

Google Business Photos

What is Google Business Photos?

Google Business Photos is a high-quality virtual tour of your business using Street View technology. By participating in Business Photos, you:

- **Enhance your content** on Google with beautiful 360-degree panoramic pictures and quality still photographs.
- **Engage with customers** who can now walk-through and experience your business with the familiar Street View navigation.
- **Influence customer decision making** during the search and discovery process by inviting customers into your business online.
- **Share the images on your own digital properties** via the Maps API or by simply embedding an HTML code in your website.



www.youtube.com/watch?v=VPwxxV3kl5w

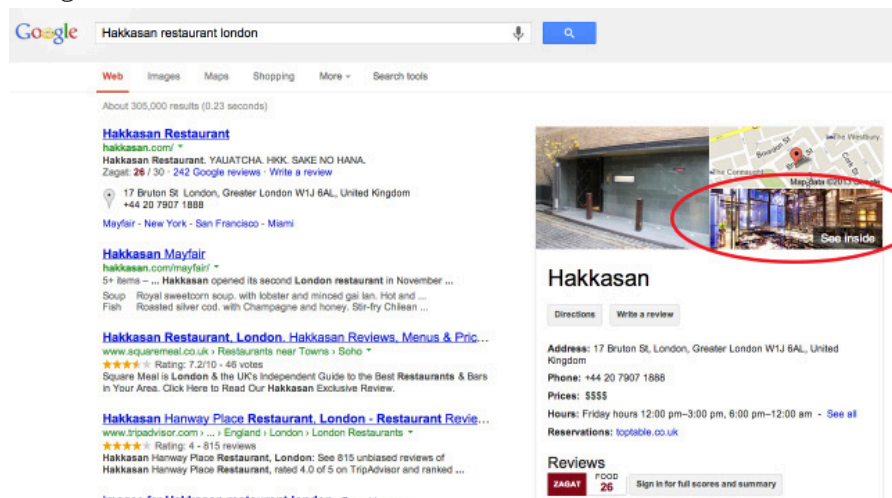


www.youtube.com/watch?v=kMWxBpM-MSA

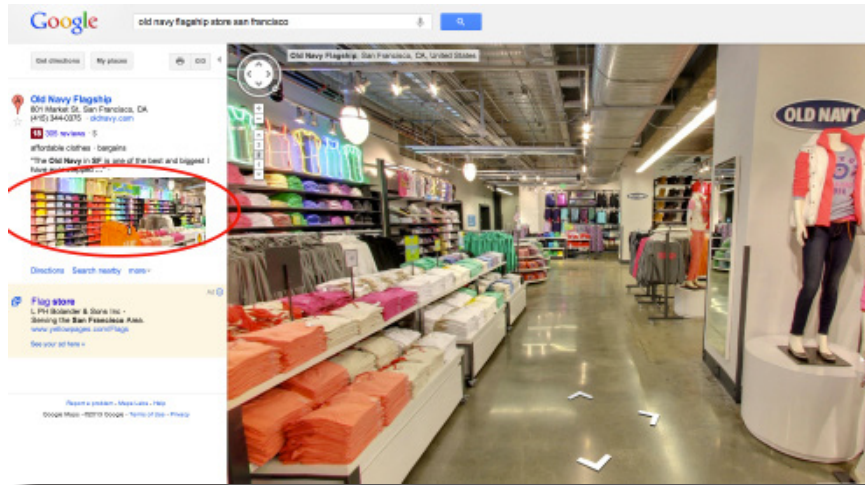
Where does Business Photos appear on Google?

After one of our Trusted Photographers leaves your site, Business Photos can be live on Google in a matter of a couple of weeks. Images appear on **Google Search**, **Google Maps**, **Google +** and **Google Maps for Mobile**.

