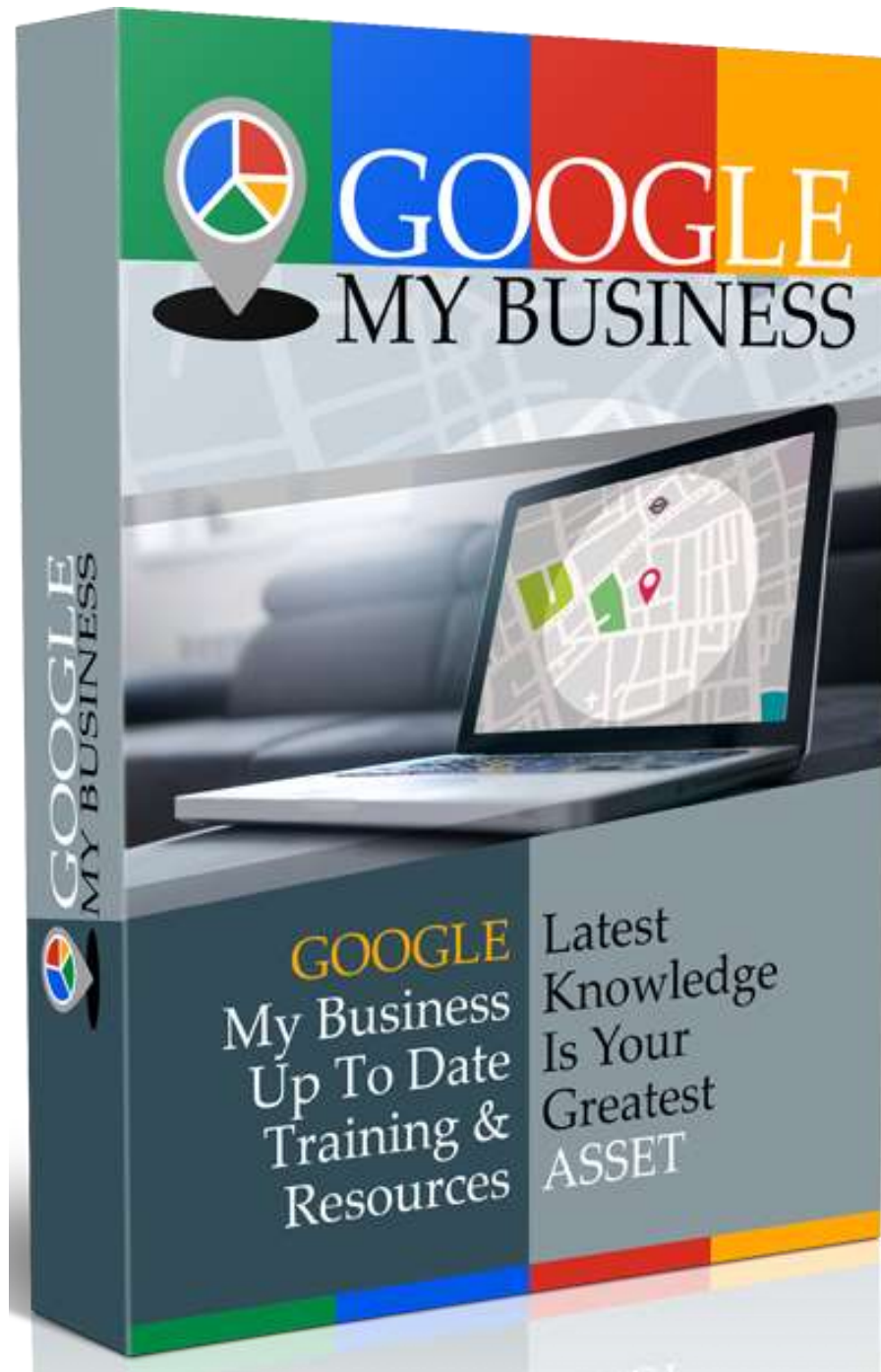


GOOGLE MY BUSINESS

Using Google Posts for Local Business Effectively



Using Google Posts for Local Business **- Effectively -**

How to Best Use Google Posts for Local Business

In July of 2017, Google launched “Posts” which were to be used inside the GMB platform. They will show up in your Google Business Listing whenever someone searches for your business by entering your business name.

Using [Google Posts](#), you may publish events, products and services directly into Search results shown in your Business Knowledge Panel, Maps, and Maps Local Finder.

One of the quirks in Google Posts: Time Limit.

