

Google Street View 360 Virtual Tour

Congratulations on your decision to go with Google Street View virtual tour for your business. Never underestimate the value of preparation, and never leave it up to your 360 virtual tour photographer. The camera will pick up everything, so a little preparation before our arrival could go a long way. Our photographers are responsible for the shots, and the customer is responsible for presentation of and cleaning up of the business. Please tidy up before our arrival. For an optimal virtual tour experience, please see the following recommendations below.

Preparing for Our Arrival

A great way to get an objective view of your business is to walk through it as though you were a first-time customer. What aspects of your store grab your attention? Pay attention to these areas so you can highlight them during your business photo shoot.

Start With the Parking Lot

Our virtual tours always start outside. So evaluate the outside of your business from the eye of a customer. Do you have a trash can that needs emptying or a cigarette ashtray full of cigarette butts? Is there debris on the ground or on the doormat that could use a good sweeping up? Any half-peeled or sun-faded stickers on the glass that you want to remove? Also: Clear up your parking area free from cars: Have your staff park elsewhere and not directly in front of your business. We understand you can't control where clients park but just do your best. The outside will be the first area we shoot so it really won't take up too much time. Once we move past the entrance, the parking lot is yours again! Wipe down windows or your glass door that face the parking lot if you feel it has a lot of streaks or hand prints. Also, please don't wait for our arrival to start cleaning. Clean ahead of your shoot time or do it the night before. Our photographers are on schedules and these items will create a late situation for the next shoot.

Inside Preparation Tips

Once inside, there are all sorts of small details which can make or break your tour. Remember, the camera eye picks up everything and so will your prospects. If you have a cleaning company who comes to clean your office/store space regularly, it's a good idea to have them come the day before our shoot.

- Put away any papers on surfaces
- Empty garbages that are visible
- Tidy up any cables
- Loose items should be put away, declutter
- Check outdoors (front door, patio, etc) so that it looks presentable
- Add decorations to look nice if needed
- Replace any burnt out light bulbs
- Clean any reflective surfaces

Customers or No Customers?

The age old question. We like to say that it just all depends on the industry. Some businesses can really shine when the place is completely empty and immaculate. Other businesses, when full of customers, can give the impression of a thriving business and may actually encourage a viewer to stop by. A busy place of business can give off the impression that your business is doing something right. Again, other businesses just look great when it's completely empty. It's really your call but you can talk to your photographer to get their opinion as they have most likely shot dozens of virtual tours of your very industry. NOTE: If you do decide to keep customers in your virtual tours, worry not. Their faces will be blurred out to keep their anonymity safe.