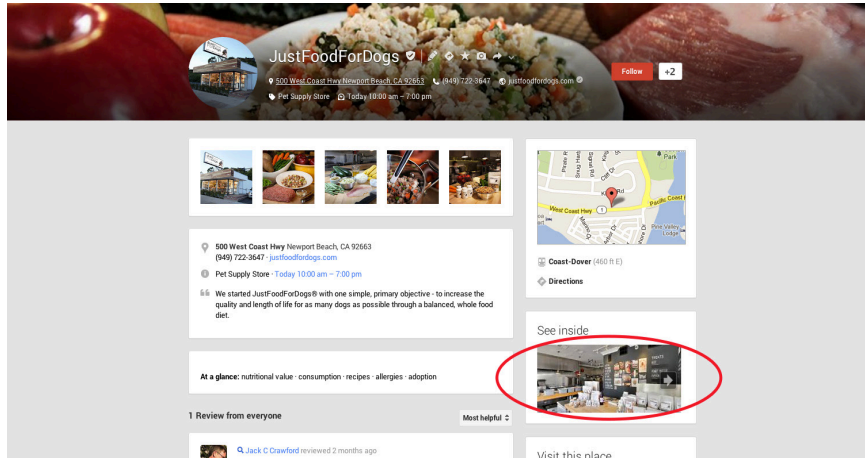
Google Search:



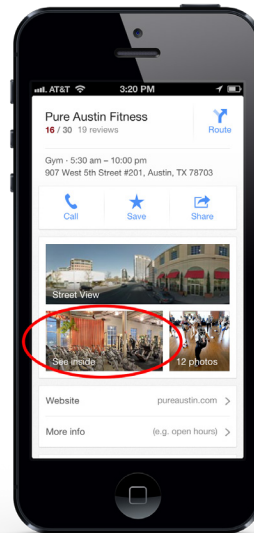
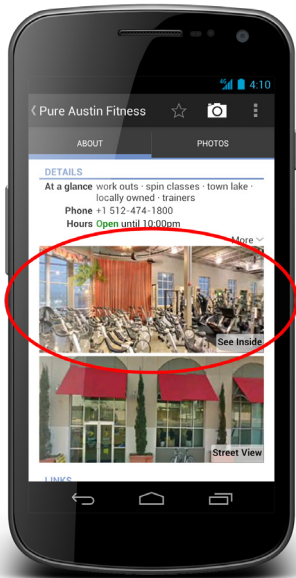
Google Maps:



Google +:



Google Maps for Mobile (Android and iOS):

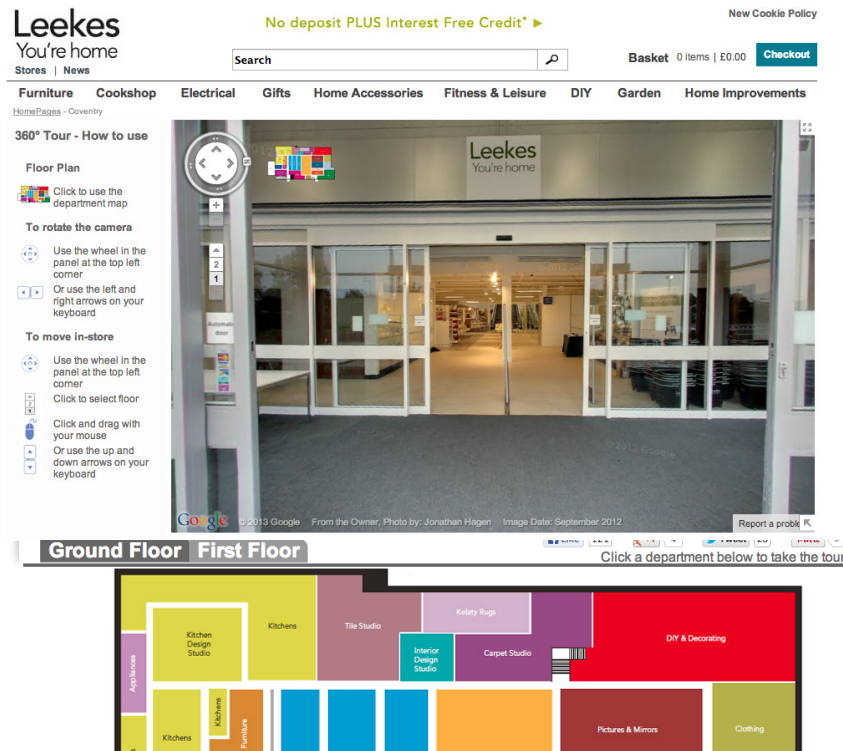


Can I display these images on my own website?

