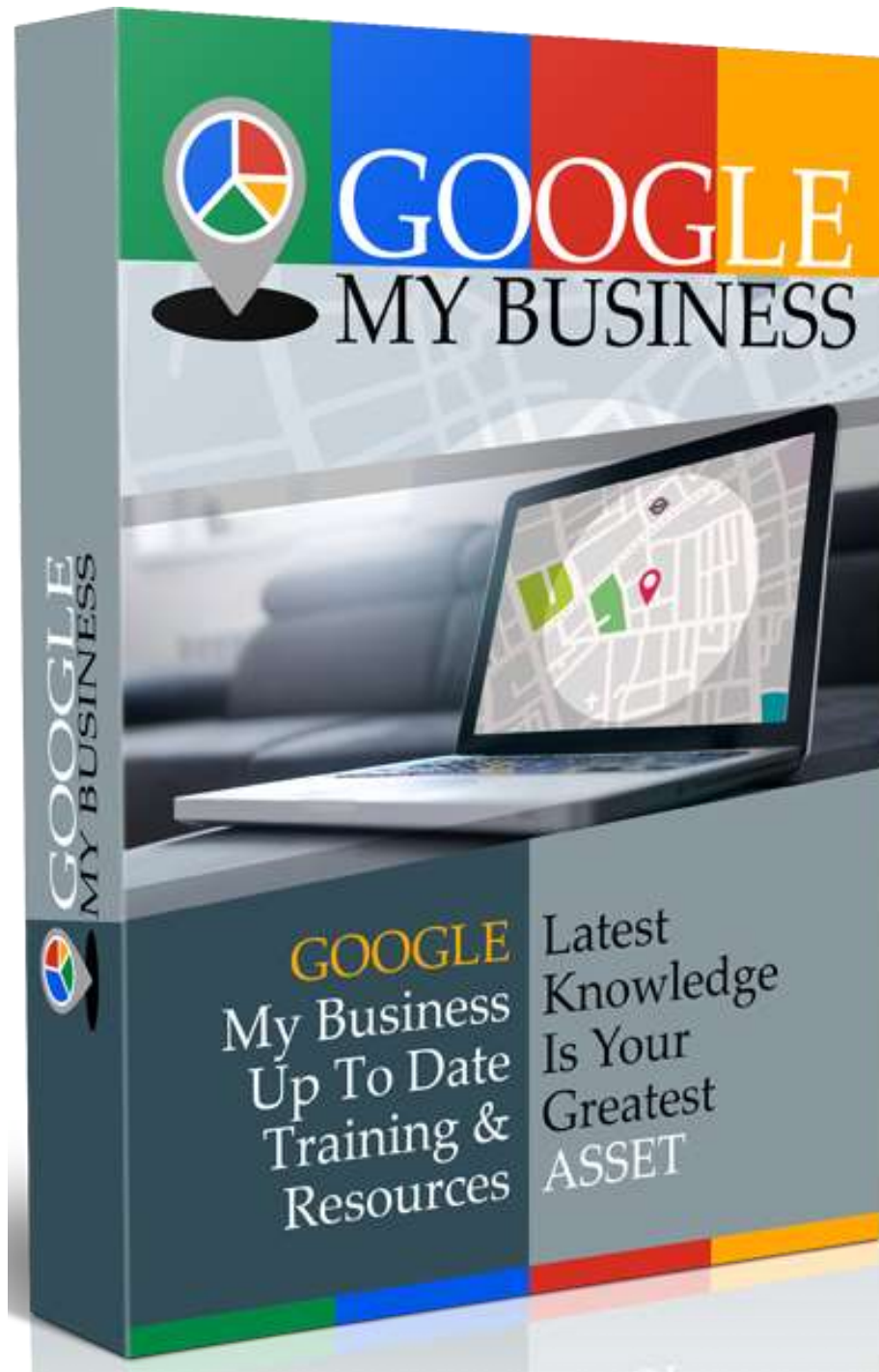


GOOGLE MY BUSINESS

GeoTag Images



Geotagging Images to Optimize them for Google

When you add the location, in the form of latitude and longitude, as well as a keyword rich description of the image, you are giving Google crucial information about your business. This is called Geotagging, and it is part of the process of optimizing your website.

You can use an app like <http://www.geotagphotos.net/> to geotag photos taken from an iPhone or Android phone.

