

GOOGLE BUSINESS PROFILE: ADVANCED TIPS

Fact Sheet for Businesses

Brought to you by the
BERMUDA
TOURISM AUTHORITY

Photo Management & Best Practices

Managing images of a business can have a significant impact on the quality of content users find when researching travel online. It is possible to add or remove photos from your account at any time. There are also ways to flag inappropriate images added by other users.

Adding Images of Your Business

Data from Google shows that businesses with high-quality, relevant images receive higher levels of engagement from users and are more likely to be visited by consumers who have viewed that business listing online. Having photography that includes the exterior and interior of your location as well as photos of products or services available can be beneficial to attracting customers.

To add an image or images, simply log into your Google Business Profile account and select the “Photos” tab from the menu bar on the left side of the screen. From this section, you’ll be able to add and manage images, including selecting the cover image, identifying specific subjects (such as food photos for a restaurant) and other actions. You can add photos from your device or from Google Photos.

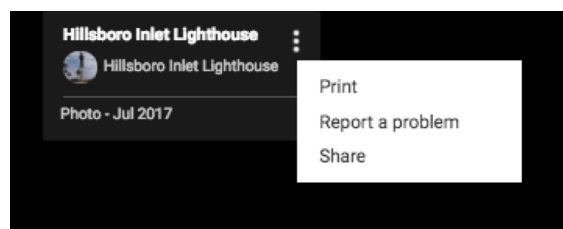
How to Remove an Image From Your Listing

Removing an Image Added to Your Account

Sign into your Google Business Profile account and choose the listing you’d like to manage. Select “Photos” from the menu on the left. Click the image you want to remove and then click the trash can icon in the top-right corner. This will delete the image from your listing.

Flagging Images from Other Users for Removal

To flag an image from another user for removal, navigate to your location’s photo gallery in Google Maps. Click on a photo to pull up the photo gallery image panel, and click on the three-dot menu icon in the top left corner. Select “Report a Problem.” Complete the information on the form about why the photo should be flagged and then click “Submit.”



A photo must be in violation of Google’s photo policy in order to be removed. Sometimes it is necessary to flag an image a second time, if it is not removed after an initial period of 7-14 days.

Photo Best Practices

Photo Orientation

Orientation is important for photo selection, and it's best to keep this in mind when photographing a location. Horizontal images are preferred. Vertical images are acceptable if they have sufficient resolution to be cropped horizontally. Avoid using extreme angles or tight crops on images. For example, when photographing a building's exterior, try to find a direct shot that includes as much of the façade as possible. When shooting food or small details, it may be more practical to use an overhead angle or a close crop.



Clarity

The location should be the focal point of the photo. Users should be able to easily recognize what they are seeing. Photos should be sharply focused and without blurriness. Images should look real and be high-quality without being heavily doctored.

Lighting

You want to add images that showcase the focal point in the best manner possible, including quality lighting. It's generally a best practice to capture things during the day, unless you are highlighting a location specifically known for its nightlife. Subtle differences in lighting quality can make notable differences in visibility of photos within Google products.

Color

Choose images that have bright, vibrant colors because these often generate better visibility and more engagement. Your image may be competing against hundreds of other photos of a given location for a user's attention. While photos should not be heavily doctored, modestly boosting the saturation of images may be beneficial in some cases.

Seasonality

As much as possible, images should be relevant year-round. This means avoiding seasonal photos (i.e. Christmas decorations or colorful fall shots). However, seasonal shots may be utilized if the location is season-specific like ski slopes.

Photo Rights and Watermark

When adding photos, you want to avoid intellectual property violations. Make sure the photos you are uploading belong to you. Try to add a variety of unique images rather than uploading the same images repeatedly. If your photos have a watermark, it should be small and limited to one corner to avoid distracting from the overall image. Photos should never include inappropriate or dangerous content, including child endangerment, harassment or threats, and personal or confidential information. Photos should not be an invasion of privacy.