Unlike a blog post, a regular post only remains visible for 7 days (unless it’s deleted before then) and an event post remains visible until the end of the event date.

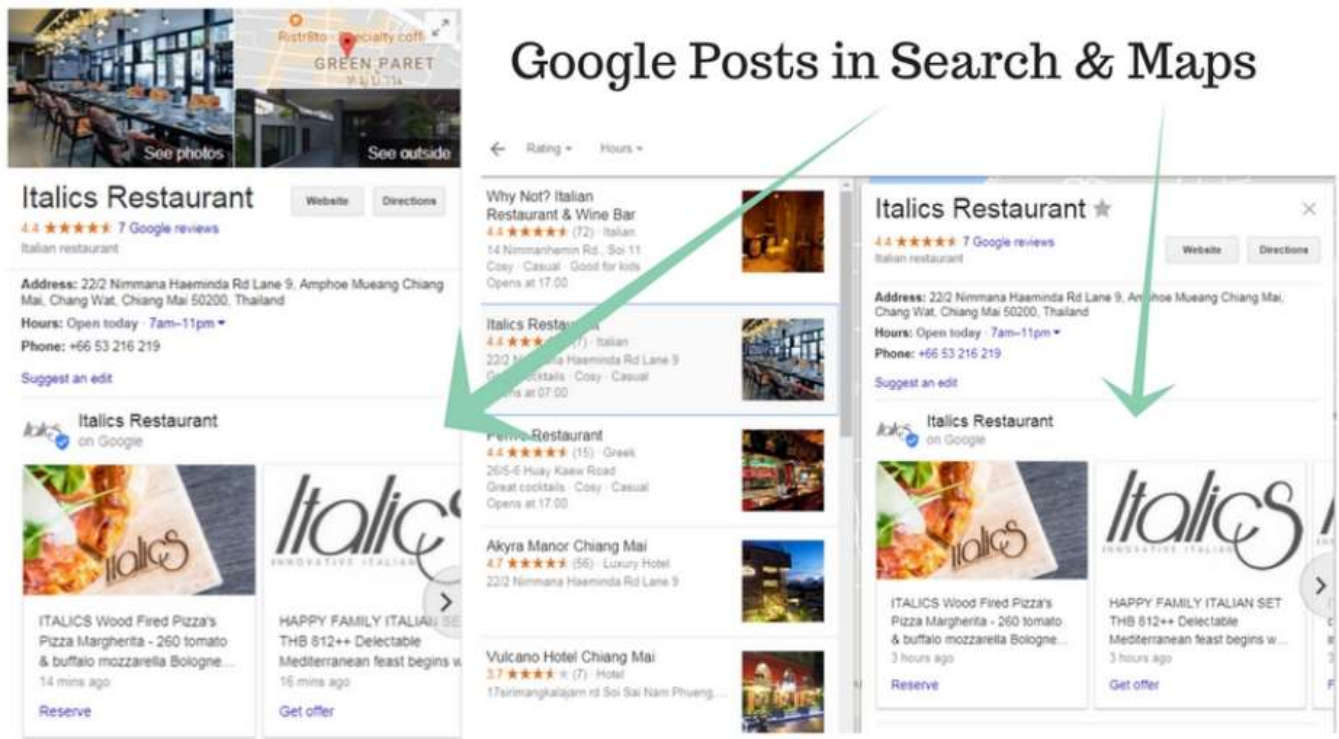
Local business owners must consider Google Posts as “micro moments” to make good use of them.

Online searchers are looking for instant answers. They want to know which businesses are “open now”, which businesses handle “emergencies”, and which businesses are “near me”. They search for “right now” information.

Using Google Posts on a regular basis is not useful for ALL businesses. While an Accountant might only need to

post quarterly, a restaurateur would/could benefit from posting daily, or at least several times a week.

Here is an example of how a Google Post shows up in Search results and in Google Maps:



Note:

Google Posts are not yet available to the Hotels/Lodging Industry. Google My Business has announced that they are coming... just not here yet.

Since Google Hotel Ads from hoteliers generate a huge portion of Google's revenue, Google is working on coming up with the best way to integrate Google Posts for hotels without lowering the Hotel Industry's ad spends.

If you do not yet have the ability to make local posts, and you're not a hotel, [fill out this form](#) so that the support team for Google Posts will investigate the issue.

Steps for Creating Google Posts

Use either your desktop computer, through the Google My Business dashboard, or your cell phone app for Google My Business, to create a Google Post.

