

Google™ DMO Partnership Program



The project purpose is to **complete Google Maps with fresh and accurate information about the local POIs and businesses**, and to **improve their online presence with panoramic Street View imagery**.

We want to support DMOs (Destination Marketing Organizations) in adding **the best and the most relevant locations** to Google Maps and completing the city information on Maps.



More than 1 billion monthly active users of Google Maps services

When initially searching for places,
consumers use mapping products

44%
of the time

[*https://www.gybo.com/downloads/search-listing-research.pdf](https://www.gybo.com/downloads/search-listing-research.pdf)

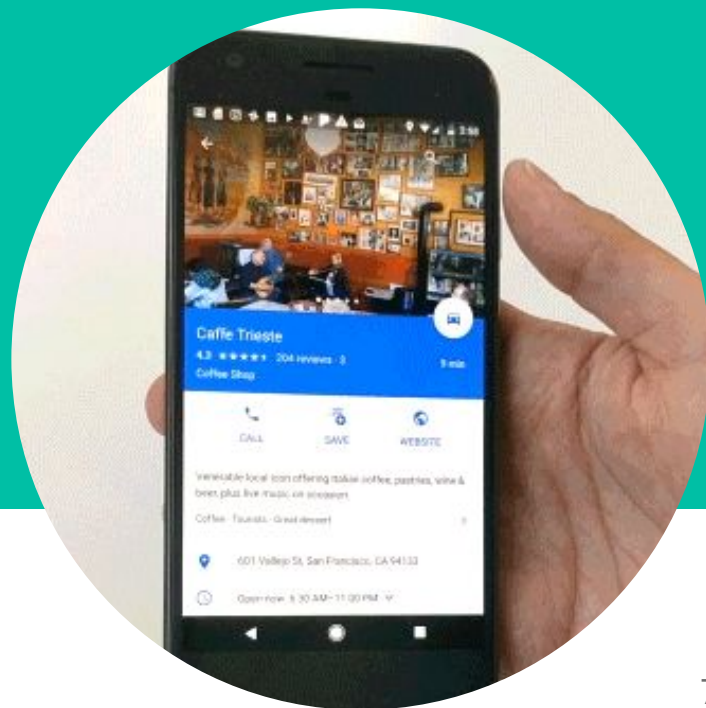
On average 41% of these searches result in an on-site visit

Do you want your city to be present in these products?



Knowledge Panel:

Your business card on Google



Knowledge Panel - Part 1

This screenshot shows the left side of a Google Knowledge Panel for 'Ronnie Scott's'. It includes a main image of the club's interior, a blue header with the name, rating (4.5 stars), review count (557), and price level (\$\$\$\$), and a 'Directions' button. Below this are action buttons: 'SAVE', 'NEARBY', 'SEND TO YOUR PHONE', and 'SHARE'. A descriptive paragraph follows, stating it's a 'European vanguard for jazz and blues'. At the bottom, a box contains contact and location details: '47 Frith St, Soho, London W1D 4HT, UK', website 'ronniescotts.co.uk', phone '+44 20 7439 0747', and hours 'Open now: 11AM-11PM'. Arrows point from various elements to labels: the main image to '/User/Owner', the blue header to 'User/Owner', the description to 'User/Owner', and the contact box to '/User/Owner'.

Ronnie Scott's

4.5 ★★★★★ · 557 reviews · \$\$\$\$

Jazz Club

SAVE NEARBY SEND TO YOUR PHONE SHARE

European vanguard for jazz and blues from world's top musicians, in basement club with late bar.

Great cocktails · Cosy · Casual

47 Frith St, Soho, London W1D 4HT, UK

ronniescotts.co.uk

+44 20 7439 0747

Open now: 11AM-11PM

Menu ronniescotts.co.uk

Claim this business

Suggest an edit

Add a label

/User/Owner

User/Owner

User/Owner

/User/Owner

This screenshot shows the right side of the Knowledge Panel. It features a 'Popular times' bar chart for Tuesdays, showing peak activity between 6p and 12a. Below is a '172 Photos' section with a street view image and a cocktail. The 'Review summary' section displays a 4.5 star rating from 557 reviews, with a horizontal bar chart showing the distribution of star ratings. Three user reviews are listed, each with a profile picture and text. Arrows point from the bar chart to a Google logo, from the photos to 'User/Owner', from the review summary to 'User/(Owner)', and from the reviews to a Google logo.

Ronnie Scott's

Popular times Tuesdays

6a 9a 12p 3p 6p 9p 12a

172 Photos

Add a photo

Review summary

5 ★★★★★ 4.5 ★★★★★ 557 reviews

"Trendy little space upstairs from the main area, cool bands close and intimate."

"Food is so-so for the price and the wine-list is poor and overpriced."

"Chilled, civilised atmosphere, great place for a late night drink."

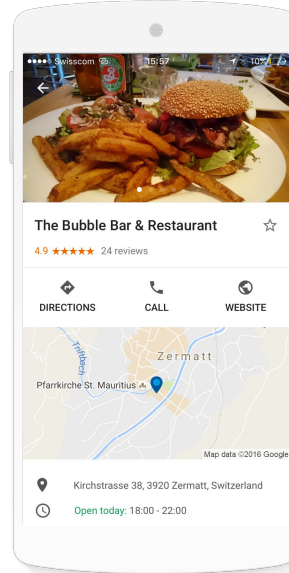
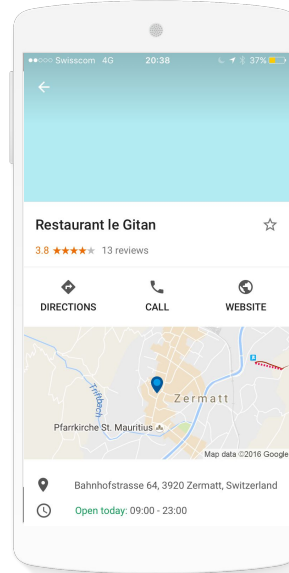
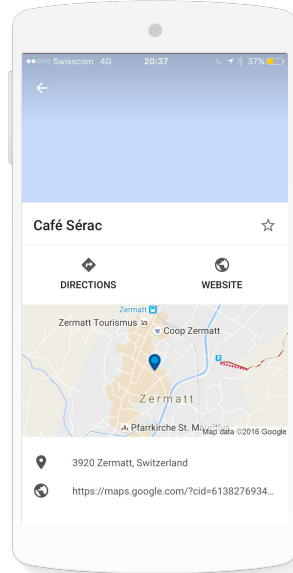
WRITE A REVIEW

User/Owner

User/(Owner)

Why add photos and virtual tours?