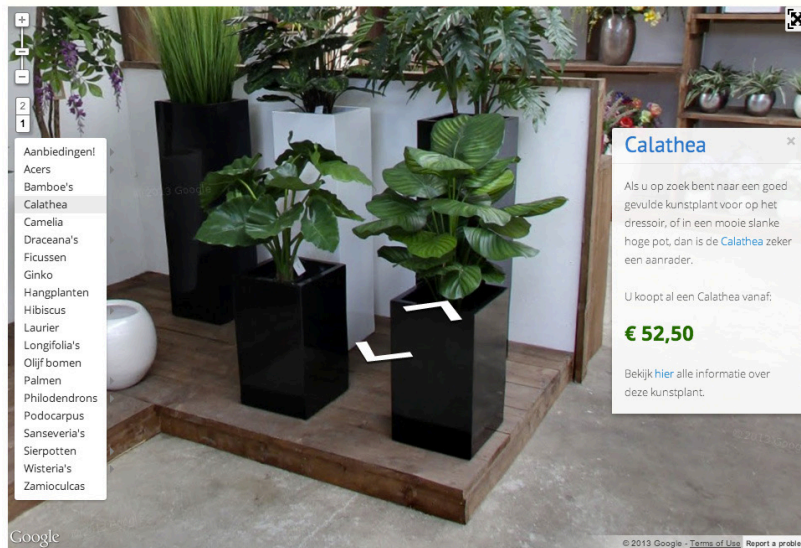
You can embed the Business Photos Imagery on your own website by:

- Simply pasting an HTML code provided to you into your website
 - Creating a customized experience and embedding onto your site through the Maps API.
- Examples below:

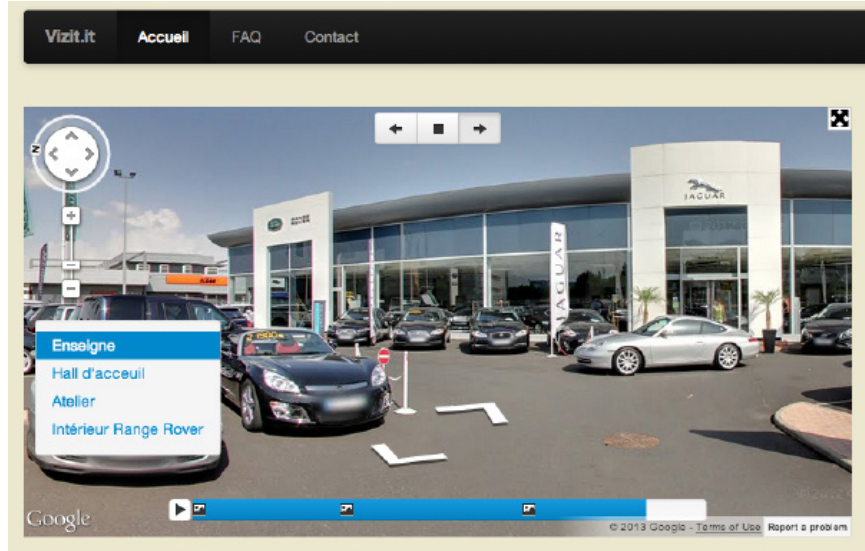
Leekes connects store floorplan and Business Photos imagery to allow customers to navigate their store:



Maxifleur lets customers shop while navigating through their store:



Italian car dealership has auto rotating tour that navigates between showrooms:



How does the Business Photos program work?

Independent photographers and photo agencies are trained and certified by Google to participate in the Business Photos Program.



Businesses engage directly with the Trusted Photographers and Agencies listed on the Business Photos Get Started page (use drop-down menu in bottom-right corner to change country).

How much does it cost?

Pricing for the taking and uploading of the photos is set directly between the Local Business and the Photographer. We expect the Trusted Photographers and Trusted Agencies to offer their services at a fair market value.

How long does it take?

Photo shoots on average take 1-2 hours, though timing could increase if size of the location is large. Once the photo shoot is complete, images are processed and uploaded to Google. Please speak with your Trusted Photographer or Trusted Agency on how long it will take for them to make the images available on Google.