

# Types of Photos

- Profile photo - so that your customers can recognize your business on Google. Your profile photo will be featured next to your business name on your Google+ page. Your profile should be a different photo from your business logo, which should be added in the "Logo" section.
- Cover photo - to showcase your page's personality. Your cover photo is the large photo featured at the top of your Google+ page. Note that this photo will be cropped to fit a 16:9 aspect ratio.
- Logo - to help customers identify your business. Square-sized logos display best on Google. The logo won't appear on your Google+ page, but you can choose it as your preference to represent your business on Maps and Search by following the steps in the next bullet.

## Business-specific photos

Your business will look best on Google if you include category-specific photos. These photos spotlight features of your business that your customers use when making purchasing decisions. Photos added can also help differentiate your business on Google.

### Types of business-specific photos

|                                | Description   | Minimum number to add  | Tips  |
|--------------------------------|---|--|---|
| <b>Exterior photos</b>         | Exterior photos help customers recognize your business as they approach from different directions.                        | Add at least three great exterior photos to help customers recognize your business.              | <ol style="list-style-type: none"> <li>1. Capture a photo from each direction that customers might approach your business.</li> <li>2. Try uploading photos that show your business at different times of day.</li> </ol> |
| <b>Interior photos</b>         | Interior photos help your customers get a feel for the ambiance and decor of your business.                               | Add at least three great interior photos to show customers what your business feels like inside. | <ol style="list-style-type: none"> <li>1. Capture photos that truthfully show what it's like to stand inside your business as a customer.</li> <li>2. Capture the atmosphere of your business in your photos.</li> </ol>  |
| <b>Product photos</b>          | Great photos of representative or popular products give customers a better understanding of the kinds of goods you offer. | Add at least three photos of products that you sell.   | <ol style="list-style-type: none"> <li>1. Showcase the items that are most popular for your business.</li> <li>2. Try taking evenly lit photos of your products.</li> </ol>   |
| <b>Photos at work</b>          | Photos help customers quickly understand the type of work you do.   | Add at least three photos that are representative of the services you offer.                     | <ol style="list-style-type: none"> <li>1. Capture photos of your team providing different types of service to customers.</li> <li>2. Capture photos of the specialty services you deliver.</li> </ol>                     |
| <b>Food &amp; drink photos</b> | Food & drink photos add color and detail to your menu and help customers plan where to eat.                               | Add at least three photos of the food or drinks you serve.                                       | <ol style="list-style-type: none"> <li>1. Showcase the food items that are most popular for your business.</li> <li>2. Try taking evenly lit photos of your food items.</li> </ol>  |

|              | Description   | Minimum number to add  | Tips  |
|--------------|---|--|---|
| Common areas | Photos of your common areas help attract customers who are planning business or leisure travel.                       | Add at least one photo of each of your common areas.                       | <ol style="list-style-type: none"> <li>1. Add at least one photo of each common area (for example, spa, gym, or breakfast room).</li> <li>2. Capture the atmosphere of the common area in your photos.</li> </ol>                                   |
| Rooms        | Customers rely heavily on photos of guest rooms when deciding where to book their next hotel for business or leisure. | Add at least three photos of your most popular guest rooms.                | <ol style="list-style-type: none"> <li>1. Try showcasing all the different types of rooms that you offer to guests.</li> <li>2. Capture photos that truthfully show what it's like when you are in the room as a guest.</li> </ol>                  |
| Common areas | Photos of your common areas help attract customers who are planning business or leisure travel.                       | Add at least one photo of each of your common areas.                       | <ol style="list-style-type: none"> <li>1. Add at least one photo of each common area (for example, spa, gym, or breakfast room).</li> <li>2. Capture the atmosphere of the common area in your photos.</li> </ol>                                   |
| Team photos  | Team photos are important to present a more personal side of your establishment.                                      | Add at least three photos showing your management team and your employees. | <ol style="list-style-type: none"> <li>1. Show something a little less formal to humanize your business.</li> <li>2. Show yourself and any staff to highlight your personalities and give potential clients a feel for what you're like.</li> </ol> |

## Best practices for photos

Your photos will look best on Google if they meet the following standards:

- **Format:** JPG, PNG, TIFF, BMP
- **Size:** Between 10KB and 5MB
- **Minimum resolution:** 250px tall, 250px wide
- **Quality:** The photo should be in focus and well lit, and have no Photoshop alterations or excessive use of filters. The image should represent reality.