Which restaurant would you go to?



Listings with photos and a virtual tour are twice as likely to generate interest

2x



Indoor tours

These systems make it easy to capture and design immersive indoor Street View experiences.

Select cameras are available to borrow for a trial.



RICOH THETA S & SC

- 5.2K images (video is incompatible)
- Street View app integration

\$350 Theta S | \$200 Theta SC



YI 360 VR CAMERA

- 5.7K at 30 frames per second
- Bluetooth remote and YI mobile app

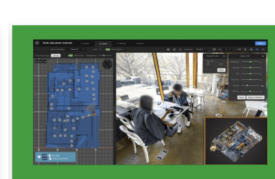
\$399



MATTERPORT PRO 2, 2 LITE

- Powerful, 3D-sensitive system
- Street View integration (beta)

\$3,995 plus \$19/model for Pro 2
\$2,495 plus \$29/model for Pro 2 Lite



CUPIX

- 3D software for 360 photos and video
- Fully automatic pano alignment
- Free during beta period

Unlimited SV publishing from \$29/month



PLANITAR iGUIDE

- DSLR-quality imagery
- Individual 360 photos and floor plans

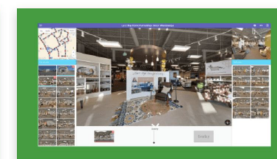
\$4,500 camera plus \$70/tour



iSTAGING

- 8K images
- Virtual tour editor included

Priced from \$29/month



GOTHRU MODERATOR

- Web-based tour editor/publishing utility
- A very easy moderation experience
- Auto-stitching support

Priced from free to \$24/month



GARDEN GNOME PANO2VR

- Desktop tour editor/publishing utility
- Many pro photographer-oriented tools
- No recurring fees

€299



PANOSKIN

- 3D software for 360 photos and video
- Fully automatic pano alignment
- Free during beta period

Priced from free to \$10/month



TOURMAKE VIEWMAKE

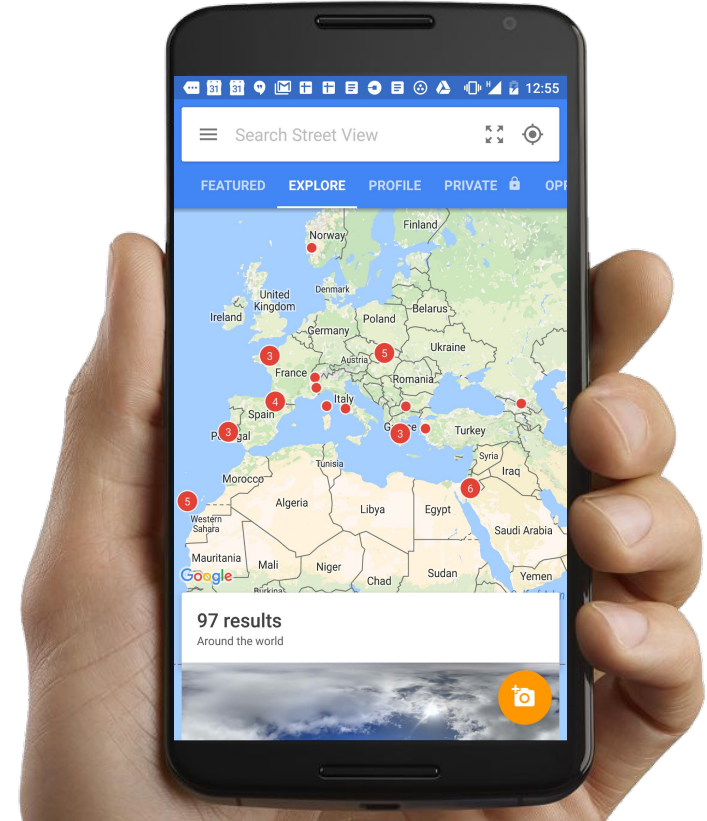
- Web-based tour editor/publishing utility
- Designed specifically for Street View
- Utility localized to many languages

€149/year

Street View App - Trusted Photographer

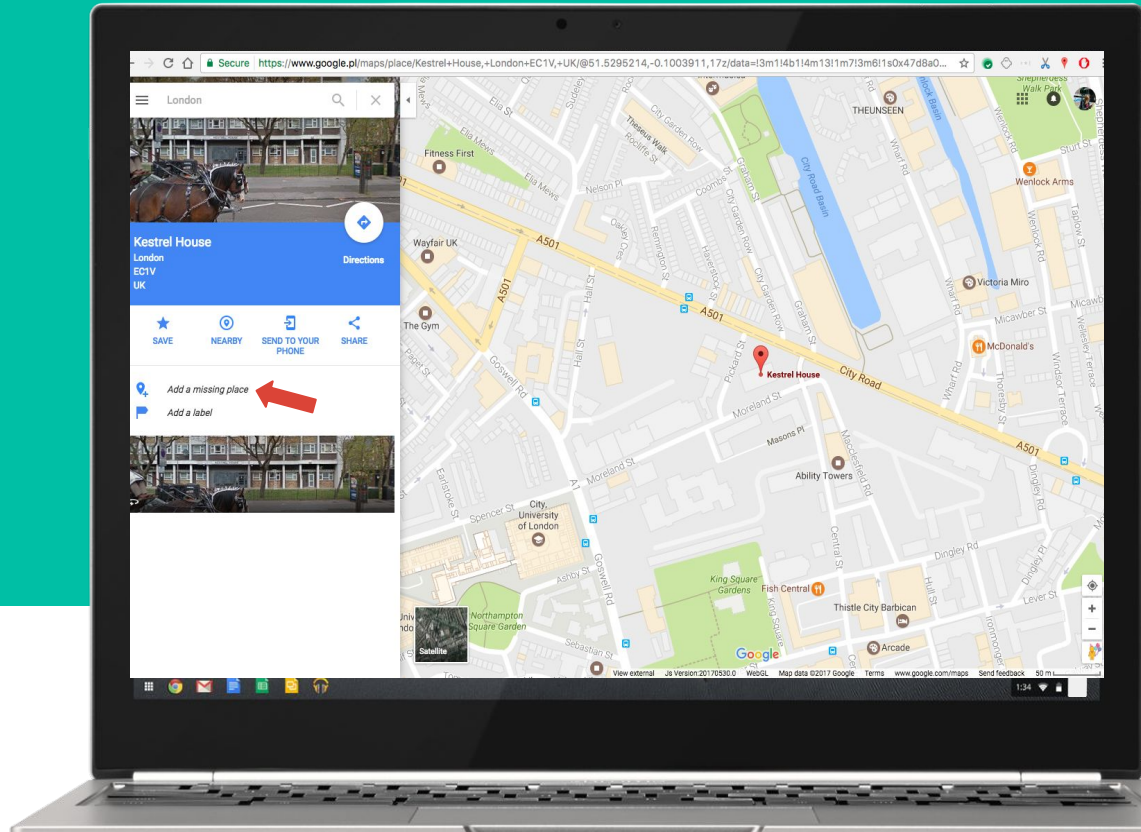
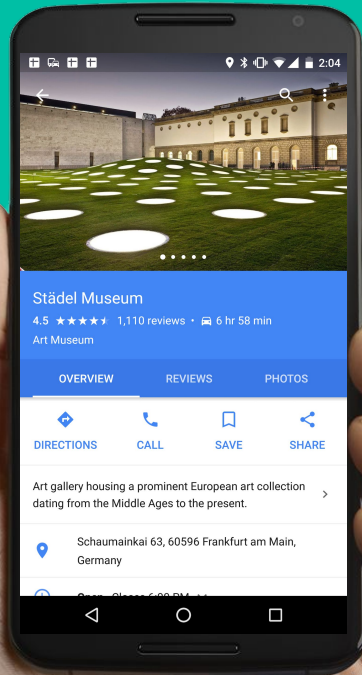
Become a Trusted Photographer!

Take panoramic pictures of an amazing quality with your own 360 camera and post them via Street View App. As a Trusted Photographer you can charge your clients for taking pictures and posting virtual tours of their businesses on Google Maps. Follow the [guidelines](#) in order to get a Trusted Photographer badge.



What else can you do to improve your city's online presence?

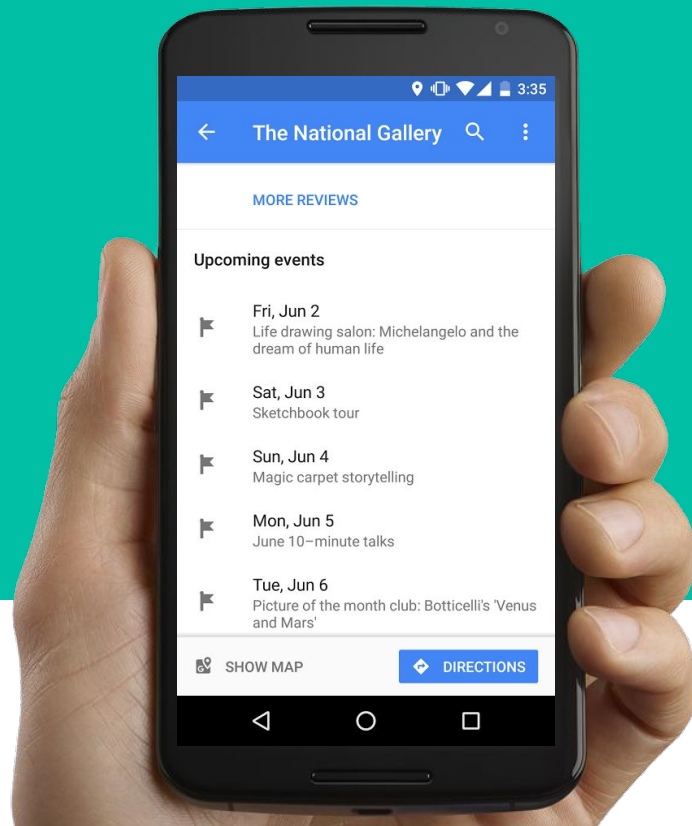
Add missing information to Maps



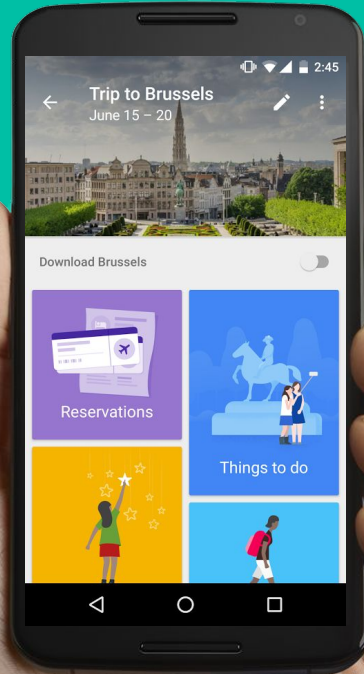
Add information on upcoming events

Add events to your website.

Make them visible for 1B Google users.



Be present in Google Trips and Google Destinations

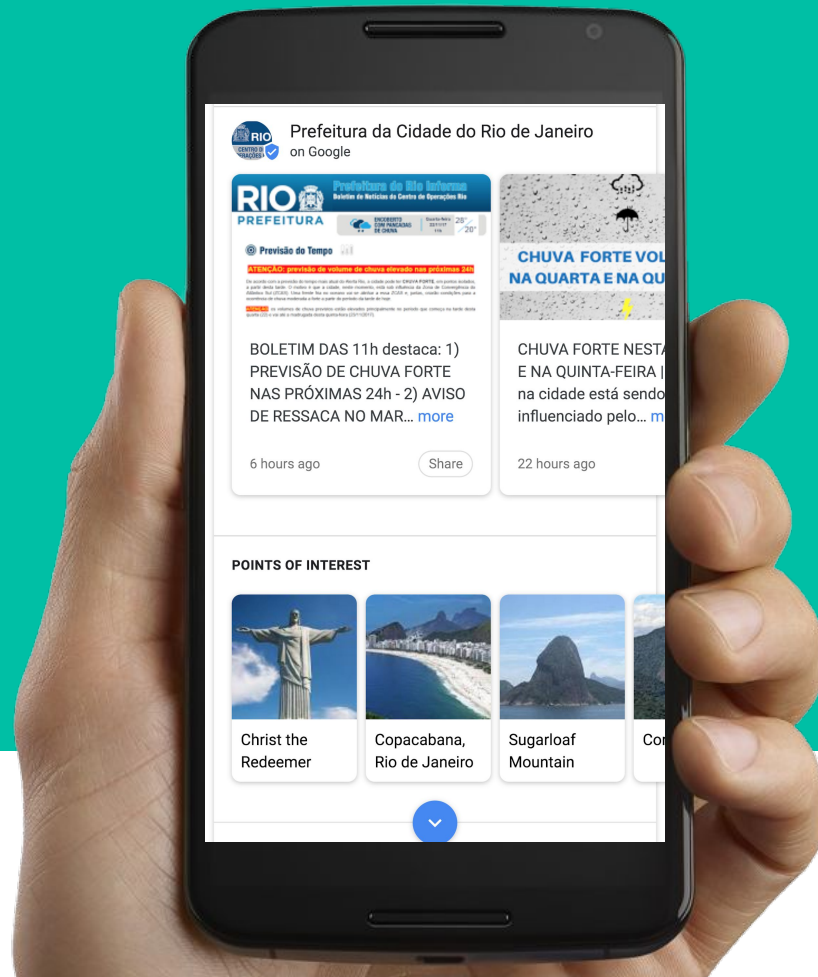


Posts on Google

Posting on Google is a new way to share relevant, fresh content with people who are searching for you. Use images, videos, and even animated GIFs to engage your audience, and add inline links to drive traffic to specific content.

How to post?

It's fast and easy to publish text, images, videos and events, which show up instantly in search results on both desktop and mobile. It's also easy to schedule the timing and duration of a post and you'll even get updates on how many people see and interact with your content.



Image, Text, Link



It's only one month until St. Patrick's Day in Savannah. [Find events info](#) and get ready to celebrate!

Feb 16, 2018



Video



Nothing quite captures the pace and vibrancy of a city like a good timelapse video. From the world-class waves at Snapper... [more](#)

Jan 23, 2018



Gallery



Come and see Tegallalang Rice Terrace! A unique scenery to see for your holiday.

Dec 20, 2017

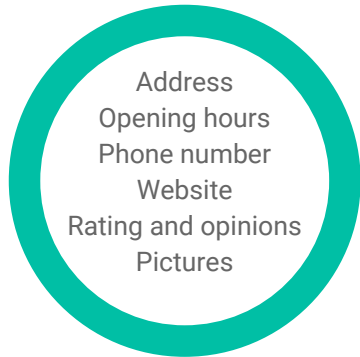


See the benefits of verifying your city with Google



Benefits for visitors

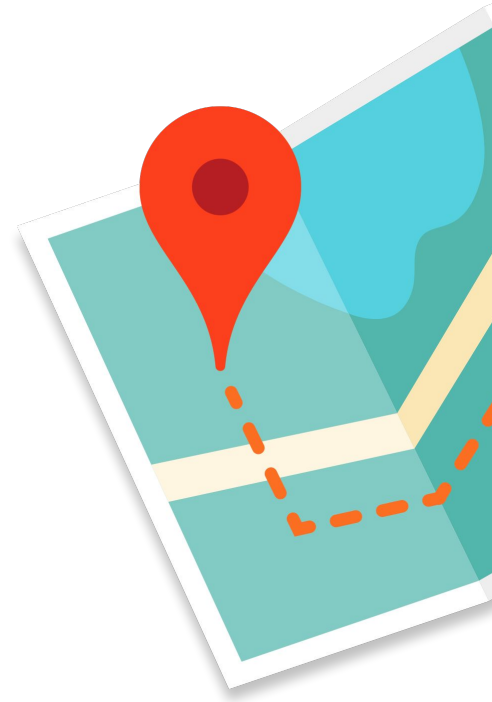
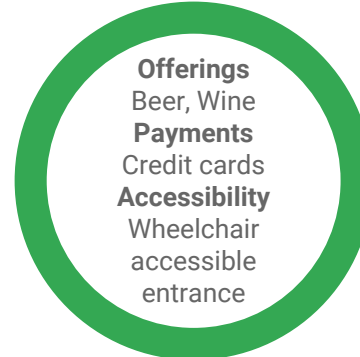
Better decision-making
information



Trust



Additional
information



Benefits for businesses

Reach a larger market and
increase market share

Potential for increased
site traffic and differentiation

Stand out among the
competition while also
lowering acquisition costs

1B

Monthly active users
Of Google Maps
services*

41%

Of place searches with
mapping products
result in a site
visit*

\$0

Google will host
imagery for free



Benefits for you as a Tourism Board

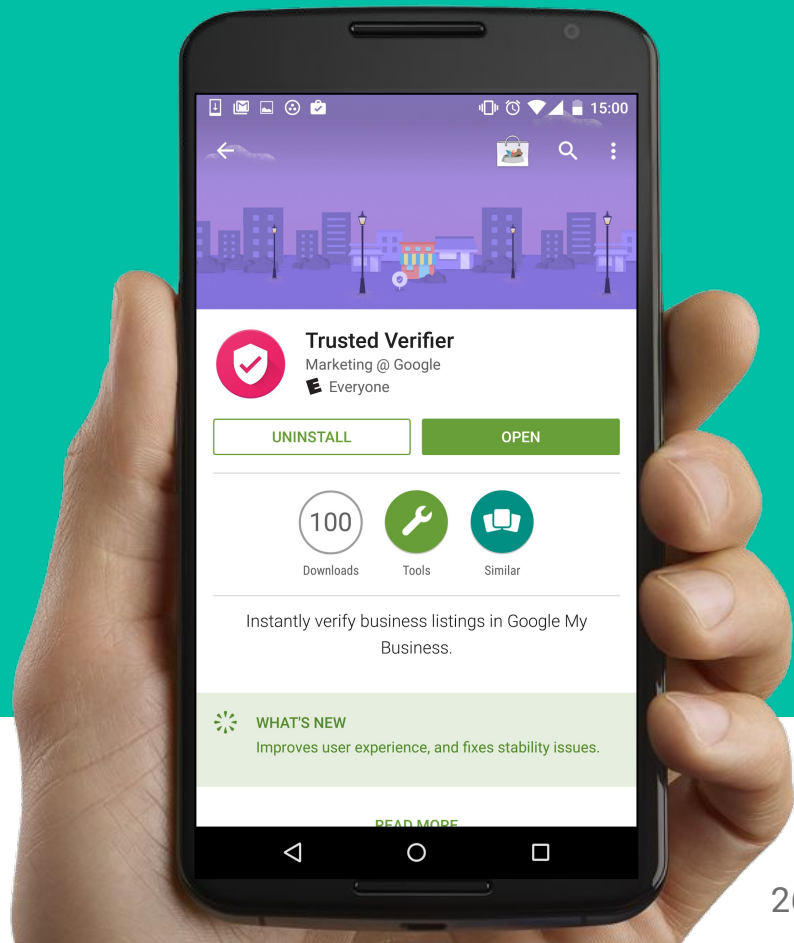


How can you participate?