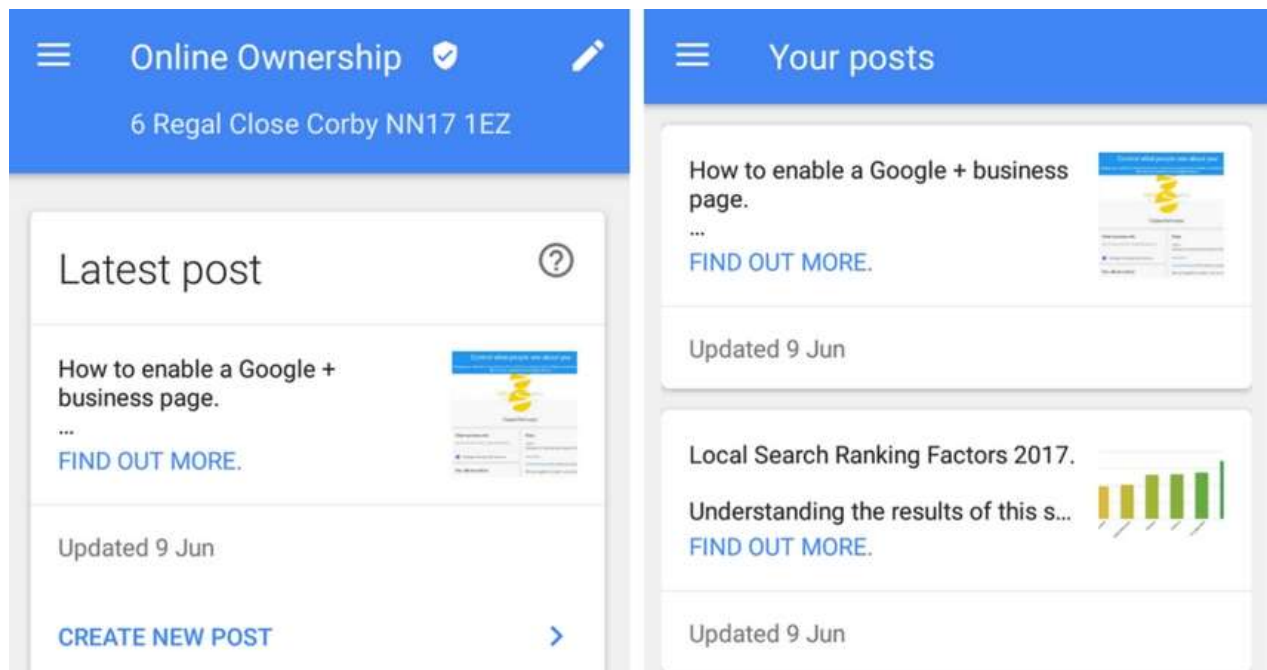
Creating a Google Post via Desktop computer

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



Creating a Google Post via a Mobile device

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




The desktop process is much easier and far more efficient to use for creating and managing posts. Depending on the size of your mobile device, it can be quite an ordeal trying to edit/resize/crop images on your cell phone.

Adding your Google Post

Once you've logged into the dashboard of your GMB account, click on "Post" or "Create a Post".

