

John Almarez 360 Zone

Google Street View Trusted Photographer

Helping Cities & Businesses Standout on Google



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Changing World of Technology

Today we're living in an ever changing world of new technology and being on the forefront of that new technology is key for any business or city today.

Using that technology to stand out on the World Wide Web is an important factor to help the growth of any city or business. This in turn helps the bottom line of businesses by bringing in more customers and helping cities bring in more tax revenue.

The internet has changed how we decide to buy. Whether we are shopping for a car, a dinner reservation, event tickets, or vacations. Google now processes over 40,000 search queries every second on average, which translates to over **3.5 billion searches** per day and **1.2 trillion searches** per year worldwide.

2
Source: Internet Live Stats

There are more than **2.3 million** Google searches conducted each minute

What have you Googled today?
I "Googled" the appropriate temperature to bake Alaskan salmon and

Google connected me with
338,000
results in under
0.81
seconds

The first result was more than satisfactory.
With over

3.5
billion searches conducted a day

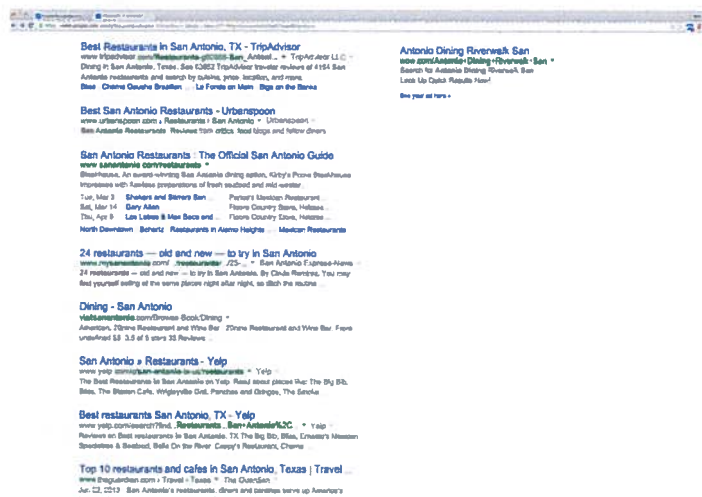
odds are that you've Googled something. It might have been that very search that led you here. Back when Google launched in 1995, users were conducting just 500,000 searches per day. Today, this statistic has more than

Today, this statistic has more than quadrupled

The Problems Businesses Face

Standing out on the Internet

Businesses have a huge problem standing out in this big mass called the INTERNET. It's almost overwhelming for any business or city to deal with. They frankly have enough to worry about running their day-to-day operations of their business and keeping their doors open.



Example of search done on Google for San Antonio Restaurants

Pace of New Technology and keeping on top of it.

With the fast pace of new technology, businesses also have a hard time keeping up. Learning new technology for businesses can be a challenge and changing the way we do business. Businesses can of course hire internet marketing firms to deal with everything from making a web page, handling a twitter account, facebook account, and Google info page, but that costs money including monthly fees.

Getting New Customers

Customers hate uncertainty. Now they want to know how the place looks, can they get what they are looking for there, and what is the cost. Businesses have a hard time reaching those new customers this way. They are proud of their locations and want to show them off as much as possible. They work very hard to have the very best experience for those customers they have.

But how do they get people in the door and make them familiar with their location using the internet?

