Flento

GLOBAL EDITION / 2026

Local Business Photos & Posts Impact Report

Show the experience. Explain the next step. Measure what changes.



FLENTO RESEARCH / GLOBAL

THE EXECUTIVE VIEW

Useful imagery. Relevant updates.

Photos and posts help a customer understand a business before making contact.

THE PRACTICAL VIEW



RECOGNISE

Show where to arrive and what to expect.

EVALUATE

Explain the actual offer and service.

ACT

Give a useful, working next step.

CONTEXT Use accurate imagery and judge success against a stated objective and your own data.

HOW TO USE THIS REPORT

From creative choices to credible measurement.

A guide to building and evaluating useful local business content.

01 Evidence and customer decisions 04–05

02 Build a useful photo library 06–13

03 Create purposeful posts 14–20

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Content has a job: answer a customer question and make the next step clearer.

WHAT SOURCES ESTABLISH

Helpful content is supported. A universal lift is not.

Separate platform guidance from a measured effect on your business.

TWO LEVELS OF EVIDENCE



DOCUMENTED

Google supports photos, videos and posts to explain a business.

NOT ESTABLISHED

No fixed upload schedule or universal Maps ranking lift is published.

CONTEXT A larger photo library and more customers could share another cause. Association does not establish what the photos caused.

SOURCE P01 / P03 / P10

GIVE EACH ASSET A JOB

Recognise. Evaluate. Act.

Map each piece of content to a customer question.

THE PRACTICAL VIEW



RECOGNISE

Can someone find the correct place or service area?

EVALUATE

Can they judge the setting, product or process?

ACT

Does the content lead to a working next step?

CONTEXT A useful asset answers a question; it does more than fill an upload slot.

SHOW HOW IT BEGINS

Make the entrance easy to recognise.

Google recommends exterior images that help customers identify a business.

THE PRACTICAL VIEW



APPROACH

Photograph the likely arrival route.

DOORWAY

Clarify the correct entrance in shared buildings.

SERVICE AREA

Use appropriate service imagery where no storefront exists.

CONTEXT Ask a person unfamiliar with the location whether the image would help them arrive.

SOURCE P02

CHOOSE USEFUL SUBJECTS

One library. Several questions.

A practical set covers arrival, setting, product, service and people.

THE PRACTICAL VIEW



ARRIVAL + SETTING

Show the approach and representative interior.

OFFER + PROCESS

Show available products and real service work.

PEOPLE

Use consented team imagery where useful.

CONTEXT Choose subjects that match the business; do not upload near-duplicates just to raise a count.

SHOW THE WORK

Useful detail beats a dramatic pose.

A service image should make the real offer easier to understand.

THE PRACTICAL VIEW



REAL TASK

Show an adjustment, preparation or inspection.

CONTEXT

Explain the service where appropriate.

LIMIT

Do not imply work or facilities that are not offered.

CONTEXT The conceptual artwork in this report is not documentary proof of a specific business.

PLAN A SMALL SHOOT

Capture with a question in mind.

A short, planned shoot can answer several customer questions.

THE PRACTICAL VIEW



PLAN

List needed scenes and the accuracy reviewer.

PERMISSION

Confirm consent before identifying people.

SELECT

Keep sharp, useful images; remove near-duplicates.

CONTEXT Build an asset register so each selected image has an owner and current use.

PLATFORM SPECIFICATIONS

Prepare files for the platform.

Documented Business Profile guidance; verify the live limits at export.

PHOTO AND VIDEO REQUIREMENTS

PHOTO FORMAT	**JPG or PNG**	Clear, genuine image
PHOTO FILE SIZE	**10 KB to 5 MB**	Check the exported file
RECOMMENDED SIZE	**720 × 720 px**	Minimum 250 × 250 px
VIDEO LENGTH	**Up to 30 seconds**	One useful moment
VIDEO FILE	**Up to 75 MB; 720p+**	Keep details visible

CONTEXT Specifications can change; check the current Google documentation before publishing.

SOURCE P01

DEMONSTRATE ONE THING

A useful clip stays focused.

Show one process, product detail or part of a visit.

THE PRACTICAL VIEW



ONE SCENE

Choose a moment that answers a question.

HONEST EDIT

Keep limitations that affect expectations.

SMALL-SCREEN CHECK

Confirm the detail remains visible on a phone.

CONTEXT If spoken content matters, make it understandable to the intended audience.

SOURCE P01

COVER-IMAGE REALITY

A chosen cover is a preference.

Google says the selected cover may not be the first image customers see.

