

# PHOTO MANAGING

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## HOW TO ADD IMAGES AND BEST PRACTICES:

Managing the images of your business can have great impact on the quality of content users find when researching travel online. You can add or remove photos from your account at any time. You can also flag inappropriate images added by other users.

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## HOW TO MANAGE IMAGES FOR BUSINESS:

- To **add images** of your business, log into your GMB account and select the “Photos” tab from the menu bar on the left side of the dashboard. From there, you’ll be able to add, delete, and manage images – including selecting the cover image.
- To **remove an image** from your listing, select “Photos” from the menu on the left side of the dashboard. Click the image you want to remove and then click the trash icon in the top-right corner. This will delete the image from your listing.
- To **flag an image** from another user and request removal, navigate to your business’ photo gallery in Google Maps. Click on the photo to pull it up and then click on the three-dot menu icon in the top-left corner. Select “Report a Problem.” Complete the request form about why the photo should be removed and click “Submit.”

### NOTE:

An image must be in violation of [Google’s photo policy](#) in order to be removed. Sometimes an image needs to be flagged more than once if it has not been removed in a period of 7-14 days.

## BEST PRACTICES

### **Photo orientation:**

Horizontal images are preferred over vertical images. Vertical images are acceptable if they have enough resolution to be cropped horizontally. Avoid using tight crops on images, unless shooting food or small details, where overhead angles and close crops are more practical. Try to add a variety of unique images rather than uploading the same images repeatedly.

### **Color and Clarity:**

Your business should be the focal point of the photo. Potential visitors should be able to easily recognize what they are seeing. Choose photos that have bright, vibrant colors as they generate better visibility and more engagement. Remember that your image is competing against hundreds of other photos for a user's attention. Photos should be sharp, without blurriness, and look real – avoid heavily doctoring your images. Be aware of lighting. It is recommended 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 within Google products.

### **Timeless Images:**

Images should be relevant year-round. Avoid seasonal images like Christmas decorations. However, seasonal shots may be utilized if the location is season-specific.

### **Photo Rights and Watermarks:**

Avoid intellectual property violations. Make sure the photos you are uploading belong to you. If your photos have a watermark, it should be small and limited to one corner to avoid distracting from the overall image.

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#### Pro Tip:

Having photos that include the exterior and interior of your business can be beneficial for customers searching for your location.

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