× Create post PREVIEW



Make your post stand out with a photo

Write your post i

100–300 words

Make this post an event

☐

Add a button

Enter a website

☒ Learn more

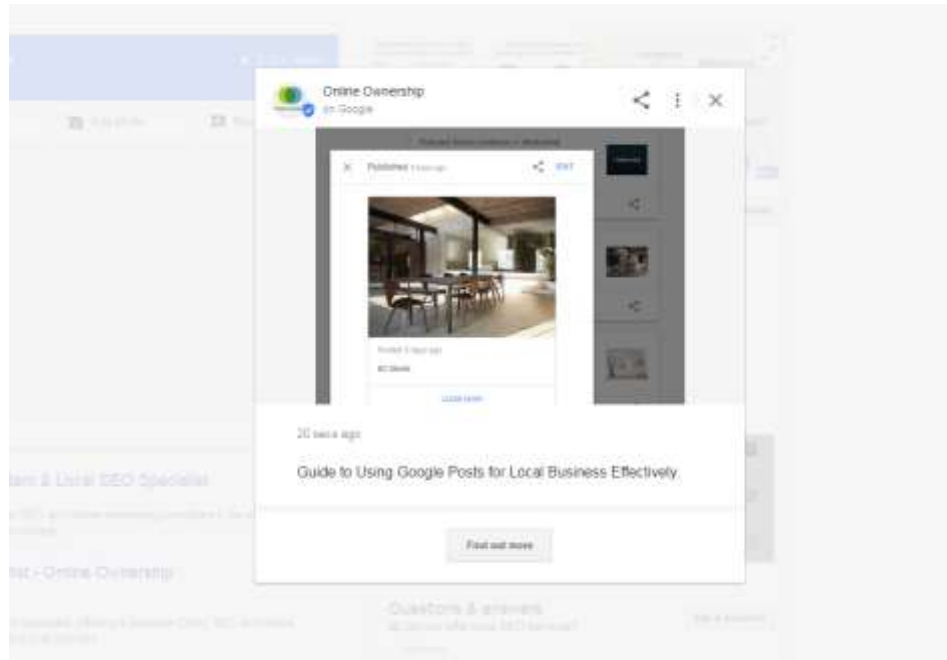
☐ Reserve

☐ Sign up

☐ Buy

☐ Get offer

example.com



Dimensions of Post Image

Minimum: 250 x 250

Maximum & Best: 750 x 750

There is a built-in cropping tool in the desktop version. The mobile version is rather hit and miss. If you're using the mobile version to create your post, it's best to edit the image with some other graphics editing tool before uploading it to your post.

Text / Body Copy

Desktop: 100 – 300 words

Mobile: 1500 characters

Since the top three sentences are what a searcher will see in the search results, it's best to make those a good call to action or a very clear description of what they will find in the post.

Call to Action

If you make this Post an Event, it allows you to add a date range. That way, the post will be displayed until the end of the date range instead of the default of 7 days.

State what you want them to do – your call to action – on a button, using words like:

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

Make sure to include the direct URL to the specific page on your website where you want them to go after clicking the button.

Insights for Google Posts


At the moment, you can only see data within the post itself. It's rather inconvenient, because you must scroll through the posts in order to see if the posts have been viewed. Then you need to click on a post to find out how anyone has interacted with it.

Your ability to tell exactly what a “view” consisted of is also very limited. There is no way to tell if something that was “viewed” was seen as part of a knowledge panel display, was displayed in maps, or was simply scrolled through.

Featured Shoot Locations >> #Industrial

Published 5 days ago


EDIT




Posted 5 days ago

#2 Steele

LEARN MORE





 Views 2.3K
Times your post was seen

 Engagement 0
Times a customer clicked on your button

DELETE VIEW

LEARN MORE

#Industrial



In this example, there were 2.3K “Views”, but absolutely ZERO Engagement (clicks by customers). So, the views are clearly not producing any results, which makes one wonder what type of “views” these were.

This is one more reason why it is a good idea to use Google Analytics on all your websites. You can use the UTM tracking codes generated by Google Analytics to monitor engagement with your Google Posts.

UTM parameters are simply tags that you add to a URL. When someone clicks on a URL with UTM parameters in it, those tags are sent back to your Google Analytics for tracking purposes.

The quickest and easiest way to set this up is to use the [Google Analytics Campaign Builder](#). You will add the URL and the campaign source to generate your campaign URL, which you then use in your Google Post.

You can learn more about tagging your URL links and tracking your posts with Google Analytics [HERE](#).


Should you use Single or Multiple Google Posts?

Depending on the nature of your business, your product or service, and what you want to promote at the moment, you can decide to use either single or multiple posts.


Single posts have more space and greater visual impact, while multiple posts allow users to see 2 full posts, and they can scroll through up to 10 of your products/posts.

On a mobile device, multiple posts within one listing show up in a “carousel” format, letting users swipe the posts sideways to see them all.

Knowledge Panel Display:




See photos



Shootfactory
5.0 ★★★★★ 8 Google reviews
Film and photograph library in London, England

Address: London
Hours: Open today · 10am–5:30pm ▾
Phone: 020 7252 3900


[Suggest an edit](#)

 **Shootfactory**
on Google

#Industrial


Featured Shoot Locations >>
#Industrial
6 days ago

[Find out more](#)

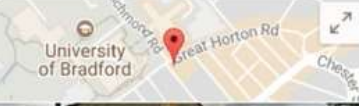


#2 Steele
6 days ago

[Find out more](#)




See photos



Priestley Lettings Bradford
4.0 ★★★★★ 33 Google reviews
Real estate rental agency in Bradford, England


Address: 57 Great Horton Rd, Bradford BD7 1AZ
Hours: Open today · 9am–5:30pm ▾
Phone: 01274 371495

[Suggest an edit](#)

 **Priestley Lettings Bradford**
on Google

Priestley Lettings find your home in Bradford
18 hours ago

[Find out more](#)



Business Listing Display in Maps.


