



Business Photos & Virtual Tours

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.

Google Search Example:

Enhance your content area

The screenshot shows a Google search for "Hakkasan restaurant london". The search results on the left include:

- Hakkasan Restaurant** (hakkasan.com) with a Zagat rating of 26/30 and 242 Google reviews. Address: 17 Bruton St, London, Greater London W1J 6AL, United Kingdom. Phone: +44 20 7907 1888. Locations: Mayfair - New York - San Francisco - Miami.
- Hakkasan Mayfair** (hakkasan.com/mayfair) with 5+ items and a note that Hakkasan opened its second London restaurant in November.
- Hakkasan Restaurant, London. Hakkasan Reviews, Menus & Pric...** (www.squaremeal.co.uk) with a rating of 7.2/10 and 46 votes.
- Hakkasan Harway Place Restaurant, London - Restaurant Revie...** (www.tripadvisor.com) with a rating of 4 and 815 reviews.

The business profile on the right for "Hakkasan" includes:

- Address: 17 Bruton St, London, Greater London W1J 6AL, United Kingdom
- Phone: +44 20 7907 1888
- Prices: \$\$\$\$
- Hours: Friday hours 12:00 pm–3:00 pm, 6:00 pm–12:00 am - See all
- Reservations: toptable.co.uk
- Reviews: ZAGAT FOOD 26

A red dashed box highlights the search results area, and another red dashed box highlights the business profile area. A red arrow points from the "Enhance your content area" header to the "See inside" virtual tour image in the business profile.

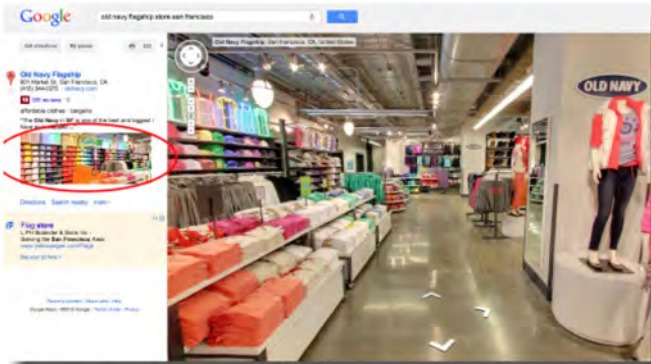


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Where does Business Photos appear on Google?

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 Maps Example:

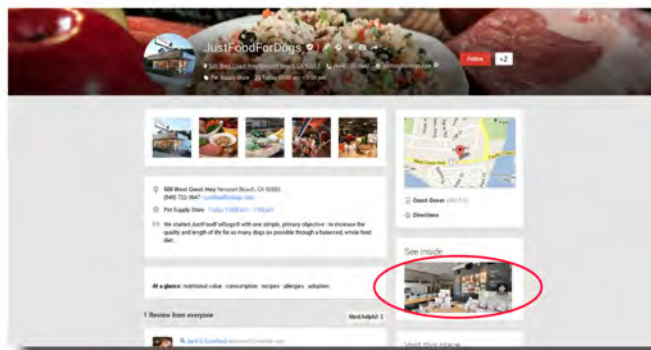


Can I display these images on my own website?

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.

Google + Example:



How does the Business Photos program work?

Independent photographers are trained and certified by Google to participate in the Business Photos Program. Businesses engage directly with the Trusted Photographers.

How much does it cost?

Pricing for the taking and uploading of the photos can start for as little as \$250.00.

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.

Contact:

David Huey, Photographer
513-708-9692
davidrhuey@gmail.com
www.FocusCommunicationsGroup.com

Google Mobile Example:

