

5 WAYS TO SEARCH WHAT YOU SEE WITH GOOGLE LENS



GEORGI ZAYAKOV

SEARCH WITH GOOGLE LENS

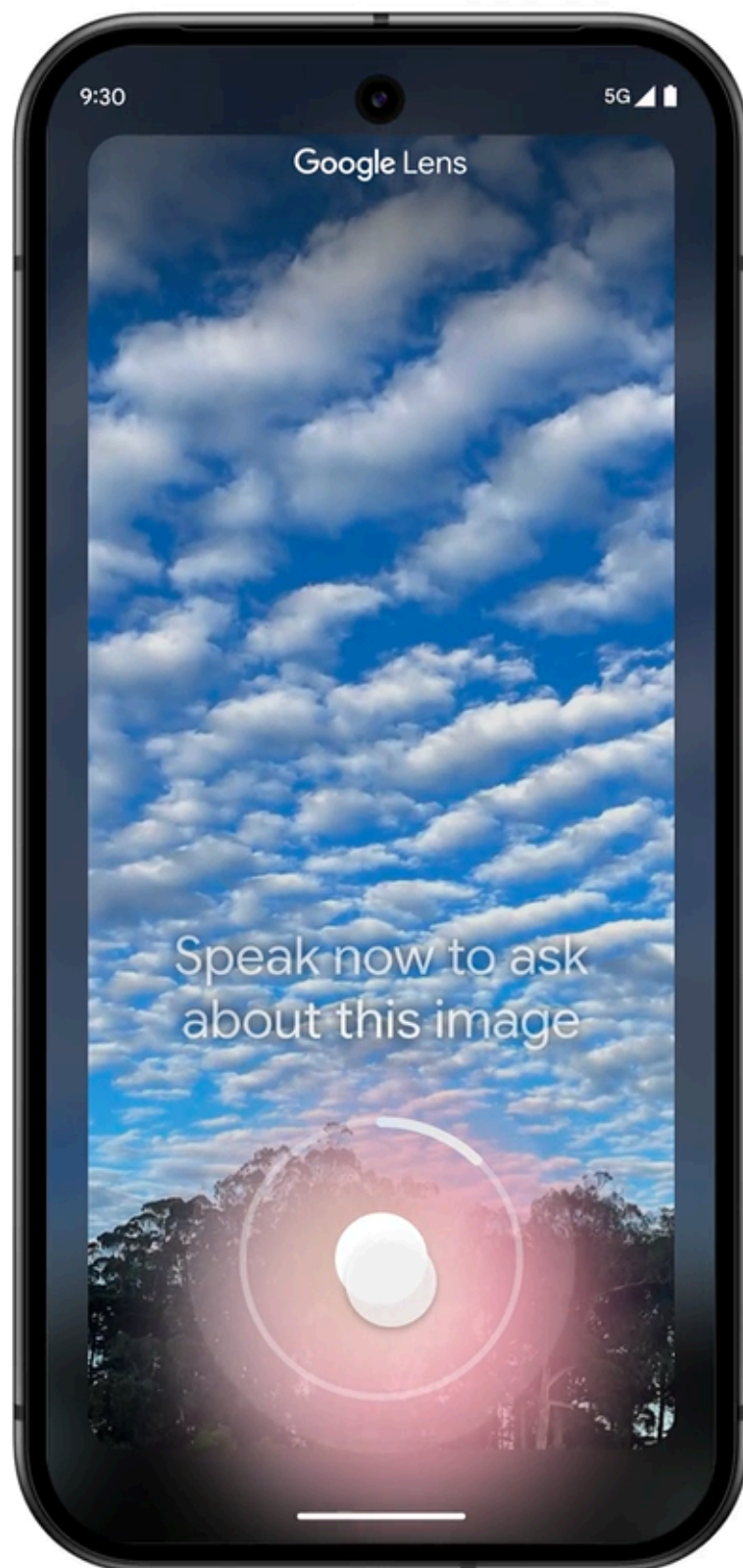
POINT YOUR CAMERA & ASK

Curious about something in front of you, like art in a museum? Point your camera, ask a question, and get an AI snapshot with key info and links to explore. You can even ask out loud while snapping a photo –just like asking a friend!



SEARCH WITH GOOGLE LENS

SPEAK NOW, FRIEND, AND ENTER



Source:

<https://blog.google/products/search/google-lens-tips-2025/>



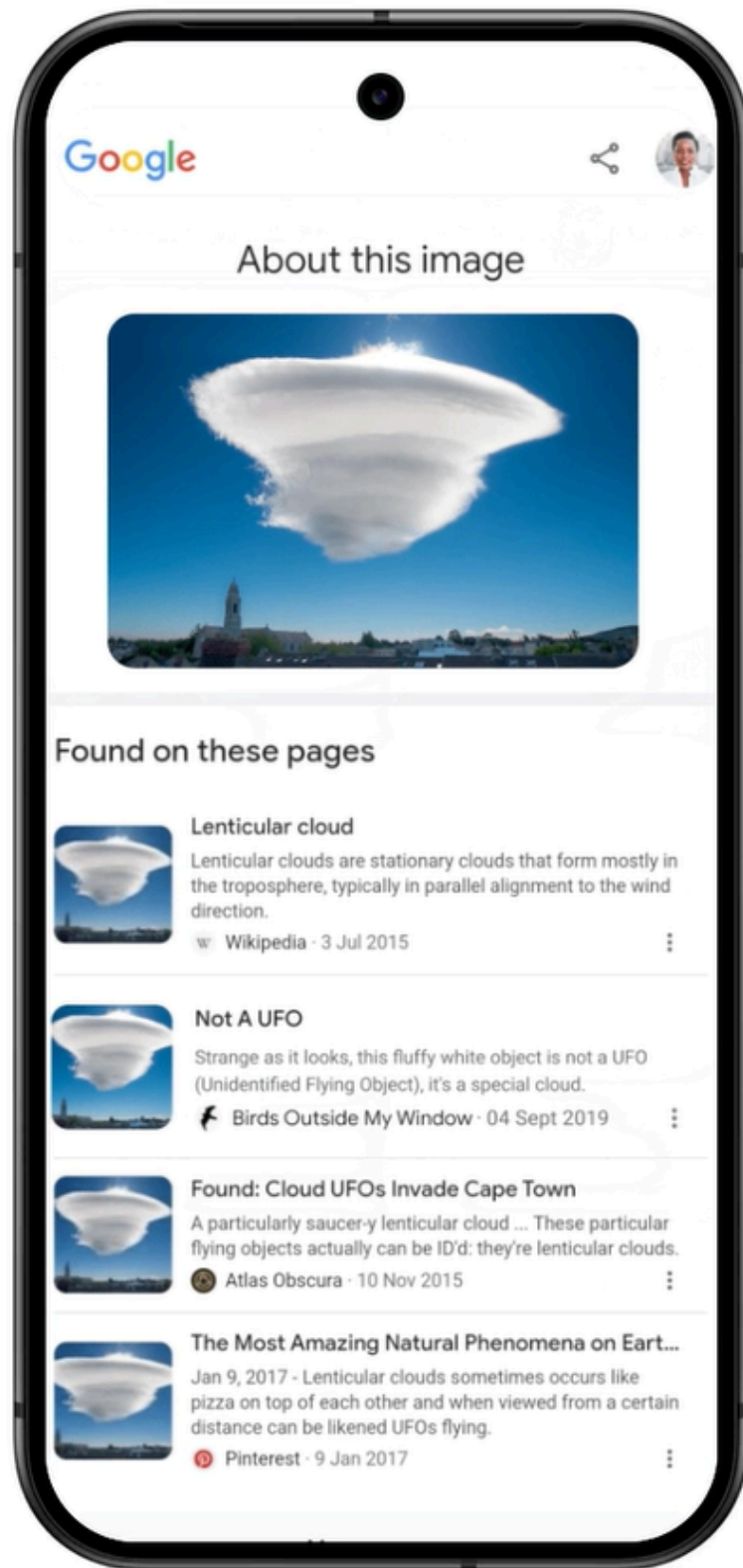
SEARCH WITH GOOGLE LENS

ABOUT THIS IMAGE

Seeing is believing—but double-checking helps! Use 'About this image' in Lens to explore how an image is used across the web and get insights from news and fact-checking sources.



SEARCH WITH GOOGLE LENS YOU ARE FAKE NEWS



Source:

<https://blog.google/products/search/google-lens-tips-2025/>



SEARCH WITH GOOGLE LENS

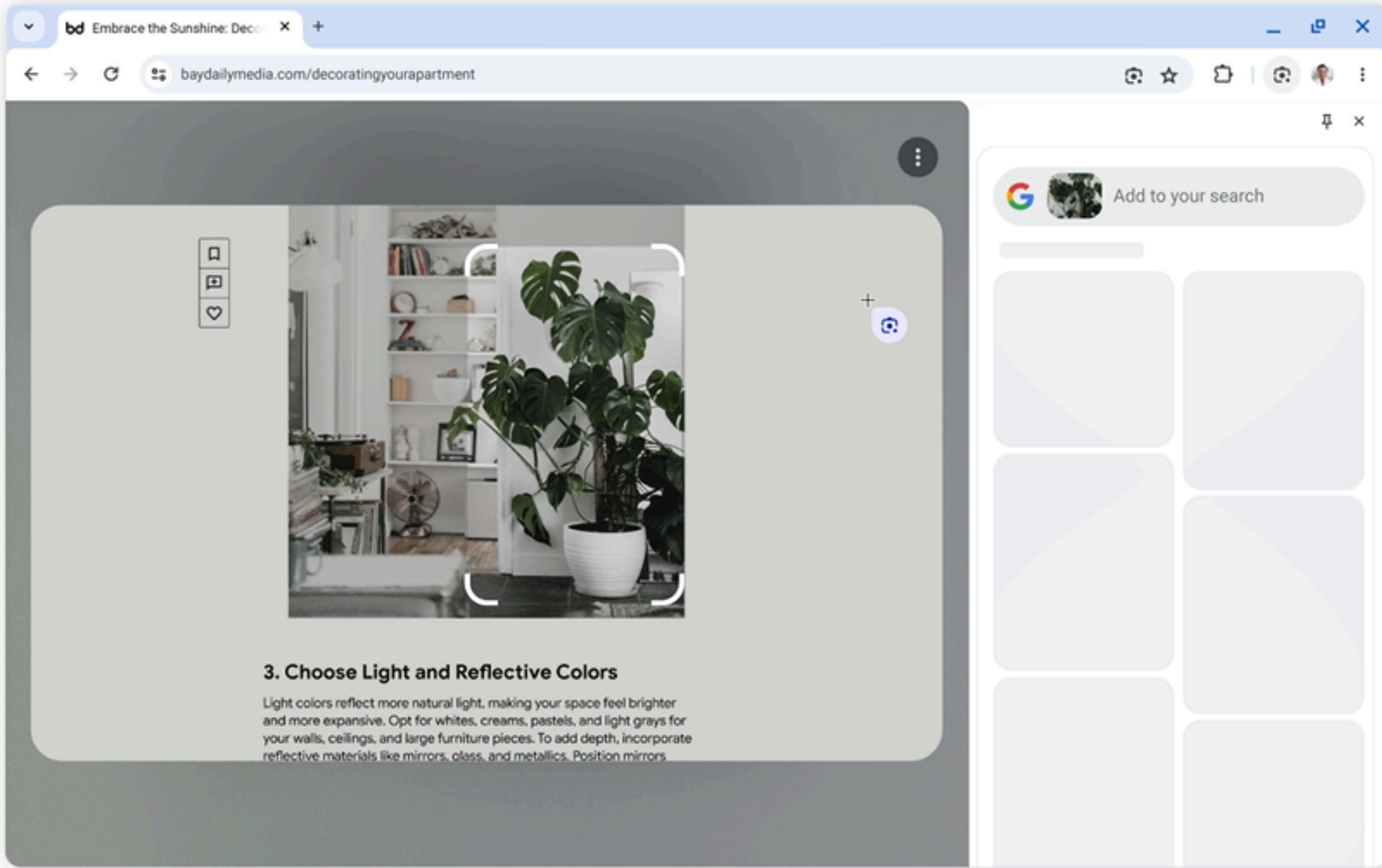
LENS IN CHROME

Use Lens in Chrome desktop to search and ask about anything without leaving your tab. Click the Lens icon, select what catches your eye, and get helpful results in the side panel –plus options to refine or ask more questions!



