Deep Bhardwaj

FREE CHECKLIST · GOOGLE BUSINESS PROFILE

GOOGLE LISTING PHOTO CHECKLIST

Aapki listing ki photos customer ko bulati hain ya bhagati hain? 3 steps, 10 minute, sab kuch free — Google ke apne tools se.

✅ Logo ✅ Business photos ⭐ Cover photo

deepbhardwaj.com · +91-9650381400

@ideepbhardwaj

PEHLE 2 MINUTE · STARTING CHECK

ABHI APNI LISTING DEKHIYE

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Google Search → "aapke business ka naam + city" → Photos
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- [ ] Pehli photo kya hai? Kya wo aapne lagayi hai, ya kisi customer ne?
- [ ] Logo dikh raha hai? (Google logo tabhi dikhata hai jab naam, address, category, phone aur hours sab bhare hon.)
- [ ] Bahar ki photo hai, jisse customer aapka gate/board pehchaan sake?
- [ ] Andar ki, team ki aur kaam ki photos hain?
- [ ] Koi photo dhundhli, andheri, ulti ya heavy filter wali toh nahi?

Tip: Search par har photo ke neeche left corner mein photo ka source aur total views dikhte hain. Dekhiye kaunsi photo sabse zyada dekhi ja rahi hai — wahi aapki "shop window" hai.

STEP 1

APNA ASLI LOGO LAGAIYE

`Search/Maps → business naam + city → Photos → Add a logo (ya Change logo)`

- [ ] Square logo, saaf background, text padhne layak (chhote size mein bhi).
- [ ] Wahi logo jo aapke board, website aur visiting card par hai — customer ko ek jaisa dikhe.
- [ ] JPG ya PNG · 10 KB se 5 MB · kam se kam 250×250 px, behtar 720×720 px.

Mat kijiye: random clip-art, stock logo, ya photo ko logo bana dena. Logo nahi hai toh naam ka simple text logo bhi chalega.

STEP 2

BUSINESS PHOTOS SAHI ORDER MEIN

`Photos → Add photos → ek saath kai photos chuniye`

PHOTO	KYUN ZAROORI	KAISE LEIN
Bahar (exterior)	Customer pahunch kar aapka gate/board pehchaan le	Din ki roshni, board saaf dikhe, 2-3 angle
Andar (interior)	Jaane se pehle bharosa — jagah kaisi hai	Saaf-suthri jagah, lights on, wide angle
Team	Asli log = asli business	Uniform/kaam ki jagah par, muskurate hue
Kaam / products / services	Customer ko dikhe aap kya dete hain	Asli kaam, before/after, products close-up

STEP 2 · QUALITY RULES

GOOGLE KI PHOTO QUALITY RULES

- [ ] Photo **in focus** aur **achhi roshni** mein ho.
- [ ] **Heavy filter ya bahut zyada editing nahi** — photo asli jagah jaisi dikhe.
- [ ] JPG/PNG, 10 KB–5 MB, behtar 720×720 px ya zyada.
- [ ] Upload ke baad photo "Pending" rehti hai; 24–48 ghante mein live dikhti hai. Ghabraiye nahi.
- [ ] Har mahine kam se kam 3-4 nayi asli photos daaliye — listing zinda dikhti hai.

Ye galtiyaan customers bhagati hain: sirf stock photos · andheri raat ki photo · ulti/tedhi photo · purana board · photo par bada text ya phone number likha hua.

Phone se hi kaafi hai: lens saaf kijiye, phone horizontal pakadiye, din ki roshni mein khidki ki taraf se photo lijiye.

STEP 3 · JO ZYADA LOG MISS KARTE HAIN

COVER PHOTO AAPKE HAATH MEIN RAKHIYE

`Search/Maps → business naam + city → Photos → Add a cover photo (ya Change cover)`

Google ke hisaab se: agar aapki chuni hui cover photo low-quality hai, ya doosre sources ke hisaab se aapke business ko best represent nahi karti, toh Google uski jagah **kisi customer ki photo** dikha sakta hai.

- [ ] Cover = aapki sabse saaf, sabse achhi photo (aksar bahar ki ya andar ki wide photo).
- [ ] High resolution, roshni wali, bina filter, bina text ke.
- [ ] Har 2-3 mahine check kijiye: pehli photo abhi bhi aapki hai?
- [ ] Customer ki koi photo galat/misleading hai? Photo kholiye → report/flag kijiye.

Source: Google Business Profile Help — "Add or edit photos & videos" (support.google.com/business/answer/6103862). Google cover ko pehli photo dikhane ki guarantee nahi deta; results vary.

10-MINUTE PLAN

AAJ HI KAR DAALIYE

KAB	KYA KARNA HAI
Minute 1-2	Business naam + city search → Photos → pehli photo aur logo check
Minute 3-4	Add a logo → asli square logo
Minute 5-8	Add photos → bahar, andar, team, kaam (har type ki 2-3)
Minute 9-10	Add a cover photo → sabse saaf photo
Har mahine	3-4 nayi asli photos · views check · galat photos report

LISTING KA FREE AUDIT CHAHIYE?

Hum 11+ saal se local businesses ki Google listings rank karwa rahe hain. Apni listing ka link DM kijiye **@ideepbhardwaj** par, ya call kijiye +91-9650381400.

Aur aisi free Google tips ke liye follow kijiye @ideepbhardwaj.