Become Trusted Verifier

Trusted Verifier - verification method for Google My Business.

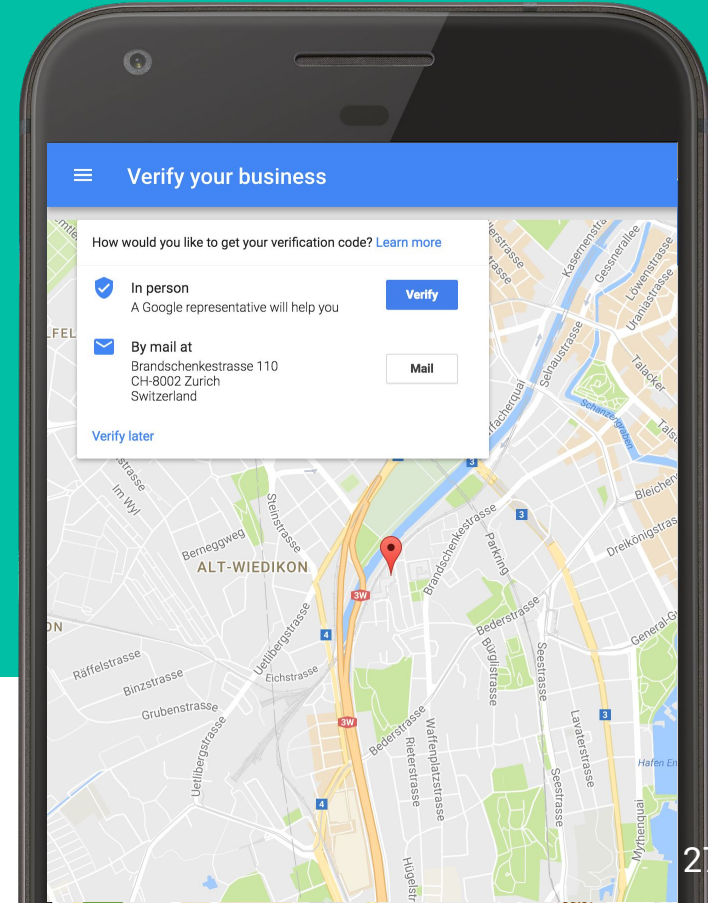
You will help the business get verified on the spot via dedicated mobile app.



Visit and verify your partners

1. Sign up for access to Trusted Verifier App
2. Visit the businesses and POIs in your city and verify them on the spot
3. Take flat and 360 imagery
4. Help your partners update GMB listings

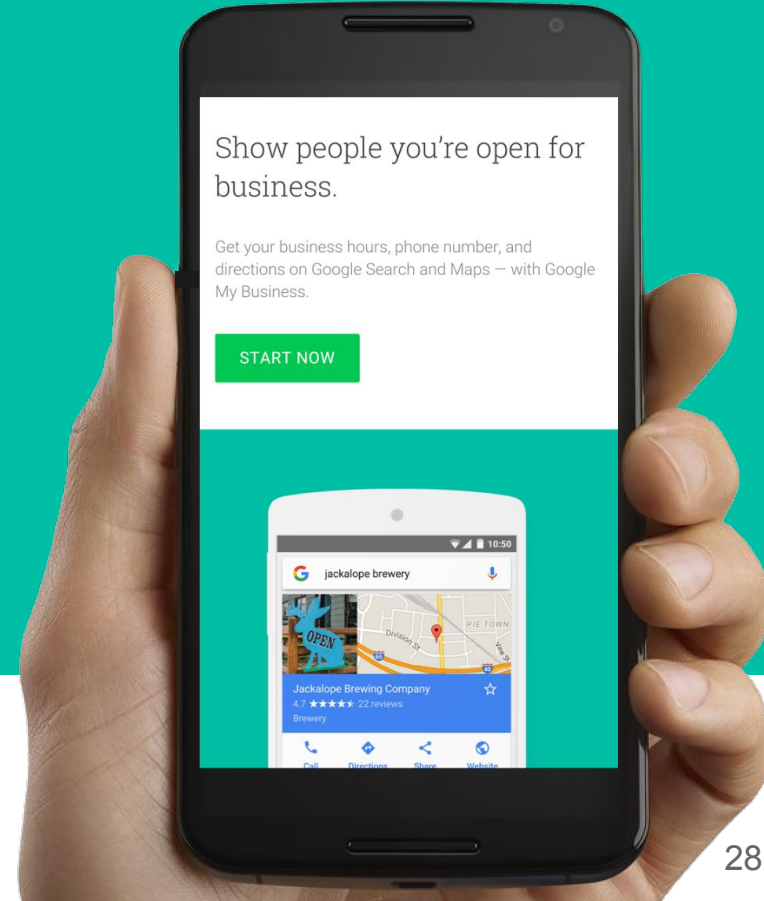
*The business owners are responsible for creating and updating their GMB accounts.



My Business Provider

My Business Provider - new verification method for Google My Business.

We supply you with verification codes for all your Partners / Tenants.