Shootfactory ✕

5.0 ★★★★★ 8 Google reviews
Film and photograph library in London, England

[Website](#)

Address: London
Hours: Open today · 10am–5:30pm ▾
Phone: 020 7252 3900


[Suggest an edit](#)

 **Shootfactory**
on Google

#Industrial

Featured Shoot Locations >>
#Industrial
6 days ago

[Find out more](#)



#2 Steele
6 days ago

[Find out more](#)


Priestley Lettings Bradford ✕

4.0 ★★★★★ 33 Google reviews
Real estate rental agency in Bradford, England

[Website](#) [Directions](#)


Address: 57 Great Horton Rd, Bradford BD7 1AZ
Hours: Open today · 9am–5:30pm ▾
Phone: 01274 371495

[Suggest an edit](#)

 **Priestley Lettings Bradford**
on Google

Priestley Lettings find your home in Bradford
18 hours ago

[Find out more](#)



Use your Creativity and Take Advantage of Events

Business Owners need to be prepared to deal with every situation in their businesses. Here's a way to leverage Google Posts for taking advantage of current events.

You can use Google Posts not only to showcase products and planned events, but also to quickly react whenever opportunities arise unexpectedly.

Here is an example of a company's quick thinking in response to an unexpected event:



RyanAir and Monarch are two airlines in the UK. In October 2017, one of these airlines went broke and the other one cancelled thousands of flights within a week, stranding thousands of unhappy customers at airports.

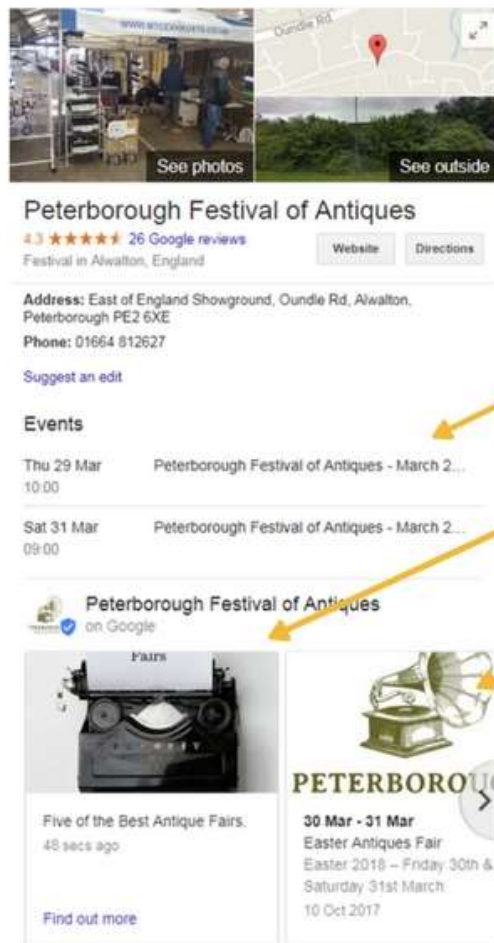
This taxi cab company was really on the ball. As soon as the news of the flight cancellations broke, Chester Taxi Service immediately blanketed the airports at Liverpool

and Manchester with Google AdWords ads – which resulted in all taxis being booked solid for two days.

They also posted the Google Post shown above, so that it appeared in the knowledge panel whenever someone searched for their company.

Increase Your Visibility

You can take your business up a notch by having your event(s) show up in the knowledge panel above where your Google Posts and Google Post Events appear.



1 Events Displayed via Structured Data Markup

2 Google Post

3 Google Post - Event

For business owners to make use of this ability to have their Event(s) displayed in the Knowledge Panel, above their Google Posts, they must first give the [event details](#) to Google in a structured format – using [Event Schema](#) / structured data markup.

There are at least two major benefits of doing this:

- The Event (or multiple events) are clearly visible all the time in the Knowledge Panel.
- The business does not have to worry about adding more Google Posts for fear of losing visibility in search results.

Sales events are just one of the many types of events you may promote.

Boost the visibility of your business today by utilizing Google Posts, Google Events, and by submitting Event Schema to Google.

Don't be afraid to experiment. Make sure your posts are precise and accurate – and keep them simple!

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.