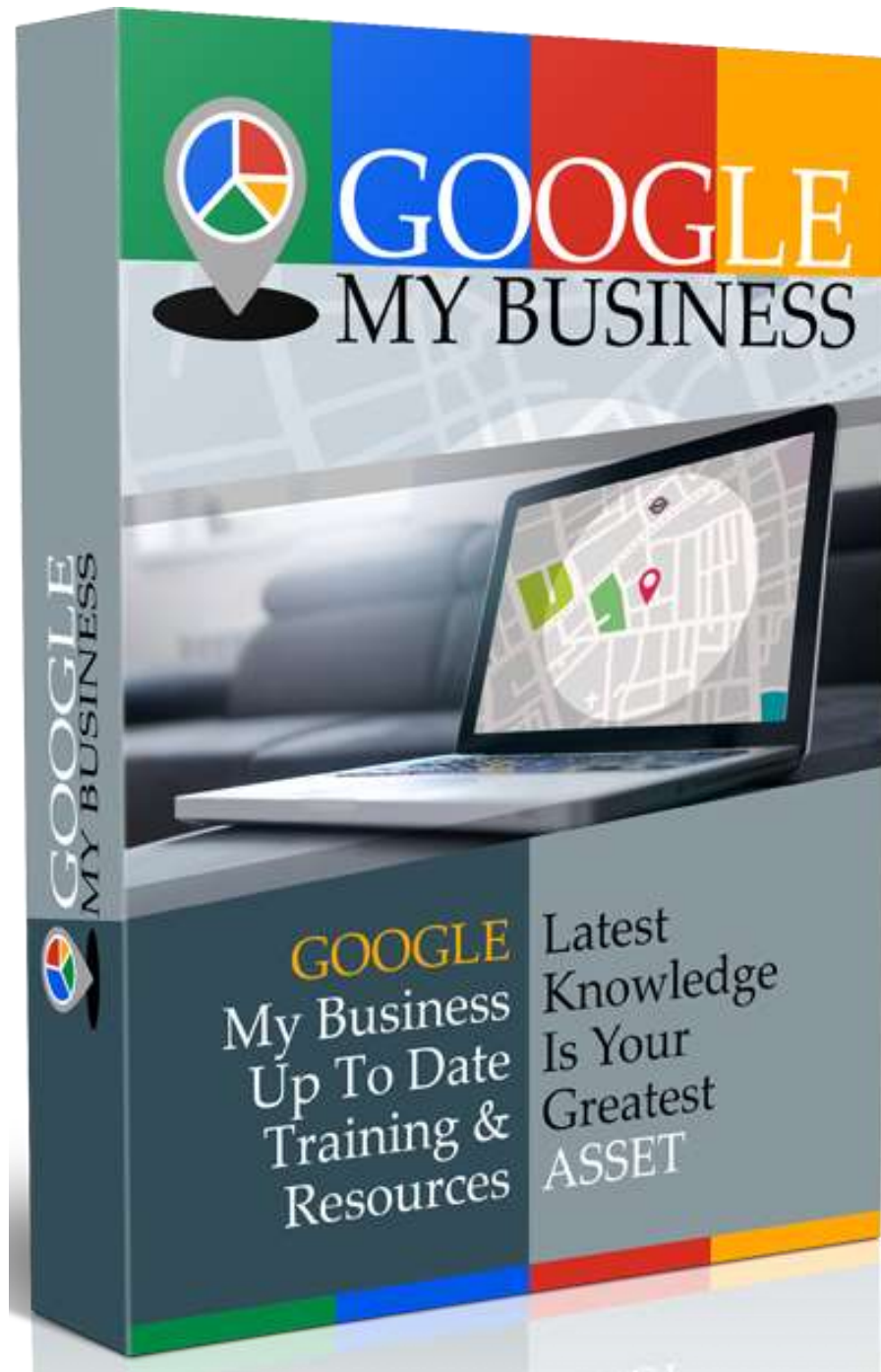


GOOGLE MY BUSINESS

Google Posts for Local Business in Search & Maps

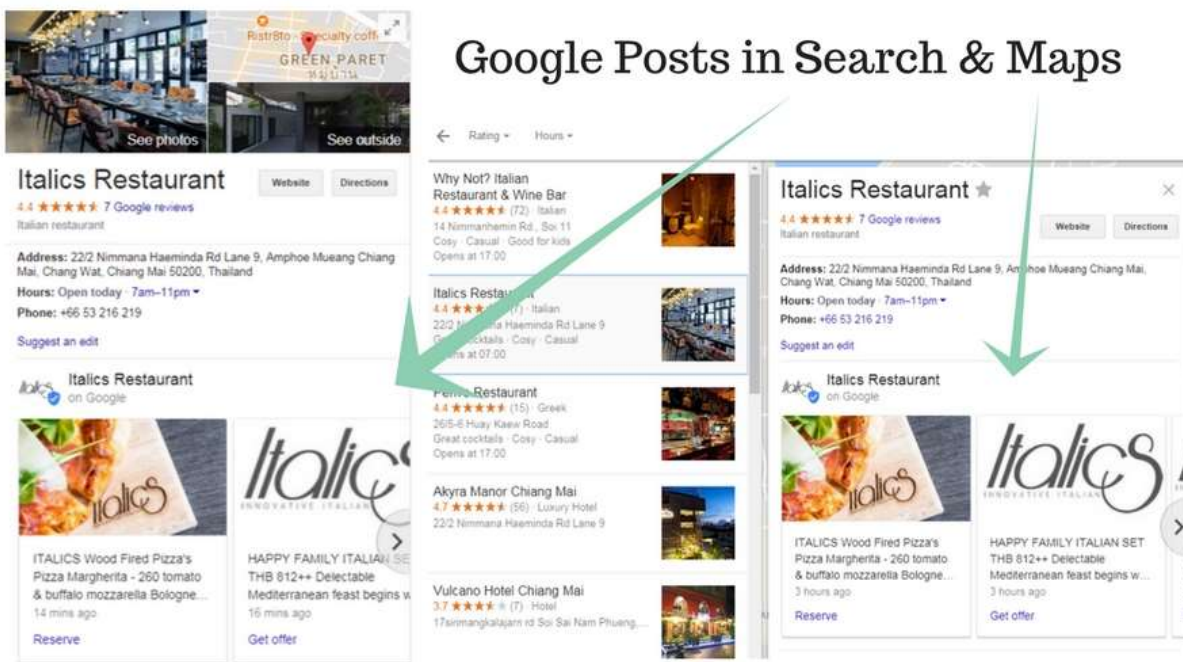


Google Posts for Local Business in Search & Maps

Posts on Google is a feature that allows businesses or individuals to create content directly on Google, and it will rank highly in Google search results for their names. Posts will also show up in Google Maps search results.

The Posts feature was first introduced in January 2016, but was originally only available to political candidates. By March 2016, it became available to a few more categories, including celebrities, sports teams, sports leagues, movie studios and museums.

Recently (June 2017), local business owners were finally included in the scope of folks who can use this new feature. Posting (from inside the [Google My Business](#) page) allows the business owner to instantly publish events, products and services in both Google Maps and Search.



Each post can be up to 300 words long and can include an image, a clickable call to action button, and a range of dates (if you're posting about an event).

Posts are temporary, and will disappear in about 7 days. Up to 10 posts can appear for a searcher to scroll through in the Knowledge panel for the business listing. They also appear in Maps searches.

At this time, Hotels, B&B's, holiday cottages - Lodging Category - aren't supported. Apparently, Google My Business is working on bringing Google Posts to this category.

If your business is **not** in the lodging category and still doesn't have the Local Posts feature, simply [fill out this form](#), and someone on Google's support team will check the issue for you.

How to Create a Google Post

You may easily create a Google Post with your Desktop computer, via the Google My Business dashboard, or with your Mobile device, via the Google My Business app.