Our Solution

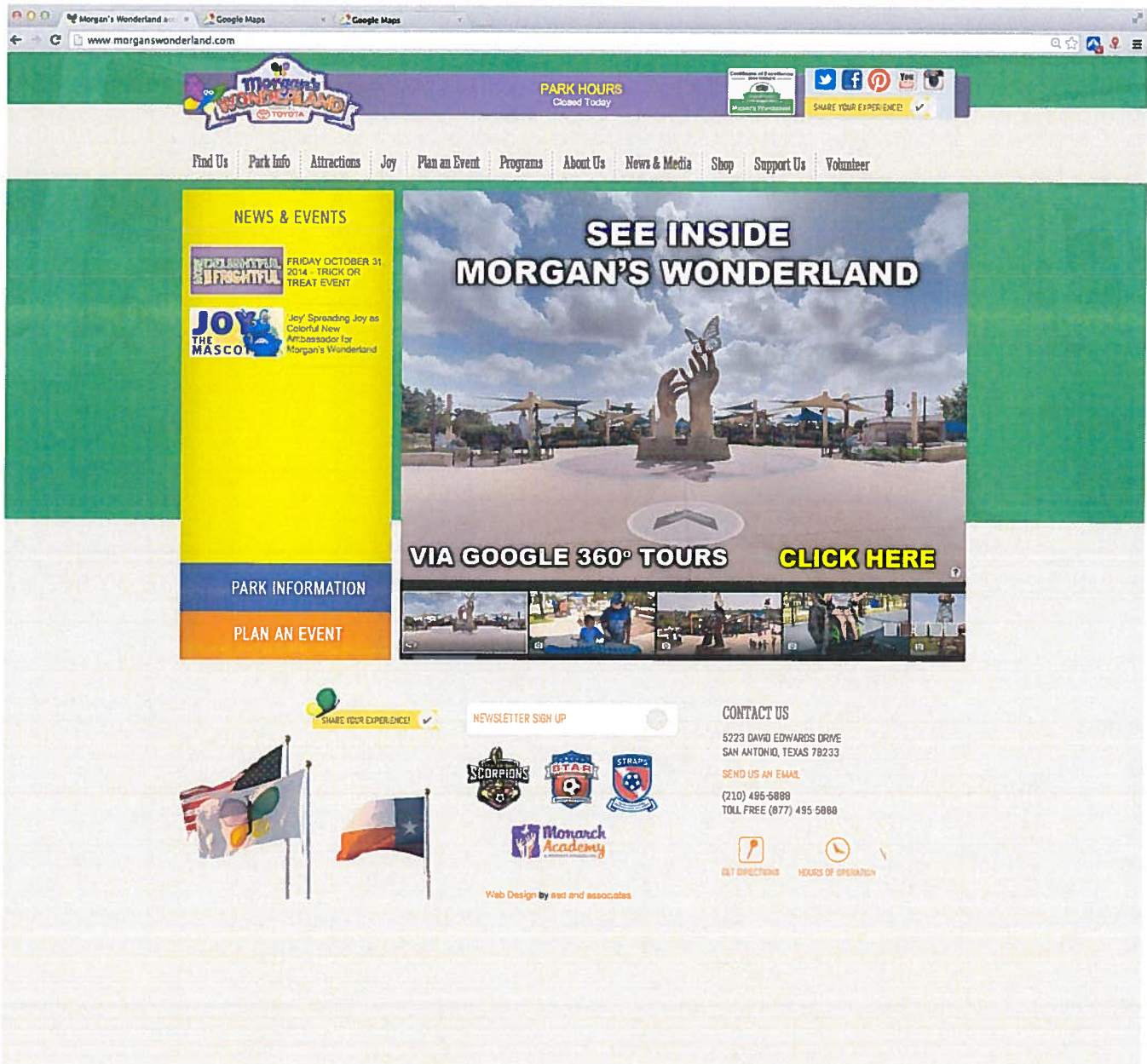
GOOGLE BUSINESS VIEW brings customers inside a local business using technology that provides an experience similar to Google Street View. Now customers can walk around a business location in much the same way they've walked down various streets on Google Maps. As an online marketing tool, Google Business View gives an edge to those who add the service to their Google info page. Google Business View is visible through Google Maps, Google info page and in most cases Google search. The added virtual tour encourages customers to click into the business and have a look around. Google Business View has the potential to grab the attention of prospective customers and help a business keep that attention.