If you wish to only add latitude and longitude, here is an online tool: <http://www.geoimgr.com/en/tool>

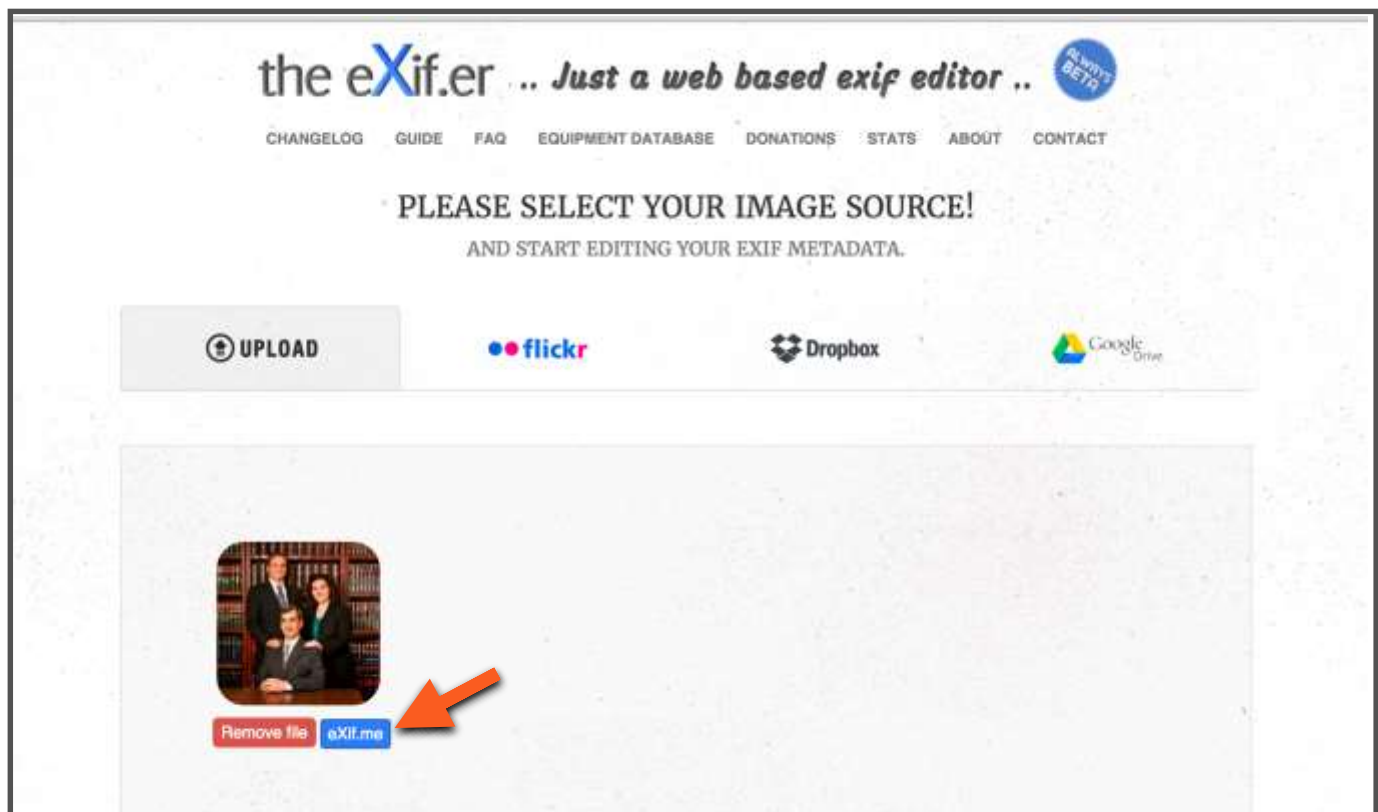
A really wonderful tool to use to geotag images and add other important, rich keywords is: <http://thexifer.net/>

Even if your photos have already been geotagged, you can use this online editor to add additional useful details to them.

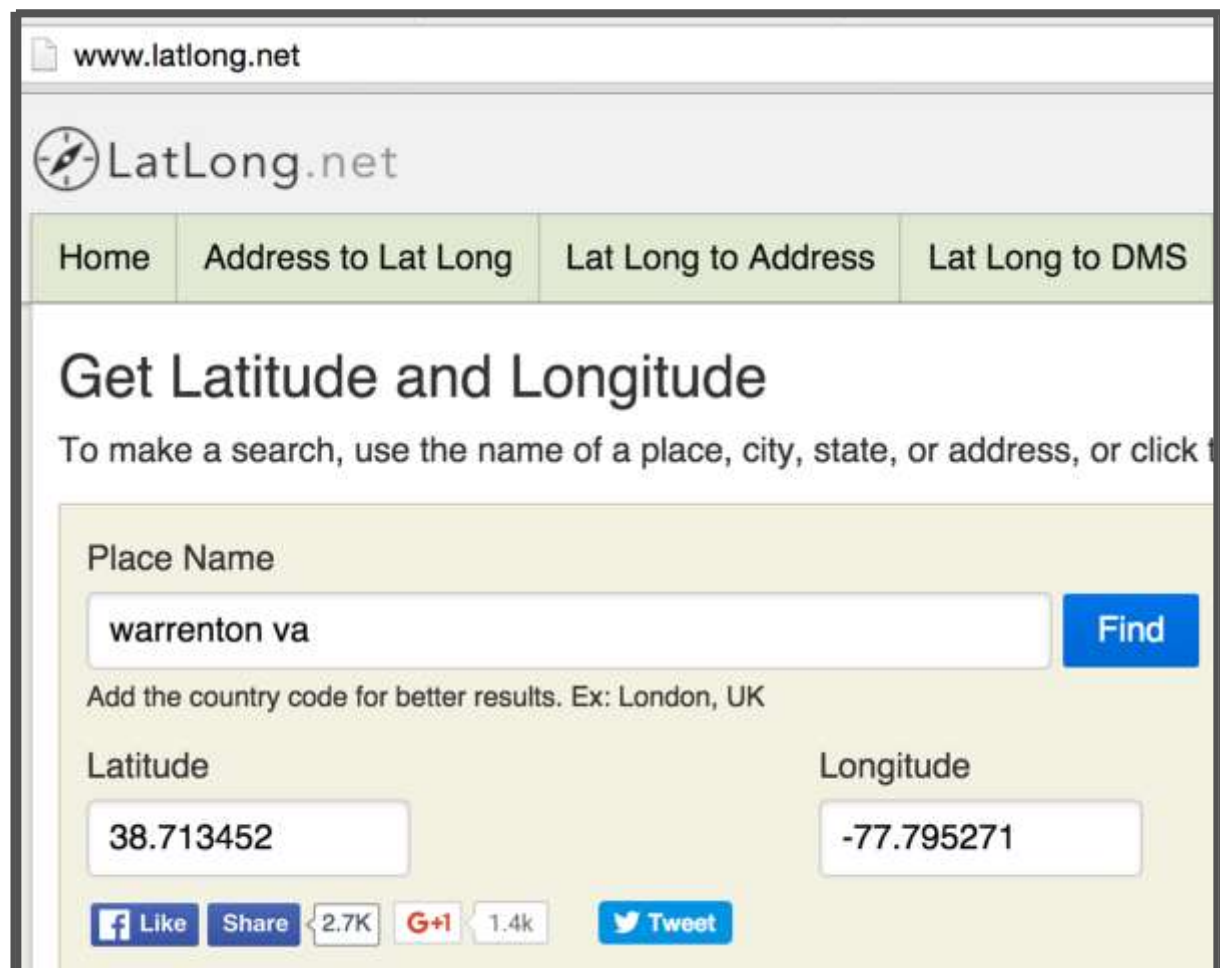
TheXifer.net tool is very simple to use and, it's free.

Step 1: Go to thexifer.net/

Step 3: After your image is uploaded, click on the eXif.me button.



Directions: here is the latlong.net tool screen where you will get the Latitude and Longitude coordinates to add to your photo geotags.



The screenshot shows the website www.latlong.net with a navigation bar containing links for Home, Address to Lat Long, Lat Long to Address, and Lat Long to DMS. The main heading is "Get Latitude and Longitude". Below this, a search bar labeled "Place Name" contains the text "warrenton va". A blue "Find" button is to the right of the search bar. Below the search bar, a note says "Add the country code for better results. Ex: London, UK". Below this, there are two input fields: "Latitude" with the value "38.713452" and "Longitude" with the value "-77.795271". At the bottom, there are social media sharing buttons for Facebook (Like, Share), Google+ (G+1), and Twitter (Tweet).