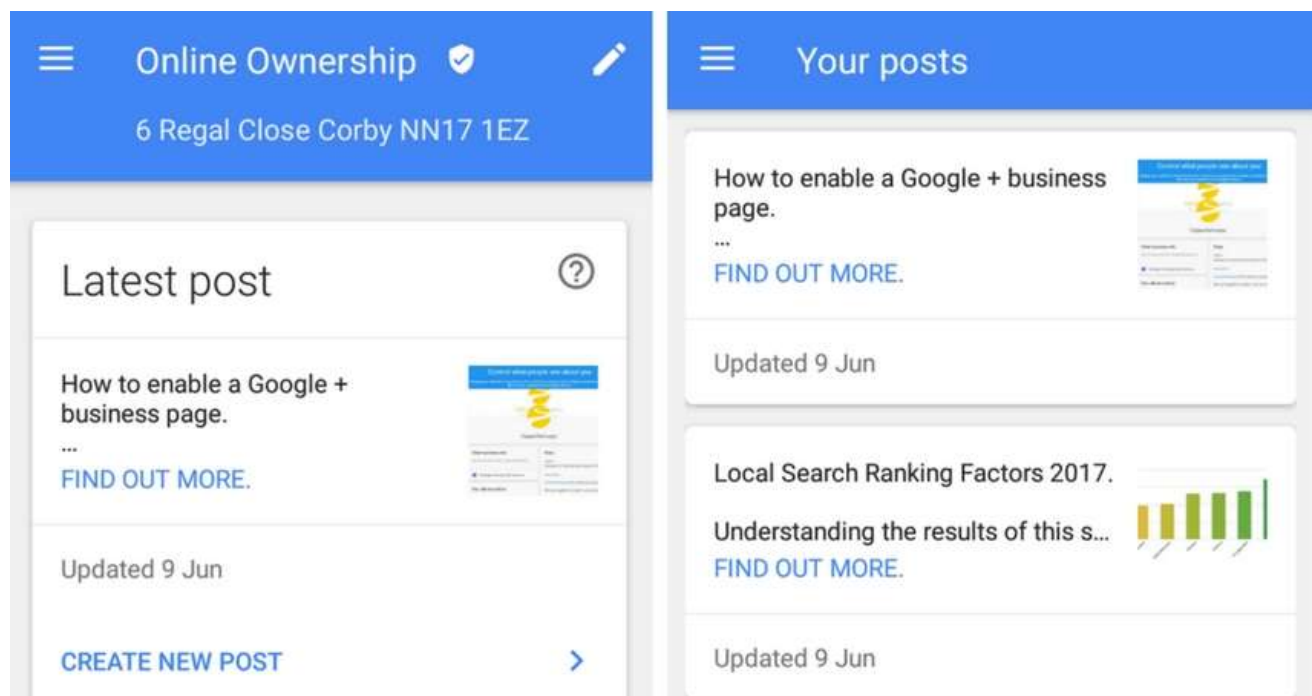
How to Create a Google Post Via Computer

- Log into [Google My Business Dashboard](#)
- Select the Business >> Manage Location
- Select **Posts** in Menu
- Create a Post
- Add an Image (750 x 750 ideal)
- Write the Post (100 – 300 words)
- Add a Call to Action Button, or Make it an Event
- Preview
- Publish



How to Create a Google Post via Mobile Device

- Log into the [Google My Business App](#)
- Select **Posts** in Menu
- Create a Post
- Add an Image (750 x 750 ideal)
- Write the Post (1500 characters)
- Add a Call to Action Button, or Make it an Event
- Preview
- Publish



Testing was first done on the mobile version. It was very challenging to resize images, add text, and switch between screens to copy the URL needed for a call to action button.

The desktop version is much simpler and more efficient for creating and managing posts.

✕ Create post

PREVIEW



Make your post stand out with a photo

Write your post



100 - 300 words



Event title

(Example: Sale this week)

Start Date Start Time End Date End Time

Add a button



Enter a website



Learn more

example.com



Reserve



Sign up



Buy



Get offer

Creating your Google Post

After logging into your preferred Google My Business dashboard, select **Post** or **Create a Post**.

Post Image

Minimum: 250 x 250

Maximum: 750 x 750

The Desktop version has a built-in image cropper. However, the mobile version is rather challenging. There are online image editing solutions that would be useful to use, *prior to uploading* the image via your mobile device.

Text / Body Copy

Desktop: 100 – 300 words

Mobile: 1500 characters

The first three sentences are visible in search display, so make these count with a solid call to action or concise description of what the post entails.

Call to Action

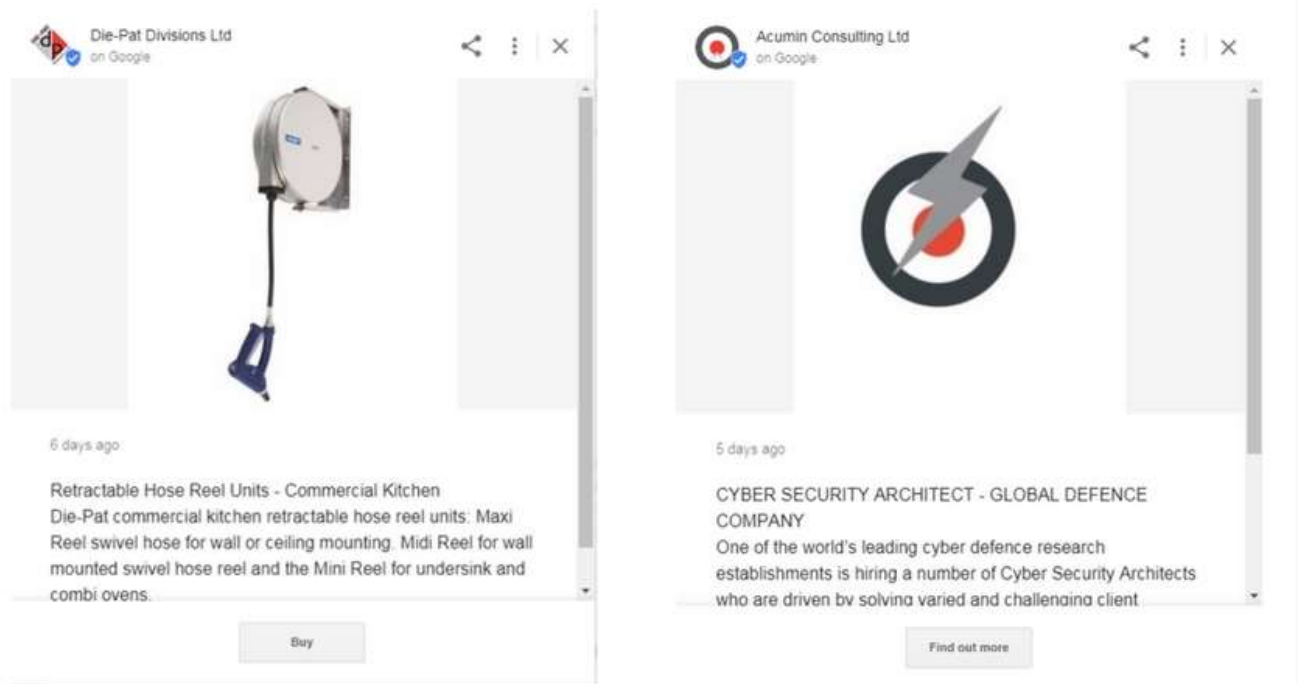
Make this Post an Event:

This allows for a date range to be added and the post is displayed until the date range has expired.

Add a Button:

- Learn More
- Reserve
- Sign Up
- Buy
- Get Offer

When creating the button, add the direct URL to the specific page of the website that you want the visitor to see when they click the button.

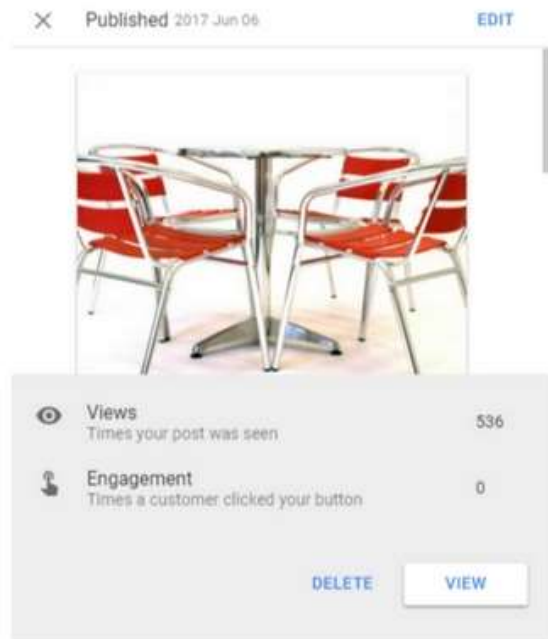
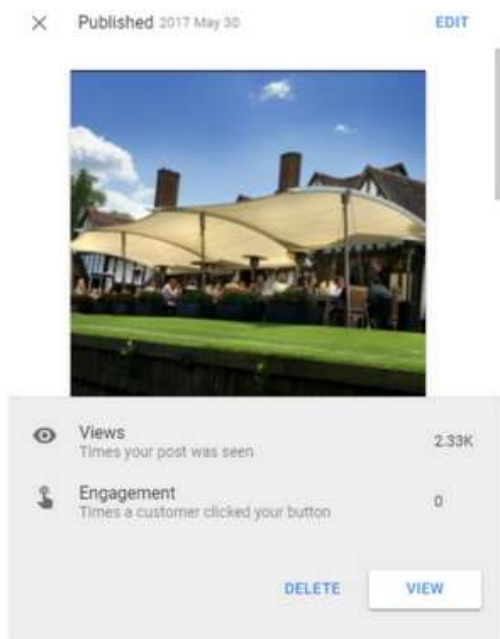


Duration & Number of Posts

Google Posts last for 7 days, with 10 posts being displayed at any one time. Google posts do not have their own dedicated URL, but the team has mentioned they are looking at this.

Google Post Insights

At the moment, the available data is not very useful. You must scroll through the post to see whether there has been any interaction. It's also not possible to tell what a "View" is. Was the "View" part of a knowledge panel display, displayed in maps, or part of a scroll through?



Ideally, these would be included with the “Insights” section and display some useful metrics. Unfortunately, Google My Business feels that local business owners like pretty, top line metrics, not actionable metrics, which is a constant request from Google TC’s to the team.

Great Branding

Google posts appear when someone searches for the brand terminology (keywords) associated with that business.

This causes great branding for local businesses. These posts catch the user’s eye and, if done properly, the posts are informative and most definitely worth spending quality time on each week.

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.