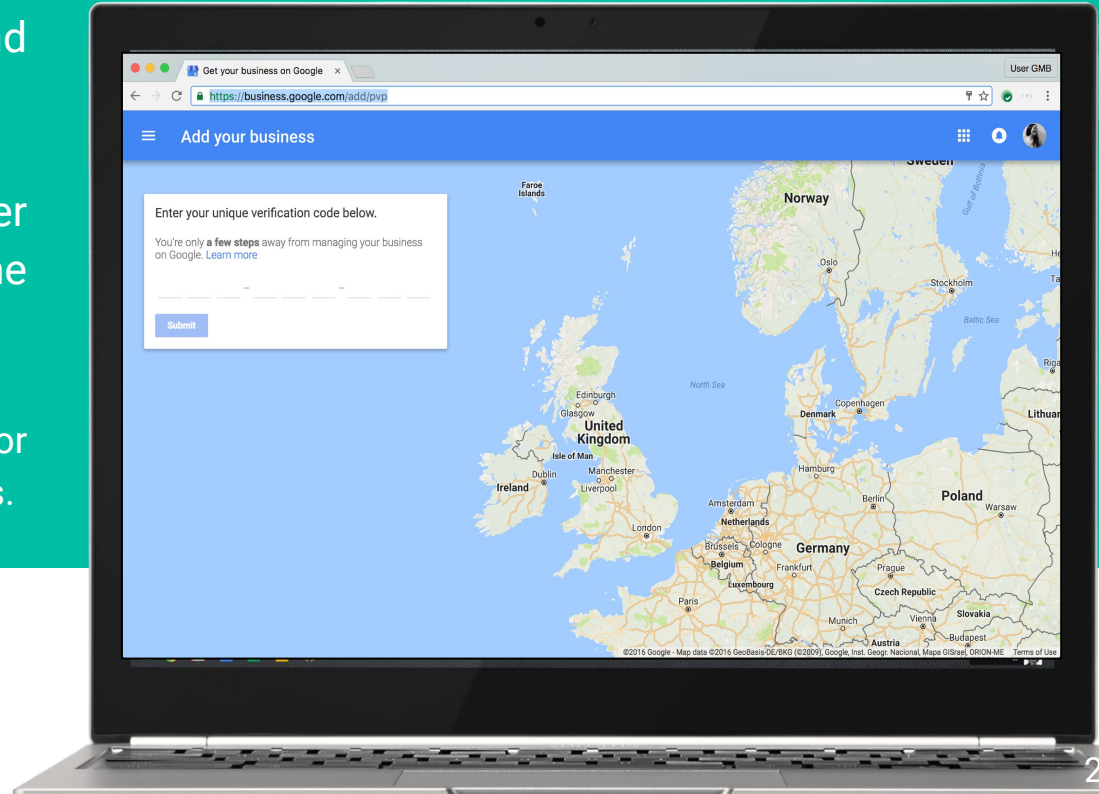


Overview of the program

Next steps:

1. Accept the Terms of Service
2. Provide list of POIs and businesses via CSV file
3. Receive PINs
4. Become a My Business Provider and distribute PINs to the owners

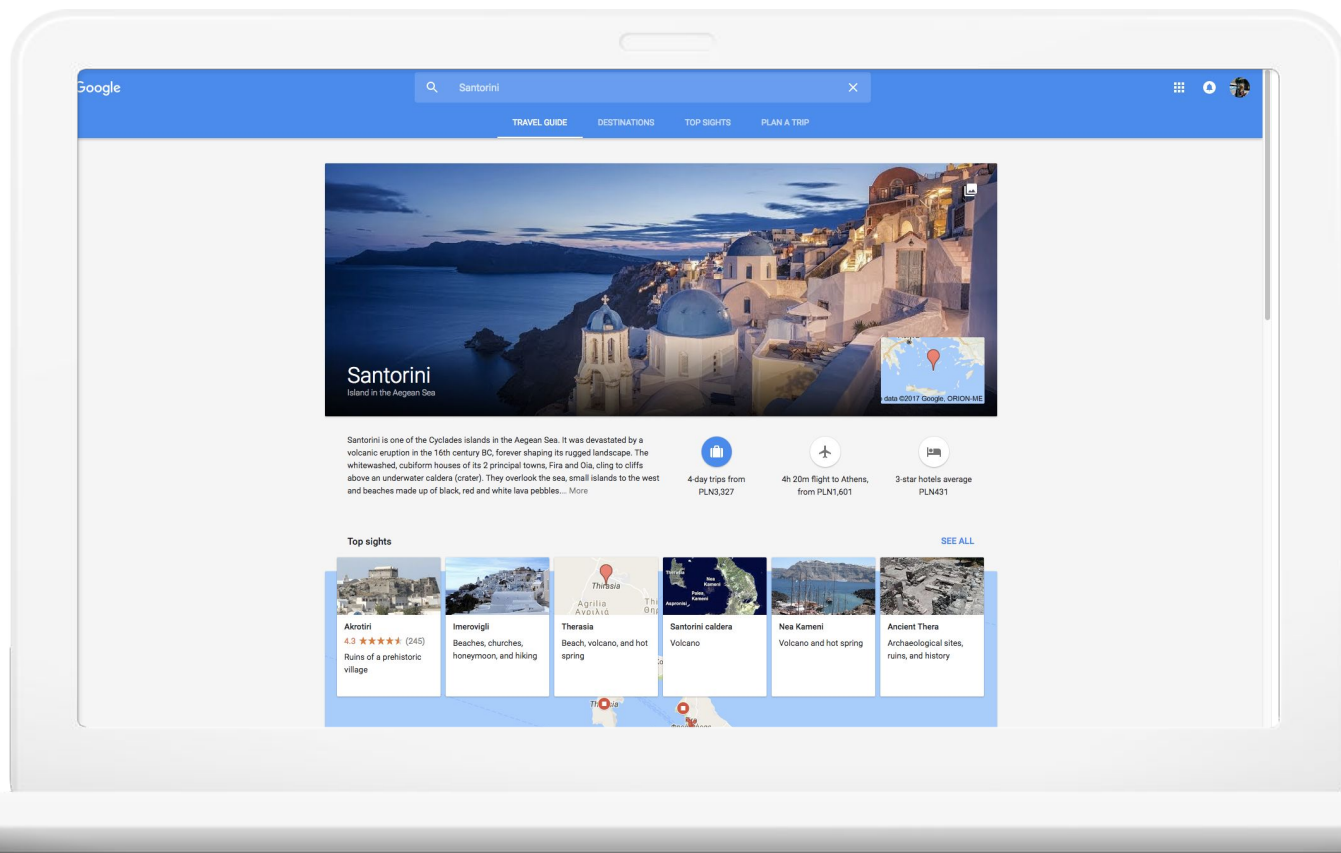
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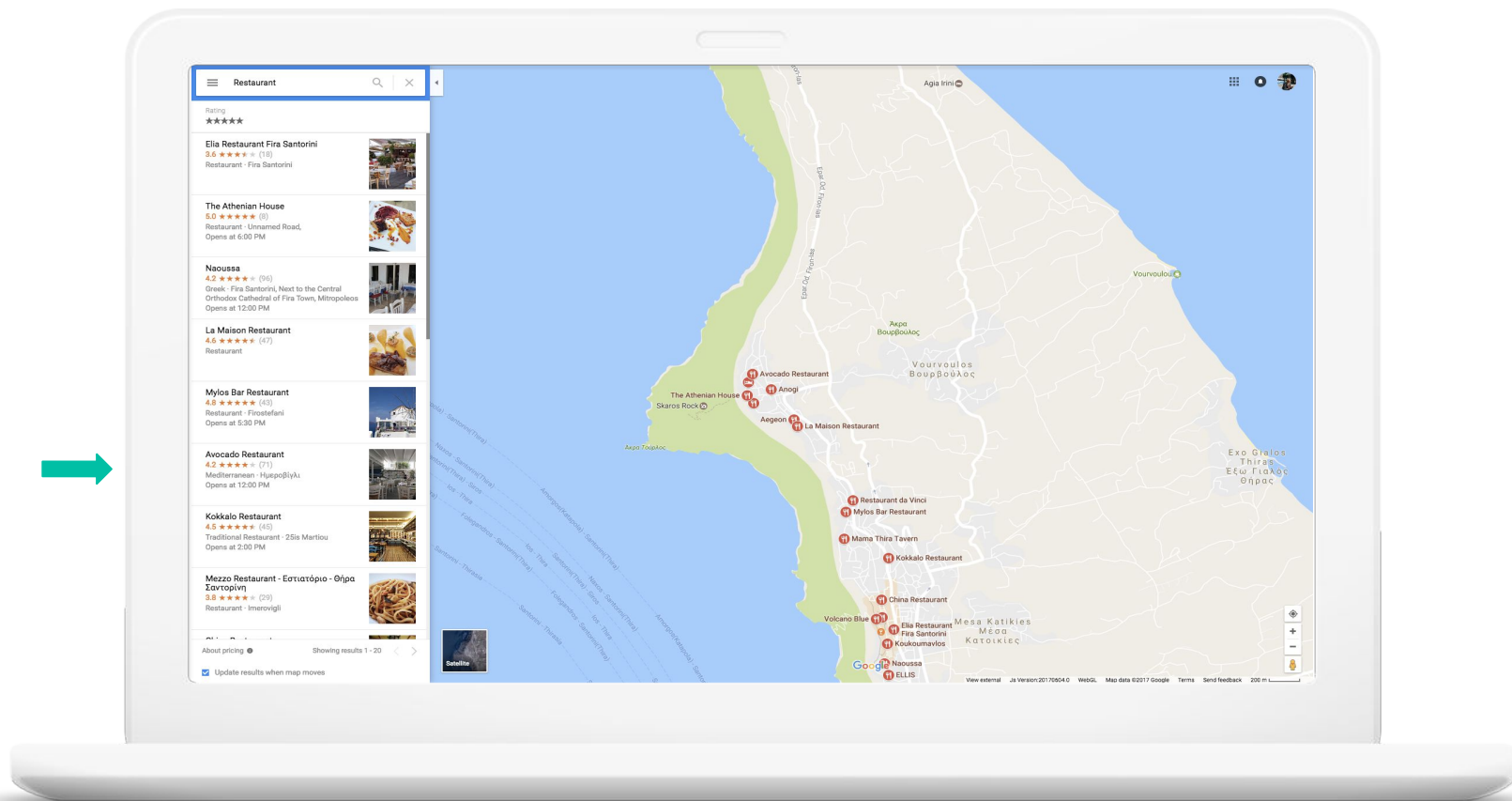
Thank you.