SEARCH WITH GOOGLE LENS

ASK FOR ADDITIONAL INFORMATION



Source:

<https://blog.google/products/search/google-lens-tips-2025/>



SEARCH WITH GOOGLE LENS

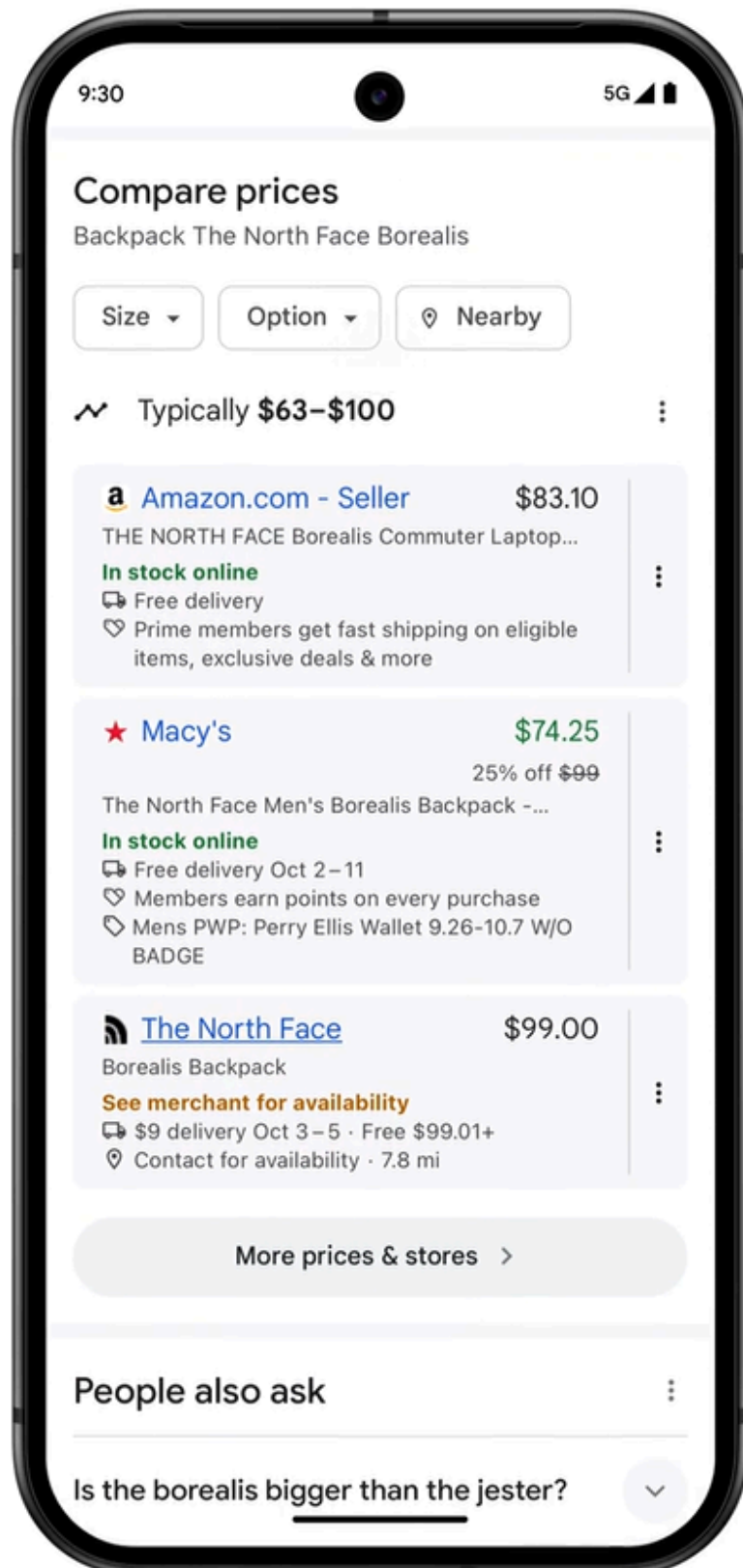
GET PRODUCT DETAILS INSTANTLY

See something you want to buy? Snap a photo with Lens to check prices, deals, reviews, and where to buy. Shopping in-store? Get info on similar products, competitive prices, and shopper reviews instantly!