www.latlong.net

LatLong.net

Home Address to Lat Long Lat Long to Address Lat Long to DMS

Get Latitude and Longitude

To make a search, use the name of a place, city, state, or address, or click t

Place Name

warrenton va Find

Add the country code for better results. Ex: London, UK

Latitude Longitude

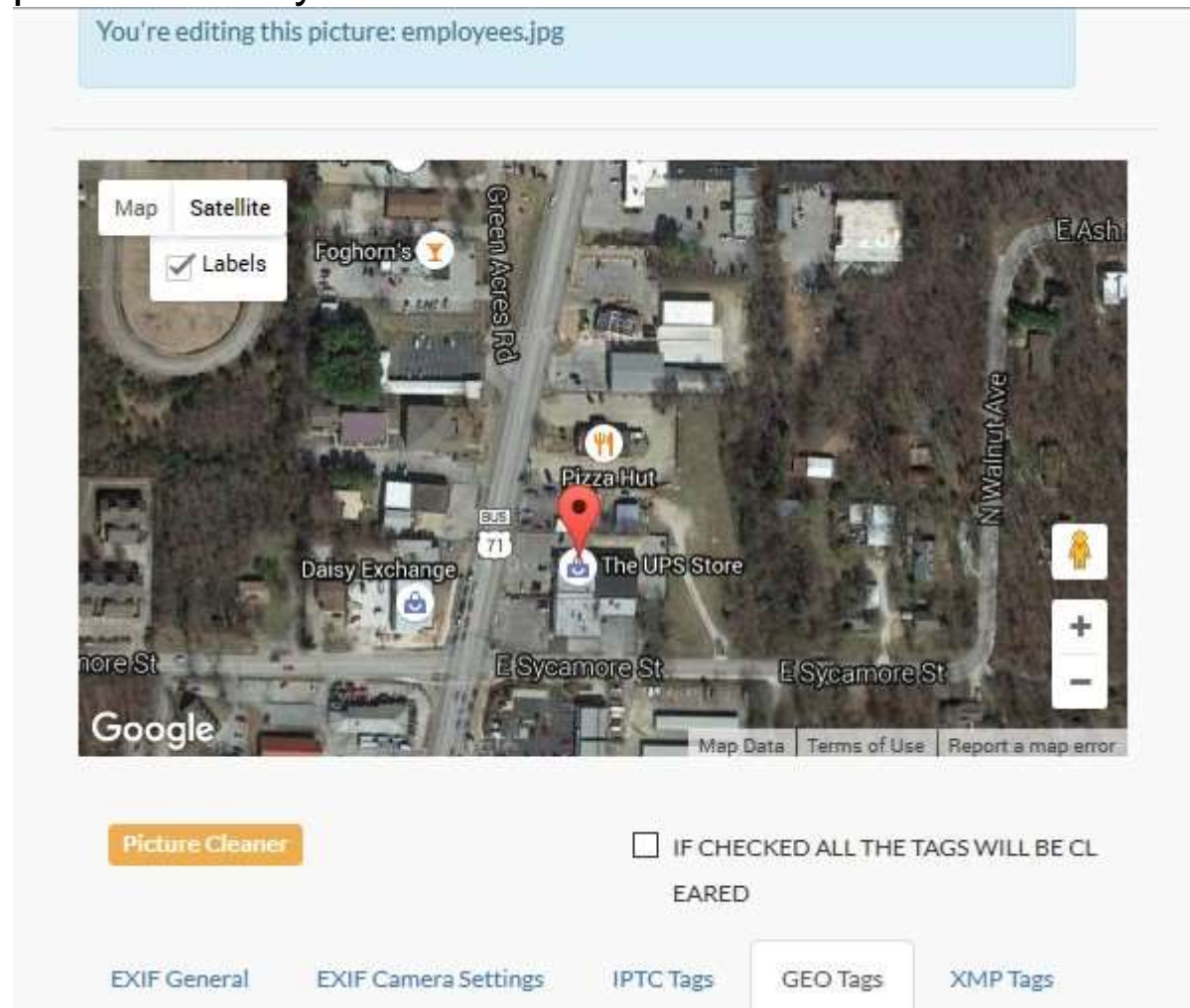
38.713452 -77.795271

Like Share 2.7K G+1 1.4k Tweet

Step 5. When the Latitude and Longitude have been added to the correct locations in TheXifer.net form, you may ignore all of the other fields if you wish, and just scroll to the bottom and click on Go.eXifing button. You may also enter any other details you wish.

GPSTDestLatitudeRef	Please select a value	⬆
GPSTDestLatitude	<input type="text"/>	
GPSTDestLongitudeRef	Please select a value	⬆
GPSTDestLongitude	<input type="text"/>	
GPSTDestBearingRef	Please select a value	⬆
GPSTDestBearing	<input type="text"/>	
GPSTDestDistanceRef	Please select a value	⬆
GPSTDestDistance	<input type="text"/>	
GPSTDifferential	Please select a value	⬆
GPSTTimeStamp	<input type="text"/>	

Step 6. Return to the top of the screen and take a look at the map that is displayed, and make certain that the map pin is correctly located.



When your editing is complete, a message such as "The EXIF data of your file: xxx.jpg has been successfully modified." Then, click the "close the editor" button. You will now be delivered to the page where you entered and uploaded your photo.

Step 7: Now, a green [download.me](#) button is displayed. You may now download the geotagged image.



Step 8. Inspect the image to make certain that the geotags have been added. On an Apple computer, you will select: Tools > Show Inspector > GPS



Step 9: Now that the geotagging process is completed, your newly tagged photos may be added to your Google My Business page in the "photos" section. Also, add the photo to your client's website.

Disclaimer

Google's algorithm (the rules and guidelines that determine which business listings they display at any given time to any given individual) may have changed since this document was published.

While the steps outlined above were working for us at the time we published this document, Google may have changed its procedures since then.