

## Cosmetic Customers can now “See Inside” Clinics

### What is a Google Street View Trusted ‘See Inside’ Tour?

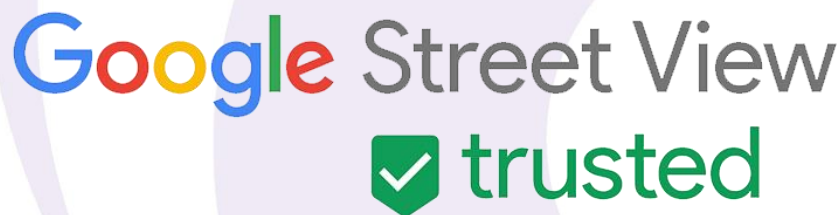
Cost effective marketing used to mean placing an advert in a printed publication and hoping for the best. Today’s consumers now have easy access to the Internet and value search engine results far higher than using the *Yellow Pages*™.

Around 90 percent of all searches are performed using Google which is handy for businesses with a red pin on the Google Maps.



Many clinic premises have cutting edge technology throughout their stylish treatment rooms, and they just need to showcase their expertise in a reliable, cost effective way.

Google Street View has been providing virtual views of the road systems for some time, and most people are now using it in a variety of helpful ways. Recently, the search engine giant moved the experience onto the pavement and inside businesses with Street View Trusted.



Having a Street View Trusted tour gives businesses integrated benefits with “See Inside” tabs and the new visual Overview. Direct access inside a business is just a click away with reliable performance on all suitable mobile devices, tablets and computers.

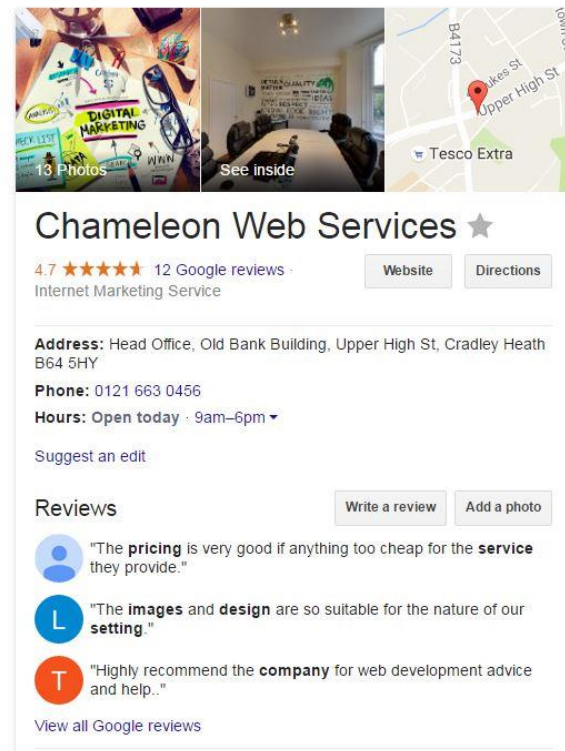
Customers, and potential customers, can get a feel for your premises, a look at how nice the environment is and what they can expect if they make a visit through your front door. All of this can be a great selling point, and will encourage that all important contact to engage your services and book an appointment to see you.



**CONSULTING ROOM**  
Your Aesthetic Partner



Standard Google Search Result

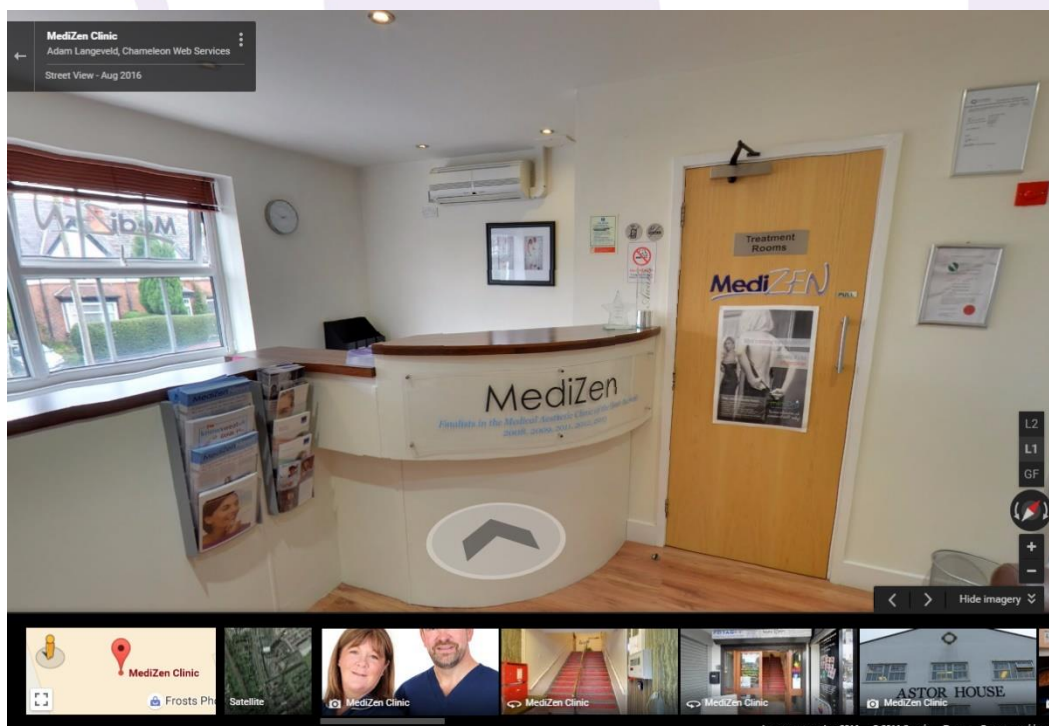


Result After Google 'See Inside' Tour is added

For an example of how a medical aesthetic clinic can take advantage of this add-on; please take a look at how MediZen Clinic in Sutton Coldfield now appears within Google Maps and Search with the integrated 'See Inside' Street View.

Google Search - [www.google.com/search?q=medizen+clinic](http://www.google.com/search?q=medizen+clinic)

Google Maps - <https://goo.gl/maps/v1vrrNNUvgw>





If you are interested in the same service for your business, you simply need to contact a Google approved photographer to arrange a visit. They are fully certified to produce high quality 360 panoramic images and have unique access to Google's systems.

It is not currently possible to upload your own 360 images and expect the results you see above. Only work provided by an approved photographer is fully integrated into Google profiles with the expected benefits.

Quotes for smaller businesses can usually be provided over the phone but for larger buildings a site visit may be necessary. When visiting, experienced photographers will always advise on presentation and layout of a business.

The one-off payment service is extremely competitive with traditional forms of advertising and most shoots take less than an hour to complete. After the photographer leaves, a tour usually takes less than 2 weeks to go live.

Businesses with a shiny new tour live on Google can begin to enjoy other benefits.

- Embed a tour onto any website from any location looking in the desired direction.
- Better ranking on Maps; Google loves great content and rewards accordingly.
- The click through rates are improved, users love to engage with high quality media.
- Added customer confidence, stylish premises will attract more custom.
- Overlays with menus and popups with content and hyperlinks, see these examples of a sports stadium - [www.chameleonwebservices.co.uk/360-examples](http://www.chameleonwebservices.co.uk/360-examples)



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Based in the Midlands at Chameleon Web Services he provides Google tours for businesses large and small in the U.K.



**Annual Award  
Winners 2014**

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