THE PRACTICAL VIEW



MULTIPLE PREVIEWS

Make several images representative.

SAFE FRAMING

Keep key details away from vulnerable edges.

REVIEW DISPLAY

Check the public profile after publishing.

CONTEXT Selecting a new cover does not guarantee a particular ordering.

SOURCE P01

VISITORS SHAPE THE STORY

Read customer photos as feedback too.

Google distinguishes customer photo updates from reviews.

THE PRACTICAL VIEW



OBSERVE

Notice old entrances or changed menus.

COMPARE

Check the image against the present experience.

REPORT

Use the appropriate route for policy-violating content.

CONTEXT Owners cannot prevent customer photo updates; assess legitimate contributions fairly.

SOURCE P07 / P08

GIVE A REASON TO ACT

Say one useful thing right now.

Business Profile posts can share updates, offers and events.

THE PRACTICAL VIEW



CUSTOMER NEED

Lead with a current service, event or offer.

RELEVANT IMAGE

Show what the message actually promises.

DESTINATION

Test that the linked page matches the post.

CONTEXT A post should clarify a decision, not exist only to satisfy a calendar.

SOURCE P03

MATCH FORMAT TO MESSAGE

Update. Offer. Event.

Google documents three owner post formats; category restrictions apply.

SELECT THE RIGHT FORMAT



UPDATE

Current business message

Description, media, optional link

OFFER

Eligible promotional deal

Title, dates and clear terms

EVENT

Event at the business

Title, start/end dates and timing

CONTEXT Hotel offers and promotional deal posts are restricted; check current category rules.

SOURCE P03 / P04

A CLEAR DESTINATION

Explain the service. Then invite action.

Illustrative copy for a fictional bicycle repair business; not a measured campaign.

CUSTOMER QUESTION / POST / WEBSITE



KNOW WHAT HAPPENS AT YOUR FIRST SERVICE

Our first service includes a safety check, a clear explanation of the work needed and an estimate before repair. See the service details and book a suitable time.

CONTEXT The website should explain the service accurately and make booking or enquiry possible.

USE DETAIL TO PREVENT CONFUSION

Put the terms in plain view.

An eligible promotion or event should state what customers need to decide.

THE PRACTICAL VIEW



REAL TERMS

Explain inclusions and meaningful limits.

ACCURATE TIMING

Use actual dates and local time zone.

CLOSE THE LOOP

Update or remove outdated details.

CONTEXT Do not use the image to conceal qualifications that change the offer.

SOURCE P03 / P04

SUSTAINABLE CADENCE

Publish when there is something useful to say.

The rhythm is an operating suggestion, not a Google ranking requirement.

THE PRACTICAL VIEW



INSPECT

Review entrance, offer and service information.

PREPARE

Keep a queue of approved assets and topics.

REVIEW

Check outcomes and customer feedback.

CONTEXT Replace material after operational changes, even if it is visually attractive.

ACCURACY AND SUITABILITY

Keep the scene truthful.

Google policy governs imagery, posts and contact information.

THE PRACTICAL VIEW



VERIFIED ROUTES

Use current profile contact details.

CATEGORY RULES

Check special and regulated restrictions.

REALITY

Represent the setting and service as they are.

CONTEXT Check current policy before publishing an offer or editing a restricted category profile.

SOURCE P04

BEYOND THE PROFILE

Make imagery useful on the destination.

Website images need context and a working customer path.

THE PRACTICAL VIEW



RELEVANT CONTEXT

Place images near the content they explain.

FAST DISPLAY

Export appropriate responsive sizes.

PHONE TEST

Confirm image, explanation and next step align.

CONTEXT Useful alternative text helps when it describes the actual image.

SOURCE P09

CHOOSE THE MEASURE

Match the metric to the objective.

Business Profile interactions may include organic and ad activity.

WHAT THE METRIC DOES—AND DOES NOT—MEAN

PROFILE VIEWS	Discovery / exposure	**Not new customers**
WEBSITE CLICKS	Profile-link clicks	**Not confirmed enquiries**
CALLS	Call-button clicks	**Not completed calls**
DIRECTIONS	Direction requests	**Not store visits**
BUSINESS OUTCOMES	Reliable booking / sales records	**Needs a matching method**

CONTEXT Use one reporting window and state the precise definition of each outcome.

SOURCE P05

TRACK THE DESTINATION

Make the click traceable.

Google Analytics supports campaign parameters on linked destinations.

A CONSISTENT UTM STRUCTURE



UTM SOURCE
google

UTM MEDIUM
organic

UTM CAMPAIGN
service-explainer

UTM CONTENT
location-a-post-01

CONTEXT Tagging identifies captured traffic, not every person who saw a photo or called later. Consent and device changes affect coverage.