Evans Ranch Apartments

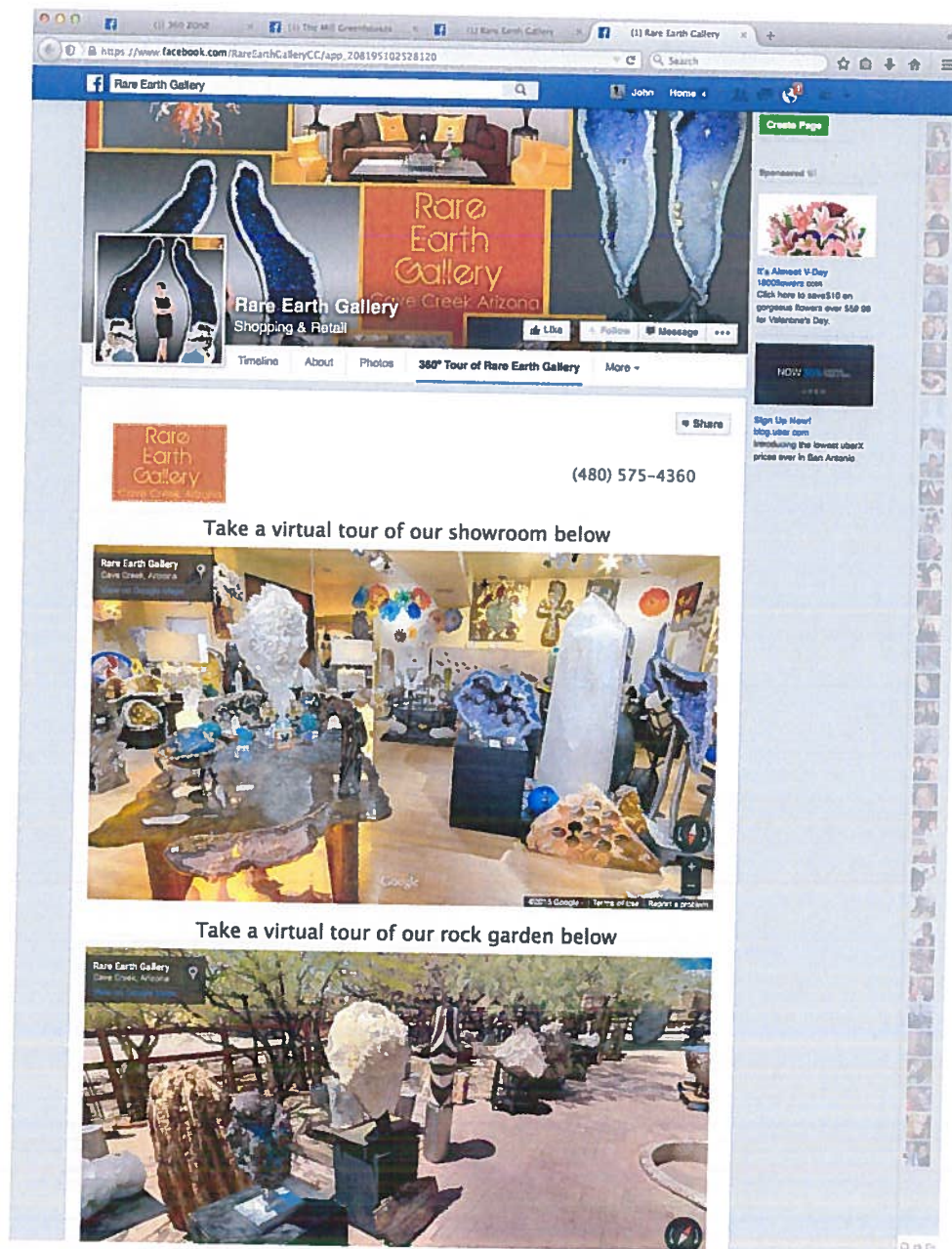
Embedding Capability

Not only can the whole tour be embedded on a website much like a YouTube Video can, it may be embedded multiple times and from any starting viewpoint within the tour.



Morgan's Wonderland Webpage main page

Embedding Capability on Social Media Site



Business Facebook Page Rare Earth Gallery

Photos

The Google Business View service also includes high resolution professionally produced photographs, which will be added to a business Google Maps page. These images give customers a view of important business features and help round out the entire service so that business owners & cities are provided with a powerful internet marketing tool. Business owners, along with cities, are provided with a copy of all the images taken, with full copyrights & ownership.



Morgan's Wonderland



Flour Blooms Bakery



Morgan's Wonderland



Toyota Field



Rain Forest Cafe

Can be seen in multiple places and on multiple devices.

