



Google My Business - Photos

Why add photos to your GMB?

The answer is simple. It saves your customer clicks.

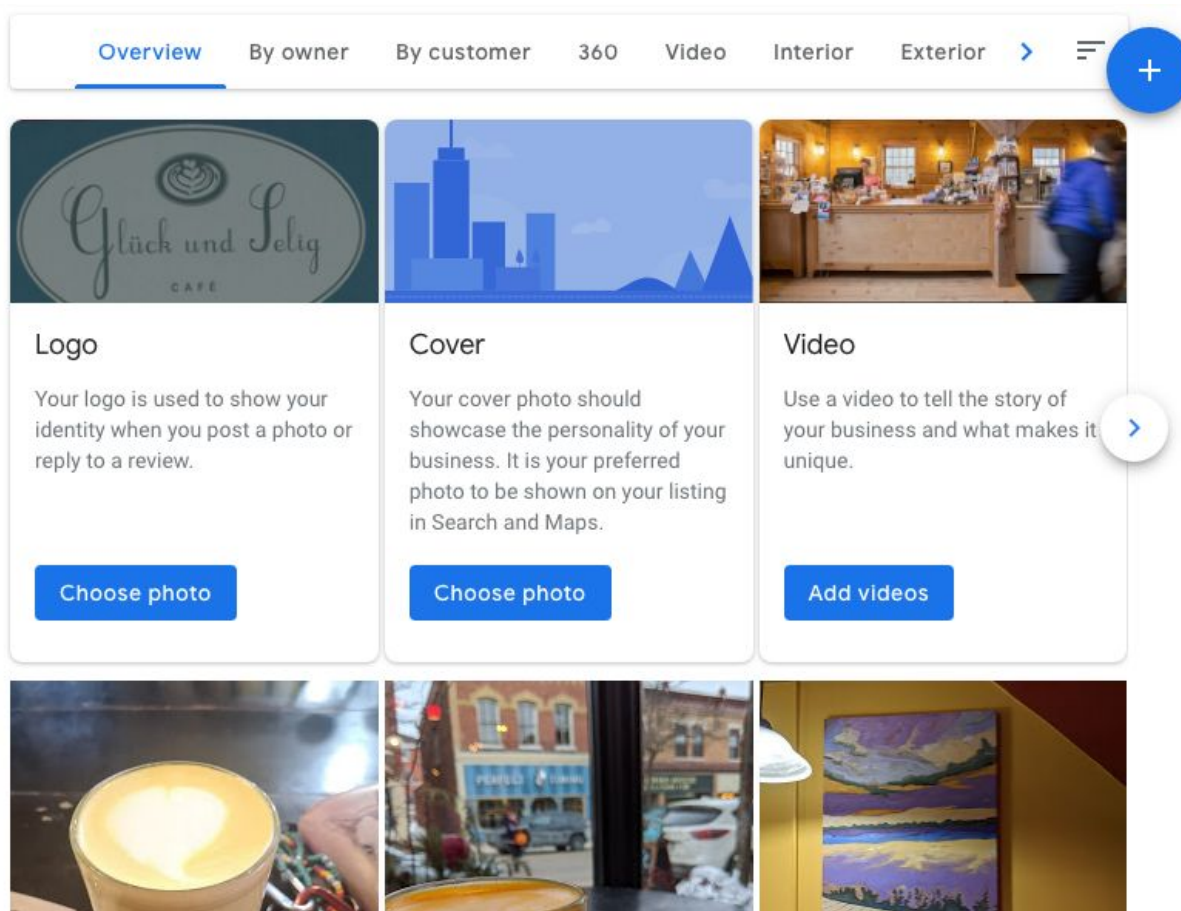
Well, why can't they just go to my website?

Essentially, people who do Google searches are not looking to make another jump from that platform. They would prefer if they had all the information available within the listing they've just looked up.

So if you have photos of the inside and outside of your business and of the product you sell, you're only helping your cause. The fewer steps or clicks the customer has to take, the more likely they are to become a buyer.

There are five different types of photos that you can share on the GMB listing. You can also share two types of videos.

The category of photos you have to focus on is the one marked By owner. This is where



you will post most of your product photos. You have to be careful of the category next to it that is labelled By customer. These are photos your customers can take while at your establishment and proceed to mark with your establishment.

When you upload images to your Google My Business profile, they will be labelled By owner to distinguish them from those uploaded By customer. This does not mean that your own images will automatically get preferential treatment and be displayed most prominently in your GMB profile.

Given the importance of imagery for brand building, you'll naturally want to wield a tight control over which images are most visible to local search users. Google doesn't specifically give you control over this aspect of your profile. It does say that, adding a cover photo automatically sets it as your listing's preferred photo.

This action doesn't guarantee it populates as the first image for your business, but it does tell Google you prefer to display this photo. Make sure you have a Cover photo posted.

You can also share your business logo on your GMB listing. It creates familiarity and helps people identify your business using just the logo.

A cover photo isn't necessarily a photo that is taken of the facade of the building, it needs to be more representative of your business and what it provides for clients.

The Interior and Exterior are two separate categories that are self-explanatory.

Google advises businesses to upload several different [types of image](#):

- At least three strong exterior photos, taken at different times of the day and showing the approach to the business from common angles
- A minimum of three interior photos
- Product photos for the most popular products and services you sell
- One image of any common areas your business may have, such as the reception
- A minimum of three management and team photos
- For bars, restaurants and cafes, images of the most popular food and drinks
- For hotels, images of guest rooms should be uploaded

Surprisingly, experts recommend that you should steer clear of posting anything too "professional" looking. This does not hold true for your other social media, it also depends on the kind of image you're trying to project with the brand you're trying to establish.

Now even though you may not have control over what your customers post, you can ask the customer or Google to remove the photo.

How to Flag a Photo on Google My Business For Removal

Desktop

1. Sign in to [Google My Business](#).
2. If you have multiple locations, open the location you'd like to manage.
3. Click Photos from the menu.
4. Find the photo you'd like to flag, then click the flag icon in the top right corner.

Mobile

1. Open the Google My Business app.
2. Tap More, then tap Photos.
3. Tap the photo you'd like to flag.
4. Tap More (three dots) then tap Report photo.

Be careful, as doing this too often might not be the best customer relations move.

Here are some size requirements to keep in mind when posting photos on your GMB listing.

- Profile image – 250 x 250 pixels (minimum 120 x 120; maximum 5200 x 5300)
(This is the small circle in the top right corner that typically uses any image you've connected with your Google account connected to your GMB listing.)
- Cover photo – 1080 x 608 pixels (minimum 480 x 270; maximum 2120 x 1192)
- Shared images – 497 x 373 pixels (minimum width 497; maximum 2048 x 2048)

For videos,

- Duration: Up to 30 seconds long
- File size: Up to 100 MB
- Resolution: 720p or higher

I'm available at 647-201-4553 or mehreen@downtownorillia.ca to answer your questions or to set up a virtual session to help out with your digital needs.