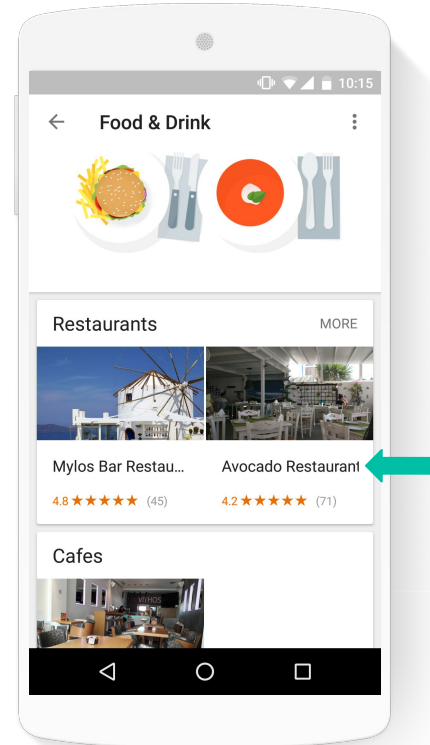
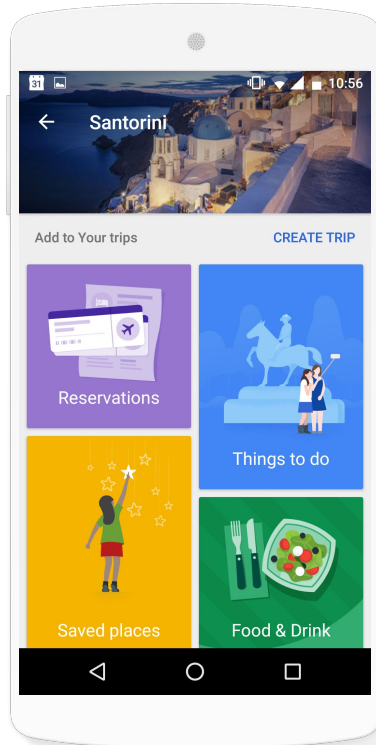
Appendix: Google Destinations