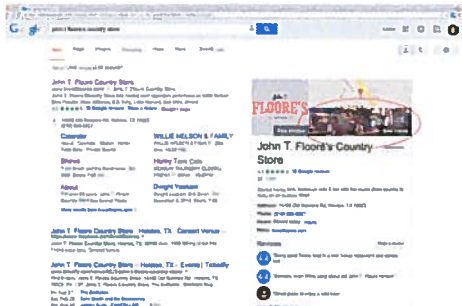
The tour can be seen on multiple devices

The Google Business View tours and photographs can be seen across a number of devices, such as PC's, laptops, tablets and cell phones.

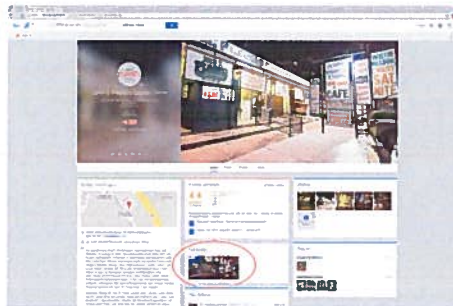


The tour can be seen throughout Google.

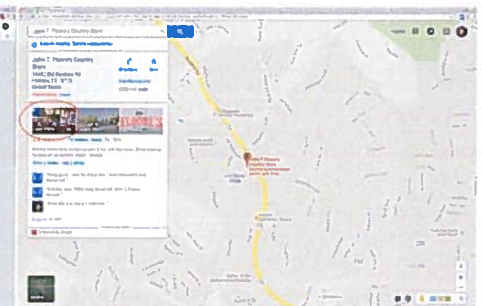
Google Search (in most cases)



