

'Step Inside' Tours



Imagine if you could invite
your customers to explore
inside your business

FROM ANY LOCATION AT ANY TIME.

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

Oxera study: goo.gl/13S6ce

Well now you can.

With Google's immersive **Street View** technology and our interactive 360° imagery you can showcase your business like never before.

The images appear on **Google Search** results, **Google Maps**, **Maps for Mobile** and **Google+ Local**, and they invite new customers to

“Step inside!”



jazmedia.co.uk

How can a tour help my business?

What makes your business truly unique?

Google Street View has been proven to engage new customers and **double the interest** in your business listing, encouraging them to visit you in person!

These 360° tours are perfect for:

**shops, pubs, dental clinics, restaurants, spas, galleries, hotels,
wedding venues, gyms, showhomes**

and so much more.

Supercharge your online presence

Give your listing a boost without the on-going fees

Independent studies have shown that our services have helped double interest in business listings and among 18-34 year olds, in particular.

Prospects are **130% more likely** to book based on a virtual tour whilst a staggering 82% of people say that being able to visit a restaurant or hotel on **Google Street View** would be a **deciding factor** of their custom.

How does it work?

All you have to do is schedule a convenient time for your photo shoot – and we do the rest.

We will visit and take a number of panoramic photographs of your business.

These are then connected, mapped and embedded into Google's servers and then your tour is live on the web. All for a one-off cost.

Pay once... it's yours forever.

Google Knowledge Panel

Morans's Eating House - Cheltenham Bar & Restaurant

<https://www.moranseatinghouse.co.uk/>

WELCOME! Morans's Eating House is a family owned restaurant and wine bar situated in Cheltenham's

The Knowledge Panel makes it easy for people to find you on Google with your free listing

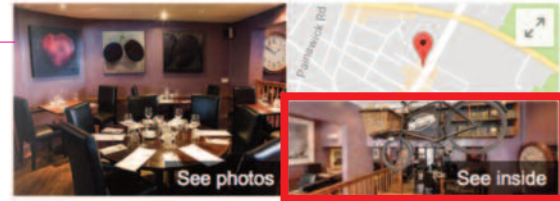
Google My Business makes it easy to create and update your business listing – so you can entice customers to visit your restaurant, hotel, bar etc.

Give them the confidence they're seeking

Choosing a restaurant, café or hotel is often a difficult decision with the wide choice available. Build trust in your business with a high quality virtual tour that lets people experience your location before they arrive. These immersive, virtual experiences inspire greater confidence among prospective guests and patrons.

84% of 1300 surveyed customers said Business View played a factor in their restaurant choice.

Upload your own gallery



Google Map

360° Tour

Your free business listing which you can edit

Morans Eating House

4.3 ★★★★★ 55 Google reviews

Restaurant

Website

Directions

New European cuisine in a candlelit dining room with artworks and vintage-curios, plus a cellar bar.

Address: 123-129 Bath Rd, Cheltenham GL53 7LS

Hours: Open today · 10am–11pm

Phone: 01242 581411

Menu: moranseatinghouse.co.uk

[Suggest an edit](#) · [Own this business?](#)

Popular times

Saturdays



Reviews

[Write a review](#)

[Add a photo](#)

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Compare Google Street View with Jaz Media Virtual Tours

	Google Street View	Jaz Media Virtual Tour
High resolution panoramic 360° photography	●	●
Appears on Google Search results, Google Maps and Google+ Local pages	●	✗
Can be embedded on your website	●	●
White label software with your own logo	✗	●
Works on all devices – mobile, tablet and computer	●	●
Homes, rental properties and private venues	✗	●
Custom “Hotspots” and “Tooltips”	✗	●





Google Street View

The arrows operate just the same as if you were outside the building using Google Street View.



jazmedia Virtual Tour

“Hotspots” and “Tool Tips” can be overlaid on the virtual tour to highlight or link specific points of interest around your business – i.e. by clicking on the “cocktail menu” a pdf will pop up which can be printed or downloaded. This is **NOT** available on Google Street View.

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Your questions answered

Will a **Google Street View** tour help my business's search results?

Your tour will appear in **Google Search** results, **Google Maps** and **Google+** pages.
These results will look more inviting and informative,
allowing your customers to explore your business via a new and innovative experience.

Does my tour need updating?

No. However, if your business has been re-decorated or you have a high stock turnover, you may want to update it frequently. For example, if only one scene in your tour has changed, we can just update it individually – there is no need to redo the whole shoot.

Do I have to tidy up?

Generally, yes! First impressions are everything, so we recommend making your premises look presentable before the photo shoot.

What about security and privacy?

For privacy and peace of mind we always blur out faces, number plates, security alarms, sensors and keypads from all of our photos.

Who owns the images?

You own all of the images. Once your invoice has been paid, we will upload your tour to Google's platform, where you will be able to check up on how many visitors you've had and which parts of your tour are doing the most for your business.

How long does it take?

Depending on the size of your premises, our photo shoots can vary from 15 to 60 minutes.

When the photos have been taken, our specialists will process and edit the images to ensure our security and privacy points has been met. Once this is done the photos will be composed and the tour uploaded. This whole process takes between 24-48 hours.

How do I embed the tour on my website?

Once the tour has been completed, we will send you the virtual tour in the form of a line of code, which you just copy and paste on to your web page.

We host all of our virtual tours on a dedicated server, this ensures that the tour software you're using on your site is always up-to-date.

**When searching for businesses, consumers use
mapping products 44% of the time**

Oxera study: goo.gl/13S6ce

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