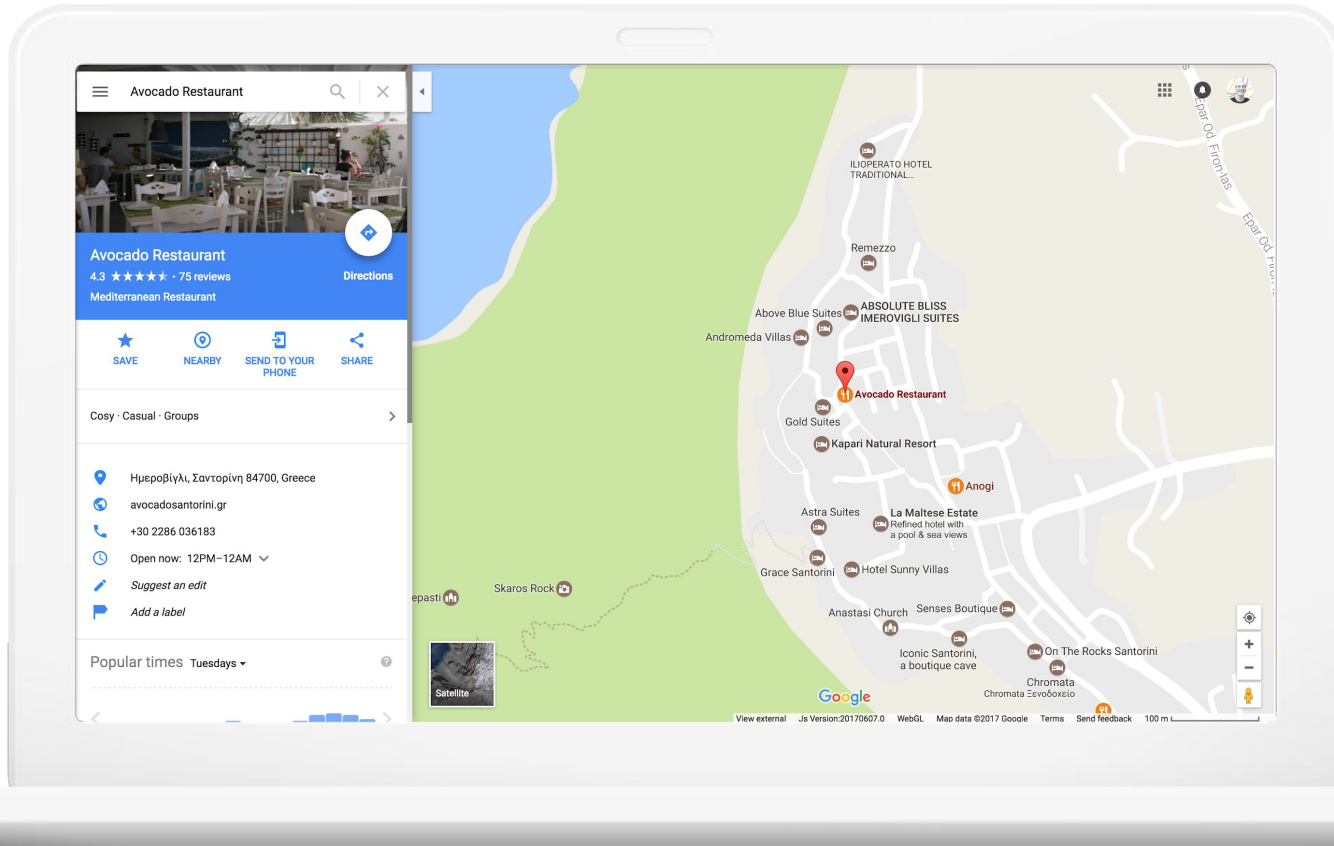
Appendix: Google Maps



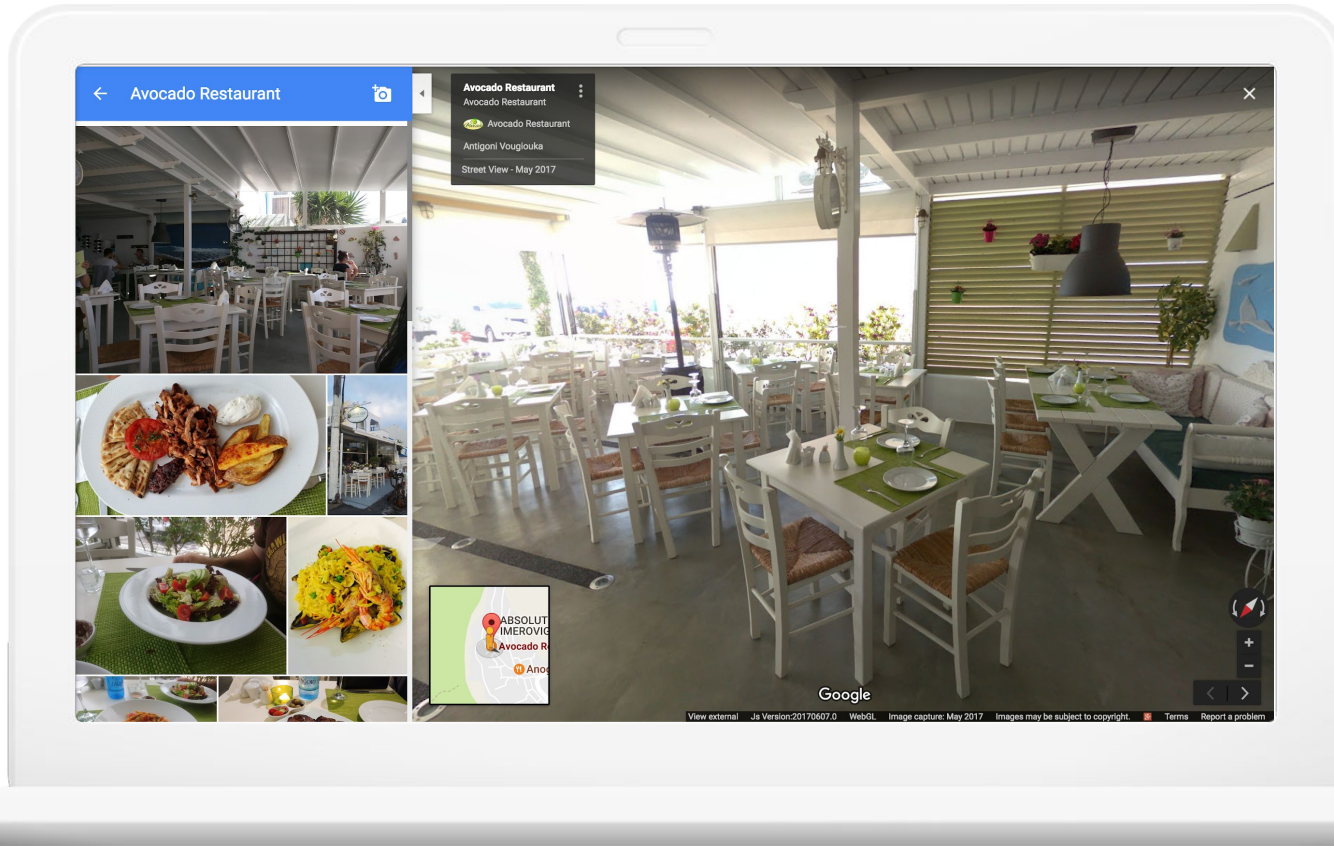
Appendix: Google Trips



Appendix: Google My Business



Appendix: Google My Business



Appendix: GMB & Street View App

