



PHOTO BEST PRACTICES

PHOTO ORIENTATION

Orientation is important when reviewing which photos to add, so it's best to keep this in mind when photographing a POI. When taking photos, it's best avoid using extreme angles or tight crops. For example, when photographing a building's exterior, it's best to avoid very high or low angles. When shooting food or small details, it may be more practical to use an overhead angle or a close crop. Horizontal images are preferred. Vertical images are acceptable if they are able to be cropped horizontally.

PHOTO CLARITY

The POI to be the focal point of the photo. Users should be able to easily recognize what they are seeing. Photos should sharp and clear without blurriness, which makes it difficult for the viewer to determine the location. Images should look real and be high-quality without being heavily doctored.

CAPTURING THE FOCAL POINT

You want add images that highlight the focal point or POI in the best possible way. This includes quality lighting. It's generally a best practice to capture things during the day, unless you are highlighting a POI specifically known for its nightlife. Images should be relevant year around. This means avoiding seasonal photos (i.e. Christmas decorations or colorful fall shots). However, seasonal shots may be utilized if the POI is season-specific like ski slopes.

ADDING IMAGES TO GOOGLE

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 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.



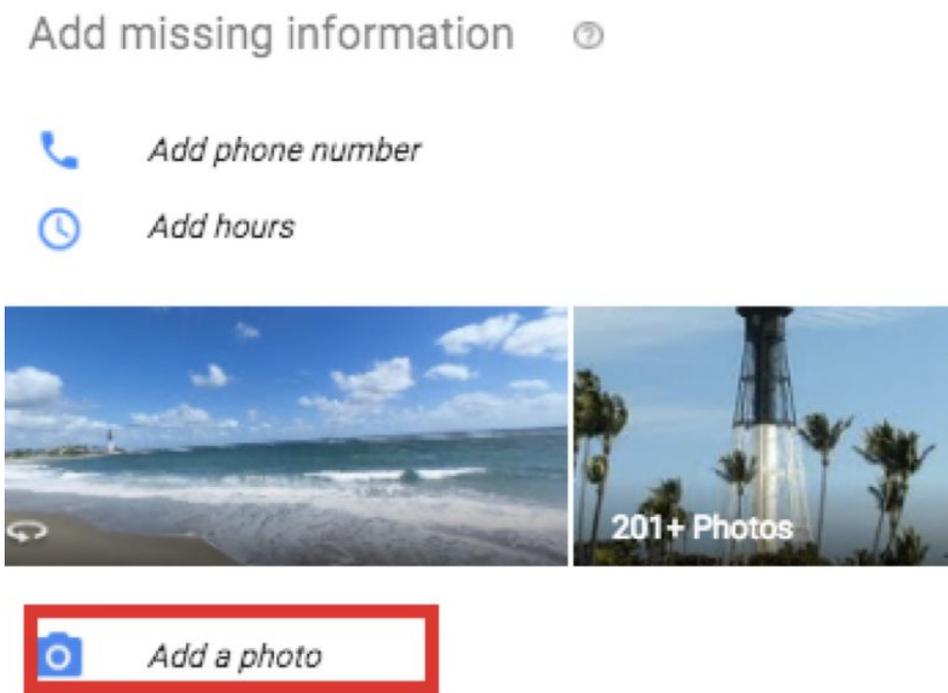


ADDING/REMOVING PHOTOS

OVERVIEW

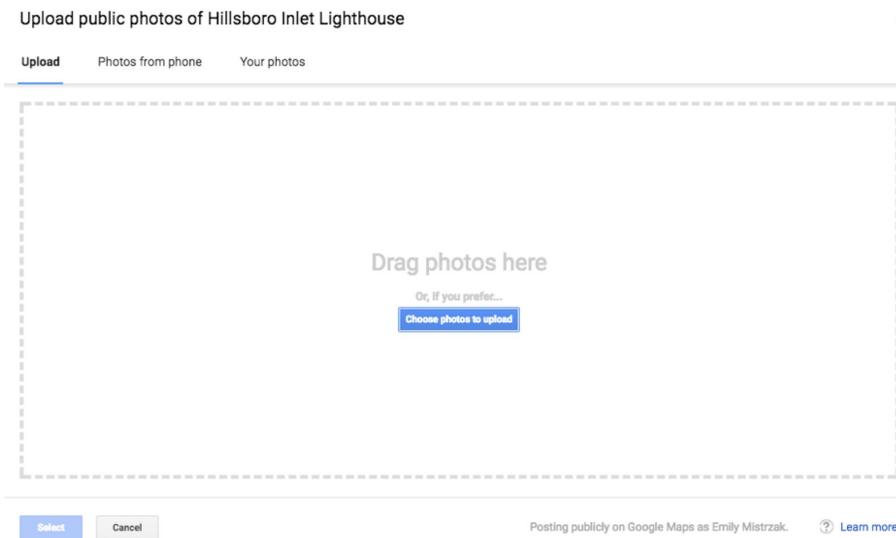
To improve Google Maps and share your favorite photos and videos, add them to Google Maps. You can add or remove them at any time.

I. **HOW TO POST PHOTOS:** To add photos, sign into your Google account. Then navigate to Google Maps and type in the POI or destination. After you've selected the location, click "Add a photo" on the Knowledge panel. You may need to scroll down to see this. A box like the one below will appear to upload your photo. You can drag and drop the photo from your computer or select the blue "Choose Photos to Upload" icon. You can also select a photo from your phone or from your photos on Google Drive. After the photo is uploaded, you will see a box thanking you for sharing your photo. You'll have the option to contribute more or finish by selecting "Done."





ADDING/REMOVING PHOTOS



If you do not see “Add a photo” on the Knowledge panel, you can click on a photo directly. You’ll be taken to the photo gallery overview. On the blue location bar, select the Add Photo icon. You can drag and drop the photo from your computer or select the blue “Choose Photos to Upload” icon. You can also select a photo from your phone or from your photos on Google Drive. After the photo is uploaded, you will see a box thanking you for sharing your photo. You’ll have the option to contribute more or finish by selecting “Done.”

II. HOW TO REMOVE IMAGES FROM YOUR BUSINESS LISTING: Sign into your Google My Business account and choose the listing you’d like to manage. Select “Photos” from the menu. Click the image you want to remove and then click the trash can icon in the top-right corner.

III. HOW TO FLAG A PHOTO: To flag an image, navigate to Google Maps. Search for the business and select it from the results. 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.”