SOURCE P06

DEFINE SUCCESS FIRST

A better test starts before publishing.

Specify the creative, eligible locations and primary outcome in advance.

THE PRACTICAL VIEW



SPECIFY

Record exactly what changed and when.

COMPARE

Use similar locations or a suitable comparison.

REPORT

Show counts, windows, missing data and limits.

CONTEXT A small number of enquiries can change a rate sharply. Do not call every increase a caused improvement.

SYNTHETIC EXAMPLE

Count outcomes. Show the denominator.

This is invented arithmetic, not observed Flento or industry performance.

QUALIFIED ENQUIRY RATE = ENQUIRIES / CAPTURED SESSIONS

FICTIONAL CAMPAIGN A

12 / 300

4%



FICTIONAL CAMPAIGN B

18 / 300

6%



CONTEXT

The two-percentage-point difference does not show which creative caused a change. Check enquiry quality, tracking, demand and eventual outcomes.

LOCAL RELEVANCE

Let the market shape the creative.

The real setting, language and season should guide local imagery and posts.

THE PRACTICAL VIEW



ACTUAL SETTING

Show the local location and offer.

LOCAL LANGUAGE

Validate translations and conventions.

COMPARABLE RESULTS

Compare within suitable markets and categories.

CONTEXT The map is conceptual; it does not encode country-level campaign results.

STANDARDS AND ACCURACY

Central standards. Local verification.

A network needs consistent quality without losing location detail.

THE PRACTICAL VIEW



SHARED BRIEF

Define quality, claims and review process.

GROUND CHECK

Ask a local owner to verify the facts.

ASSET RECORD

Track versions, approvals and retirement.

CONTEXT Recheck older media when the entrance, product or service changes.

CHOOSE THE USEFUL FIX

Clarity before volume.

Select the problem that affects the customer journey.

PRACTICAL DECISION MATRIX

HARD TO FIND ENTRANCE	**Refresh arrival image**	Confirm the approach
OFFER MISMATCH	**Correct terms or linked page**	Test end-to-end
SERVICE UNCLEAR	**Add process image**	Validate current offer
STORY ALREADY CLEAR	**Run focused creative test**	Measure business outcome

CONTEXT Fix known customer confusion before increasing the number of uploads.

IMPLEMENTATION PLAN

Audit. Create. Measure.

Adapt the pace to the size of your team and location network.

A PRACTICAL FIRST MONTH

01–07

AUDIT

Review media, posts and destinations as a customer; choose one clarity gap.

08–14

CREATE

Capture accurate assets and publish one purposeful update.

15–30

MEASURE

Review captured actions and qualified outcomes; record uncertainties.

CONTEXT Save the baseline, publication dates and the next practical improvement.

PLATFORM AND APPLICATION

Know what the evidence supports.

A global desk-research report with practical measurement guidance.

THE PRACTICAL VIEW



ORIGINAL SOURCES

Ten Google documents cover formats, policy and metrics.

FLENTO EXAMPLES

Planning tools and calculations are editorial.

SCOPE

No worldwide sample or controlled lift study is claimed.

CONTEXT Platform guidance supports useful content, not a universal numerical lift.

SOURCE P01–P10

SOURCE DIRECTORY

Platform guidance and content rules.

Select a source to open the original publisher document.

LINKED PRIMARY DOCUMENTS

P01	Google: Business Profile photos and videos	OPEN
P02	Google: Business-specific photo guidance	OPEN
P03	Google: Create and manage Business Profile posts	OPEN
P04	Google: Photos, videos and posts content policy	OPEN
P05	Google: Business Profile performance metrics	OPEN
P06	Google Analytics: Campaign URL parameters	OPEN

CONTEXT Recheck live platform guidance before changing a workflow.

SOURCE DIRECTORY

Customer content, discovery and product.

Select a source to open the original publisher document.

LINKED PRIMARY DOCUMENTS

P07	Google: Customer photo updates	OPEN
P08	Google: Report inappropriate photos or videos	OPEN
P09	Google Search Central: Image SEO	OPEN
P10	Google: Local ranking guidance	OPEN
F01	Flento: Product and free signup	OPEN

CONTEXT Recheck live platform guidance before changing a workflow.

Flento

BUILD YOUR LOCAL PRESENCE

Keep your story clear, current and useful.

Use Flento to manage your Business Profile, support content workflows and monitor local visibility.



A better routine starts here.

Explore Flento

flento.io