Apify account with your email or GitHub, which you can do without a credit card.

When you sign up, you get \$5 in Apify platform credit, so you can [run Google Maps Scraper at no cost](#).





## Take Google Maps for a test drive

### Use the default inputs to test the scraper

Simply do a test run by using the default inputs and click **Start**, and you'll see how quick and easy it is. Once the run has finished, you can download your data.

### Get guidance from one of our tutorials

If you want some solid guidance on how to use the scraper, you can follow this [step-by-step guide](#), or watch this [video tutorial](#).

### Configure the scraper for your own task

Now that you've run the scraper with the default inputs, you can try it again by inserting the search terms and settings you want.

### Plan your next web scraping project

Testing the scraper with those free credits should give you an idea of what kind of price plan you need for further projects. Based on how much data you intend to scrape, you can choose the best price plan for your needs.



## Choose your Apify price plan

### The free plan

When you sign up for Apify, you get **\$5 worth of credit every month**, not only when you sign up. If you are able to obtain the data you need with less than \$5 per month, then the free plan might be enough for you.

### The personal plan

If you feel that the free credits are not enough, due to the scale or complexity of your scraping tasks, then you can subscribe for a personal plan, which gives you \$49 worth of credit every month. If you hit your personal plan limit, you can **pay as you go** for additional credits as needed. So you don't need to upgrade if you occasionally or slightly overuse the personal plan.

### The team plan

If your platform consumption will greatly exceed the personal plan package, or if you need to increase the number of people who can use the subscription, go for the team plan, which gives you \$499 worth of credit every month, and many **other benefits**.



[Start apifying  
Google Maps  
right now](#)



[Or watch our  
Google Maps  
Scraper tutorial](#)

## Apify it!

Congratulations! Now you're ready to 'apify' Google Maps! And you can do the same with countless other websites and web apps by using any of the web scraping and automation tools on the [Apify platform](#).

Apify lets you automate anything you can do manually in a web browser. So if you can search for something online manually, you can also automate it. That means you can extract web data at speed and scale.

If googling something is synonymous with searching for web information, then apifying something is synonymous with extracting web information.

So, next time you're trying to find and collect data from the web, don't google it; apify it!

