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FOR IMMEDIATE RELEASE
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GOOGLE'S STREETVIEW GOES INSIDE

Google recently launched a business photos program to help businesses attract customers. Specially trained "Google Trusted Independent Photographers" provide 360-degree interactive panoramas of the interiors of businesses. The panoramas are seen on Google Maps and Google Local+ pages. Businesses get higher visibility when consumers search on Google maps for a particular type of business in a geographic area, since the Local+ listings are found at the top of the results page.

Potential customers get a virtual tour of the business, so that they can imagine themselves being at the location to determine if they want to visit in person. This new program can be found in selected cities and countries. Currently, photographers are documenting businesses in the U.S., Canada, Australia, New Zealand, France, Japan and the UK. In the U.S., some cities included are: Chicago, New York, Los Angeles, San Francisco, Miami, Raleigh, Denver, Salt Lake City, Washington D.C., and Boston. In Canada, some cities included are: London, Kitchener, Windsor, & Toronto, Ontario; Edmonton & Calgary, Alberta; Montreal, Quebec; and Vancouver & Victoria, British Columbia.

To be eligible, a business must have a Google Local+ page listing which is free. Most businesses can participate in this program, some that have include: restaurants, retail stores, beauty salons, auto dealerships, small dental and medical practices and health clubs such as a yoga facility. Any interested business should ask its local Google Trusted Independent Photographer if it is eligible to be photographed. This is a paid service provided by the photographers.

Businesses in North Carolina who want their location photographed can contact Randy Bass at <http://trustedphotographer-nc.com/>. Randy Bass has been recognized as a "Top Performer" by Google. More information about this program is provided on the Google site <http://maps.google.com/businessphotos>.

Google Business Photographers also provide a set of "Point of Interest" images pertinent to a business such as: store hours, menus, awards, and interesting decor. Business owners may upload their own photos in addition to the ones from Google.

Google photographers are accomplished independent professional photographers who are participating in this program. They have been certified by Google to produce 360 degree panoramas.

Contact: Randy Bass, Google Trusted Independent Photographer - NC
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