

A FREE GUIDE FOR CHURCH LEADERS

How to Add Photos and Videos to Your Church's Google Profile

Show a first-time visitor your building, your worship, and your leaders before they ever walk through the door.

Inside this guide

1. Know Google's requirements
2. Your photo shot list
3. Permission and reverence
4. Taking good photos with a phone
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6. Uploading and keeping it fresh



FIVE MORE
TALENTS

WHY THIS MATTERS

Help a visitor picture their first Sunday

Visiting a new church takes courage. Which door do I use? Where do the children go? What will the service be like? Good photos answer those questions before anyone has to ask.

Google says exterior photos help people recognize your building as they arrive, and photos of your team show a more personal side. Anyone can add photos to your profile. Without good photos of your own, a visitor may see only what the public has uploaded, which could be a blurry photo from years ago or a picture of the parking lot in the snow.

You don't need a professional photographer. A recent smartphone, good daylight, and a clear shot list will serve you well.

Part of a seven-step series. This is Step 5 of the **Found on Google** series, seven short guides that help neighbors searching online find your church. Each step builds on the one before it. When you finish, continue with the Step 6 guide, **Post regular updates**.

1 Know Google's requirements

	PHOTOS	VIDEOS
Format	JPG or PNG	
Size	10 KB to 5 MB	Up to 75 MB
Resolution	720 x 720 pixels recommended (250 x 250 minimum)	720p or higher
Length		Up to 30 seconds
Quality	In focus and well lit. Google asks that images represent reality, so no heavy filters, major edits, or AI-generated images.	

Photos and videos only appear after your profile is verified (see Step 1).

2

Your photo shot list

Google suggests at least three exterior photos, three interior photos, and three photos of your team. For a church, that looks like this:

GROUP	WHAT TO CAPTURE
Logo and cover	Your church logo, and one strong cover photo of your building with its sign on a clear day. Google may not always show your cover photo first, but a good one helps.
Outside	The building from each direction people approach it, your sign, the entrance visitors should use, and the parking lot. Try different times of day.
Inside	The sanctuary, the welcome area, the fellowship hall, and the nursery or children's area. Visitors with little ones look for these.
Worship	The congregation singing, the pastor preaching, and the church gathered together. Photos taken from the back or the side show the service without singling anyone out.
Leadership	Your pastor or pastors, elders and deacons, and staff. Relaxed, friendly photos help a newcomer recognize a face on their first Sunday.
Church life	Fellowship meals, Sunday school, Bible studies, and outreach such as VBS or an ESL class.

3

Permission and reverence

- ☐ **Ask before you photograph people**, and explain where the photo will appear. Google profiles are public.
- ☐ **Get a parent's permission for any child** whose face is visible, or photograph children from behind.
- ☐ **Respect the service.** Agree with your pastor or elders on when photos are appropriate. Many churches avoid photographing during prayer or the Lord's Supper, and take worship photos during a hymn or the sermon instead.
- ☐ **Keep sensitive things out of frame**, such as prayer lists, giving records, and member directories.

4

Taking good photos with a phone

- ☐ **Wipe the lens.** A smudged lens causes most blurry photos.
- ☐ **Use daylight.** Shoot the outside on a bright but overcast day, or in the morning or late afternoon.
- ☐ **Turn on the lights** and open the blinds for inside shots.
- ☐ **Hold the phone sideways** for most shots.
- ☐ **Don't zoom.** Walk closer instead.
- ☐ **Tidy up first.** Clear the tables, straighten the chairs, and move the trash cans.
- ☐ **Skip the filters.** Show your church as it really looks.

5

Short videos

Videos can be up to 30 seconds long. A few simple ideas:

- **"Your first Sunday":** a walk from the parking lot, through the front door, to the sanctuary.
- **Congregational singing:** 20 to 30 seconds of a hymn, filmed from the back.
- **A welcome from the pastor:** who you are, when you meet, and that visitors are welcome.

6

Uploading and keeping it fresh

1. On a computer, sign in and search Google or Google Maps for your church's name and city.
2. Select **Photos**, then **Add photos**, and choose your photos or videos. You can choose several at once.
3. For your cover photo or logo, select **Add a cover photo** or **Add a logo**.

Google reviews each upload. It shows as **Pending** until approved, then **Live**. It can take 24 to 48 hours to appear. To remove an old photo, open it and select **Delete**.

A simple photo rhythm

WHEN	WHAT TO ADD OR REPLACE
Every month	One or two new photos of church life.
Each season	Fresh exterior shots, especially if the old ones show snow in July.
Christmas and Easter	Photos from special services, uploaded afterward, ready for next year's searches.
After any change	A new pastor, a new sign, a renovation, or a new entrance. Delete photos that no longer match.

PHOTOS ADDED BY THE PUBLIC

Anyone can add photos to your profile. Look through them now and then. If one breaks Google's rules, or shows people who didn't agree to be photographed, you can ask Google to remove it.

QUICK REFERENCE

Common mistakes to avoid

MISTAKE	WHY IT CAUSES TROUBLE
Only an empty sanctuary	It can make a church look empty. Show your people, with permission.
Photos of a former pastor or the old sign	Visitors feel misled when things don't match.
Stock photos or heavily edited images	Google asks for photos that represent reality.
Children's faces without permission	It breaks trust with families. Always ask first.
Uploading once and never again	Newest photos show first. Fresh ones show an active church.

THE FOUND ON GOOGLE SERIES

Seven simple steps to help neighbors find your church

1 Claim your church's Google Business Profile

2 Make your Profile Strength look good

3 Invite honest reviews

4 Respond to every review

5 Add photos and videos

THIS GUIDE

6 Post regular updates

7 Match your details across 40 directories

Next up: **Step 6, Post regular updates.** Take one step at a time. Each one makes it a little easier for people searching nearby to find your church and walk through the door.

If you'd rather not carry this alone, or just want someone to look over what Google shows your neighbors, we'd be glad to talk. Five More Talents serves conservative, Bible-believing churches with websites, local search, and online outreach. You lead. We support.

Schedule a free 20-minute Outreach Discovery Call

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