

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
Exterior photos	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">1. Capture a photo from each direction that customers might approach your business.2. Try uploading photos that show your business at different times of day.
Interior photos	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">1. Capture photos that truthfully show what it's like to stand inside your business as a customer.2. Capture the atmosphere of your business in your photos.
Product photos	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">1. Showcase the items that are most popular for your business.2. Try taking evenly lit photos of your products.
Photos at work	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">1. Capture photos of your team providing different types of service to customers.2. Capture photos of the specialty services you deliver.
Food & drink photos	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">1. Showcase the food items that are most popular for your business.2. Try taking evenly lit photos of your food items.

	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"> 1. Add at least one photo of each common area (for example, spa, gym, or breakfast room). 2. Capture the atmosphere of the common area in your photos.
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"> 1. Try showcasing all the different types of rooms that you offer to guests. 2. Capture photos that truthfully show what it's like when you are in the room as a guest.
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"> 1. Add at least one photo of each common area (for example, spa, gym, or breakfast room). 2. Capture the atmosphere of the common area in your photos.
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"> 1. Show something a little less formal to humanize your business. 2. Show yourself and any staff to highlight your personalities and give potential clients a feel for what you're like.

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.