Google info Page

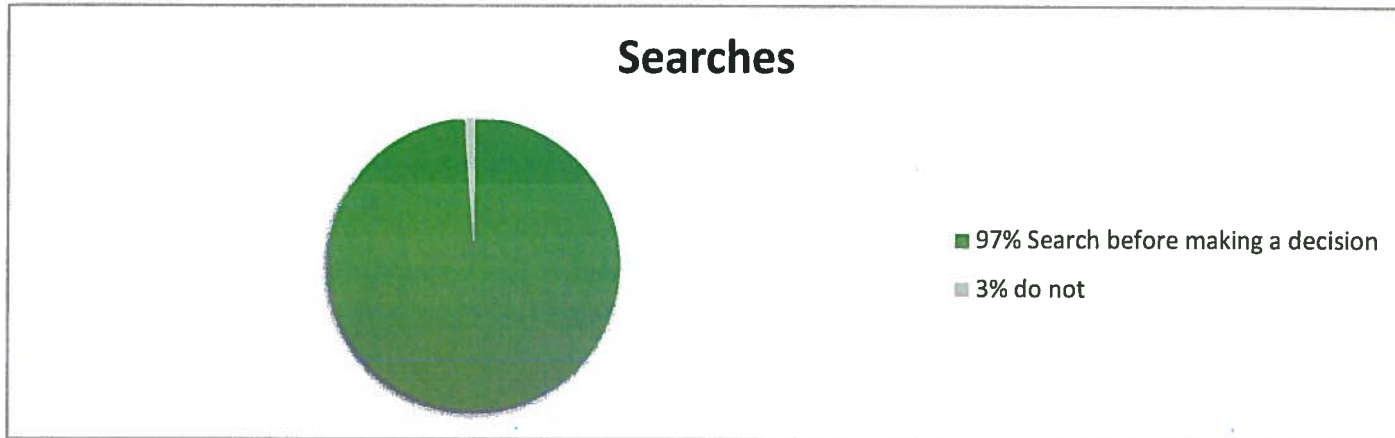


Google Maps



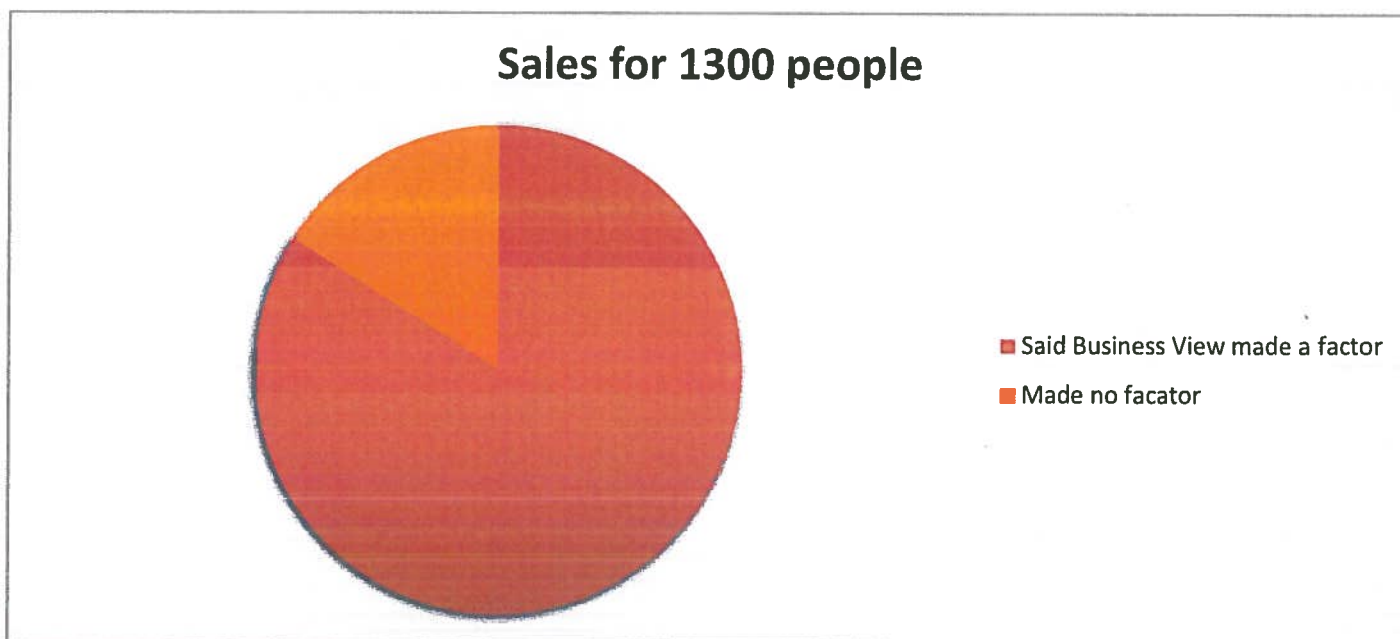
The tour will be like it is part of Google, so when Google develops new technology it will change with it. Businesses and cities can keep up with changing technology. The tour is hosted for free and for as long as you would like it up on Google.

Imagery makes a difference



<http://www.biakelsey.com/Company/Press-Releases/100310-Nearly-All-Consumers-Now-Use-Online-Media-to-Shop-Locally.asp>

According to BIA/Kelsey and ConSta, 97% of people search for local business before making a decision. Google Business View offers a significant advantage over competitors. It provides potential customers that extra level of confidence by allowing them to see inside their business. It's a fact, images have a significant impact on a person's decision making when searching for local businesses. Supplying a virtual tour sets you apart from competitors and provides an experience that's informative and entertaining.



NYC Restaurant Week Case Study.

This study showed 84% of the 1300 people surveyed said Google Business View played a factor in their restaurant choice.

The NYC Restaurant Week case study and two other studies are available upon request.

<https://www.lcpmedia.com/blog/how-your-business-can-benefit-from-a-google-virtual-tour>

Project completed for the City of Helotes

I had the pleasure of working with the City of Helotes providing over 150 Google Business View tours for businesses and city facilities. Along with the tours, I also took over 5000 still photos that the EDC of Helotes is now using to promote their city. Below is an example of the SHOP HELOTES website that is bringing even more internet exposure to businesses in Helotes.

