

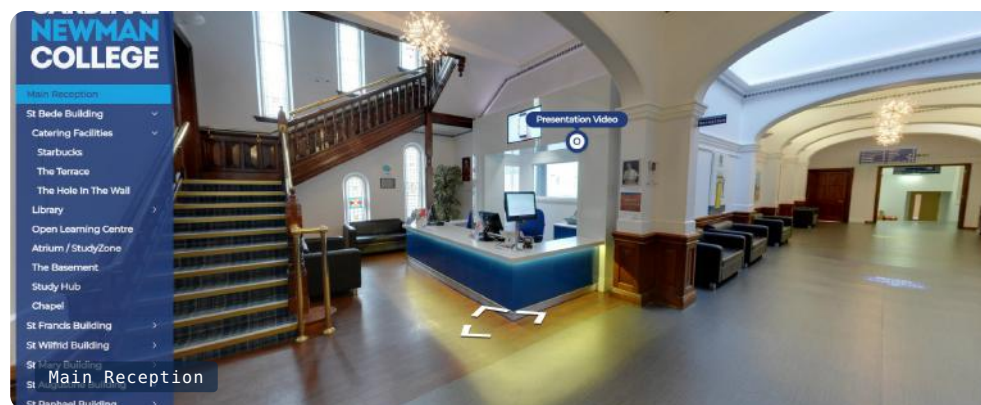
ON LOCATION

Inside the Cardinal Newman College shoot



We were back on campus at **Cardinal Newman College** in Preston this month, capturing a fresh Google Virtual Tour across the college's teaching blocks, common areas and grounds. As one of our longest-standing education clients, Cardinal Newman is a good example of what a large, multi-building site needs from a tour: consistent lighting between buildings, a navigation flow that mirrors how a visitor actually moves through the campus, and hotspot links that let prospective students jump straight to the departments they care about.

For colleges and schools, the tour does double duty — it sits inside the Google Business Profile for open days and admissions enquiries, and it gives the marketing team a ready-made asset for the website and prospectus without another photography booking.



Two jewellers, one high-value playbook

This month took us from London's Hatton Garden quarter to closer to home, working with **Hatton Garden Jewellers** in London and **VS Jewels** here in Southport on showroom tours built for a very particular kind of customer.



HATTON GARDEN JEWELLERS

Showroom, in full detail

A tour built to show cabinet layout, lighting and finish quality before a customer ever steps through the door — reassurance that matters when the purchase is high-value.



VS JEWELS, SOUTHPORT

Trust, at a glance

An InfoTour overlay adds a click-to-WhatsApp hotspot on the counter, so a browsing customer can ask about a piece the moment it catches their eye.

Why an NFC stand belongs on your counter



A small NFC stand — the kind a customer taps their phone against, no app required — is one of the simplest additions we make to a shoot. It takes someone straight to your Google review form in one tap, at the exact moment they're happiest: right after the sale, the fitting, or the consultation.

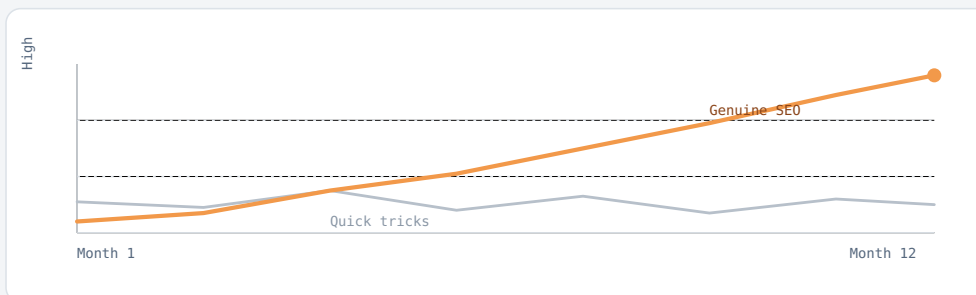
- ○ No app download and no typing a business name into search — the tap does the work
- ○ Reviews land while satisfaction is highest, not days later when the moment's gone
- ○ A steady stream of fresh reviews feeds directly into your Google Business Profile
- ○ Sits naturally alongside a virtual tour at reception, in a fitting room, or by the till

1 tap

From counter to review form — no scanning a QR code, no searching.

Genuine SEO still moves the needle

There's a lot of noise about SEO being dead or unpredictable. It isn't — but the version that actually works is quieter and slower than most people expect. It's built on fundamentals, not tricks, and it compounds over months rather than days.



DOESN'T MOVE YOU UP

- Stuffing keywords into invisible text
- Buying backlinks from link farms
- Copying near-identical pages for every town you cover

ACTUALLY WORKS

- Clean schema markup so Google understands what your business is
- A fast, mobile-friendly site with genuinely distinct page content
- Real signals of trust — reviews, photos, and an embedded virtual tour that keeps visitors on the page

01

Fix the foundations

Schema markup and page speed first — the technical signals Google reads before anything else.

02

Write for the place

Distinct, specific content for each location page — not a template swapped for a town name.

03

Put the tour to work

An embedded virtual tour keeps visitors on the page longer — a signal Google notices.

How a virtual tour plugs into Ask Maps

Ask Maps is Google's conversational search layer inside Maps, already live in the US and India with a UK rollout expected soon. It changes how people find a business — here's where your virtual tour fits in.

01 Someone asks Maps a real question

Instead of typing a business name, a searcher types something like "a care home nearby with a friendly atmosphere" or "a jeweller with a good selection of engagement rings".

02 Google's AI reads the whole profile

It weighs up reviews, photos and — increasingly — the depth of visual content on your Business Profile, including whether a 360° virtual tour exists to show what the space is actually like.

03 A tour gives the AI more to work with

A profile with a genuine walkthrough gives the AI richer material to match against a question than a handful of static photos — helping it surface businesses it can "show", not just list.

04 The searcher explores before they visit

They walk through your space on their phone, right there in the results, and arrive at your door already sold on the visit.

Not on the map yet?

A free, no-obligation site visit takes 20-30 minutes and no hard sell — just a look at what a tour could do for your business.

Book your free site visit