SEARCH WITH GOOGLE LENS

MONEY SAVING ON A WHOLE NEW LEVEL



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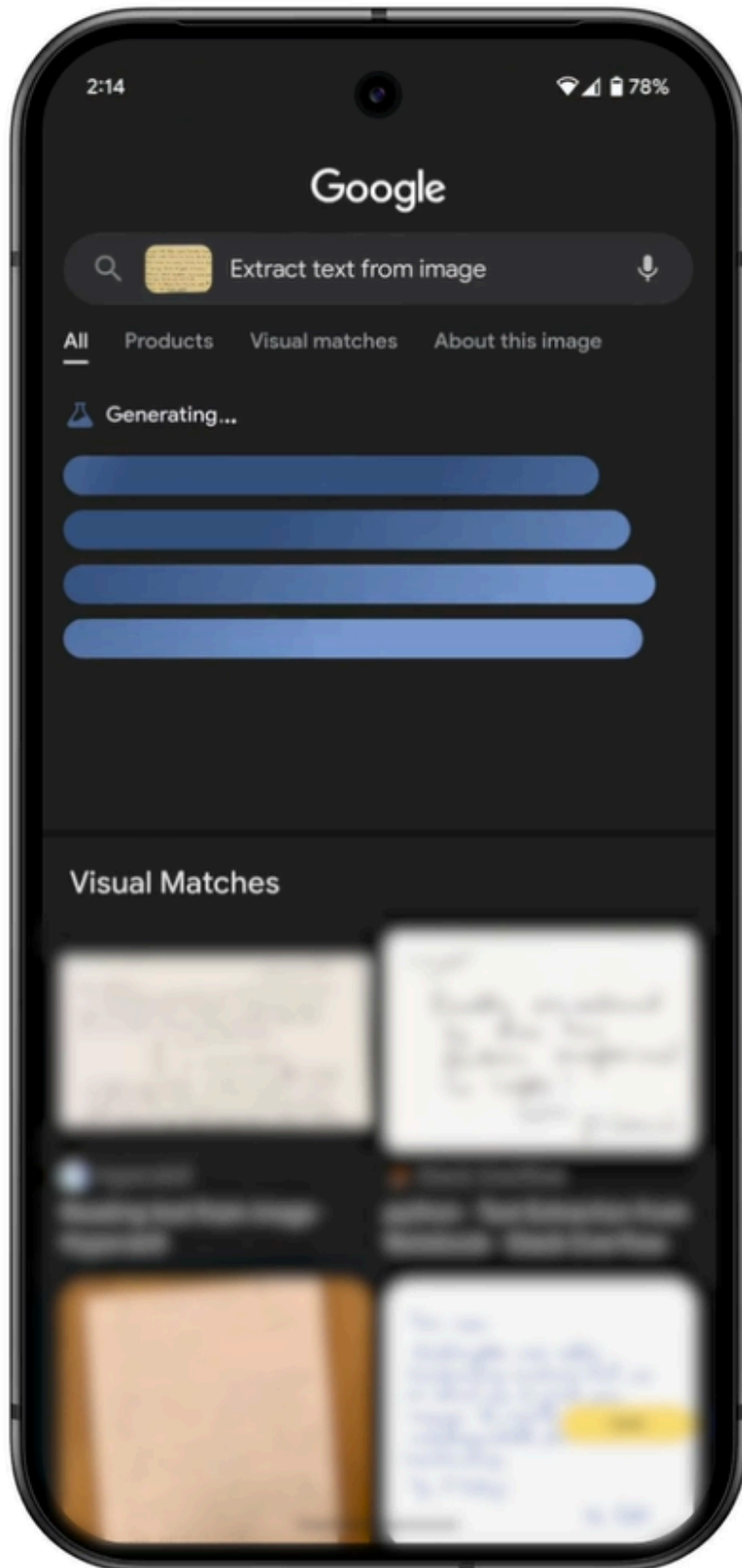
SEARCH WITH GOOGLE LENS

COPY TEXT FROM A PHOTO

Use Lens to snap a picture of text—even handwritten! Summarize, ask questions, or copy it to your clipboard. Lens can even annotate images, like highlighting vegetarian options on a menu.