John T Floore Country Store

For over 60 years, John T. Floore Country Store has hosted Texas and American music legends alike. This quintessential Texas Honky Tonk has hosted such legendary performers as Willie Nelson, Bob Wills, Ernest Tubbs, Patsy Cline, Hank Williams, Elvis Presley, Bob Dylan, Jerry Lee Lewis, Merle Haggard, Ray Price, George Jones, Waylon Jennings, Dwight Yoakam, Lyle Lovett, Robert Earl Keen, B.B. King, Little Richard and many many more. Known by many as the musical "birthplace" of Willie Nelson, Willie immortalized John T. Floore in his hit recording "Shotgun Willie". John T. Floore and Willie Nelson were partners in the original Willie Nelson Music Company. In the March 2001 issue of Texas Monthly, John T. Floore Country Store was listed as one of the "50 Things Every Texan Should Do."

CONTACT US
 14492 Old Bandera Road
 Helotes, TX 78023
 Phone: (210) 895-8827
 Get Directions

Web:
<http://www.livestfloores.com>

Hours:
 Fri-Sat 11 am - 10 pm
 Sun 11 am - 9 pm

PRICE RANGE
 \$

MEMBER LINKS
 Menu

EVENTS AROUND HELOTES

HONEY'S HOUSE ASSISTED LIVING
 February 24, 2015 | 11:00 — 12:00 | February 24, 2015
 We are a small, licensed residential care home that features a home-like setting with all private rooms, home cooked meals, and 24 hour care.

The Next Step

We do most of the work.

One of the best things about Google Business View is that we do most of the work. Photographing the tours, taking the high resolution images, uploading them to the Google servers, building the tours on Google Maps, and giving a copy of the still photos to the clients. I would need help to schedule the tours and have the businesses in **Johnson City** lined up to photograph. We will work closely with **Rick Schroeder**, providing monthly updated reports of the projects completed.

The tours and still photos are hosted on Google for FREE.

Google Business View may be one of the most inexpensive virtual tour products on the market. The hosting of the tours and photos on Google are free and you may have it up as long as you want. There is a onetime fee for our services. We work with cities and the EDC to set out a financial plan to provide Google tours for businesses in that city.

Here are some of the businesses that have already taken advantage of Google Business View.



PRICE GUIDELINES

Although the hosting of the Google Business View tours and photos are free with no time constraints, there is a onetime fee for photography services done by John Almaraz of 360 Zone. The fee structure is based on the number of PANO's (Individual Panoramic spheres) outlined below. Milage fee of \$75.00 will be added for every round trip from San Antonio & Johnson City.

Business Size	Still Photos for Business	City Price
7-10 PANO's (Small Business)	5 photos	\$300.00
10-15 PANO's (Med Business)	7 photos	\$450.00
15-25 PANO's (Large Business)	10 photos	\$650.00
25-40 PANO's (Very Large Business)	15-20 photos	\$800.00
Beyond 40+ PANO's (XL Business)	20 + photos	\$1000.00

*Businesses cannot exceed more than 200 PANO's for any one business.

Packages for cities (only). This will show you about how many businesses are covered by a budget allocation. Number of businesses will very upon size of business photographed and milage fee driven per round trip.

\$2,500.00	Will cover about 6 small locations for the city.	6 BUSINESSES
\$5,000.00	Will cover about 6 small locations and 5 Medium locations.	11 BUSINESSES
\$10,000.00	Will cover about 14 small locations and 9 Medium locations.	23 BUSINESSES
\$20,000.00	Will cover about 25 small, 9 Medium and 8 Large locations.	42 BUSINESSES
\$30,000.00	Will cover about 31 small, 12 Medium, 8 Large, and 7 Very Large.	58 BUSINESSES
\$40,000.00	About 35 small, 16 Medium, 11 Large, 10 Very Large and 1 XL Location.	73 BUSINESSES

DETAILS OF THE PROJECT

Johnson City will be charged monthly for businesses completed in a one-month period. The invoice will be sent to Rick Schroeder and payable upon receipt. The Google/Johnson City project will be completed after all funds have been utilized from allotted budget fund. Time length of a project is determined by the amount of businesses photographed or time period of the project. All businesses that are to be photographed must have a Google info page and sign a Google contact. They must also meet all Google specified guidelines to be photographed. All businesses that are not eligible will be detailed in the city proposal. These are home businesses, police stations, & military installations. All businesses & cities will be provided a copy of the high resolution still photography. The Google Business View tour will be host on the Google Maps for free with no time limit. The City will be provided a month to month progress report of businesses photographed under contract.