SEARCH WITH GOOGLE LENS PERFECT FOR STUDENTS



Source:

<https://blog.google/products/search/google-lens-tips-2025/>



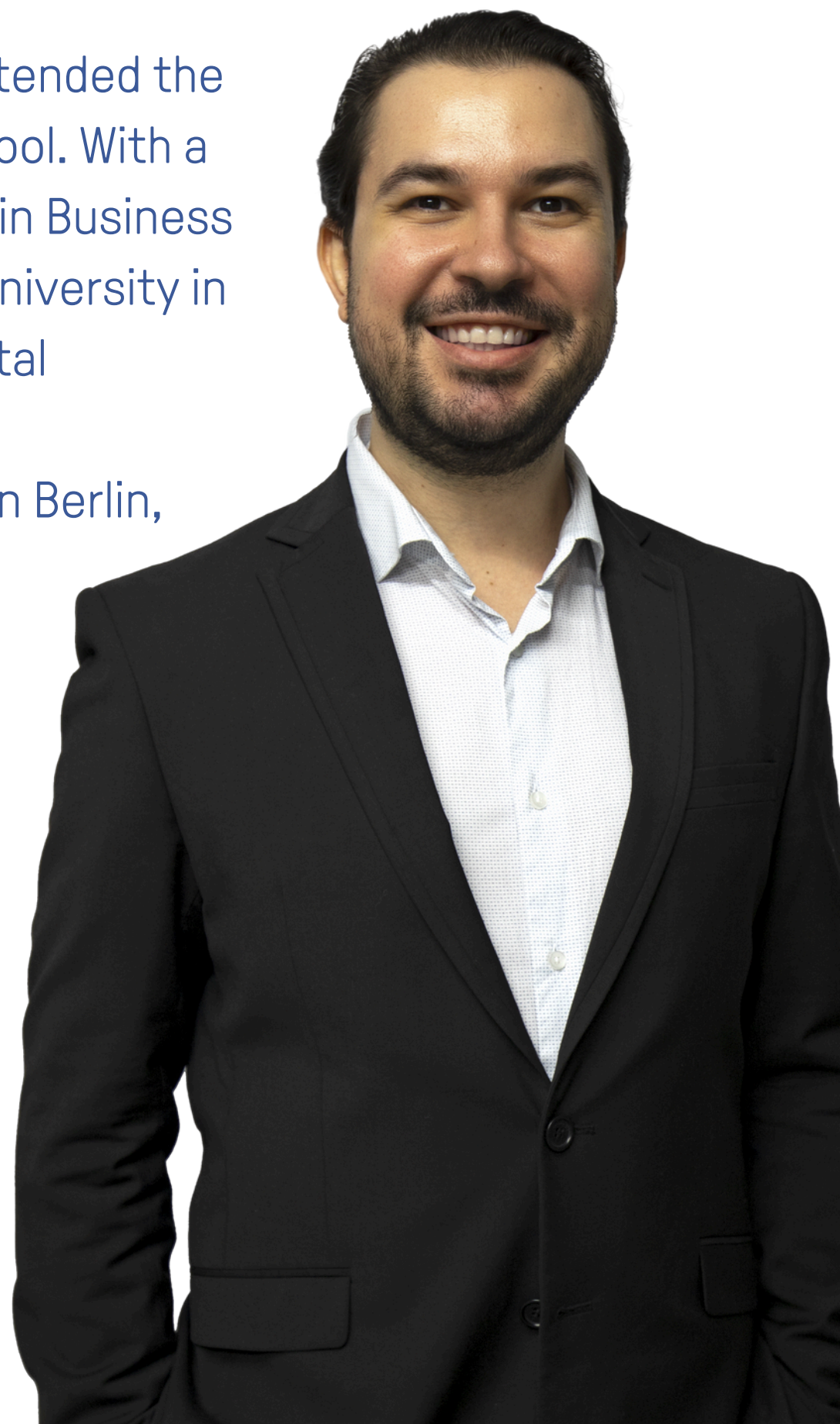
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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