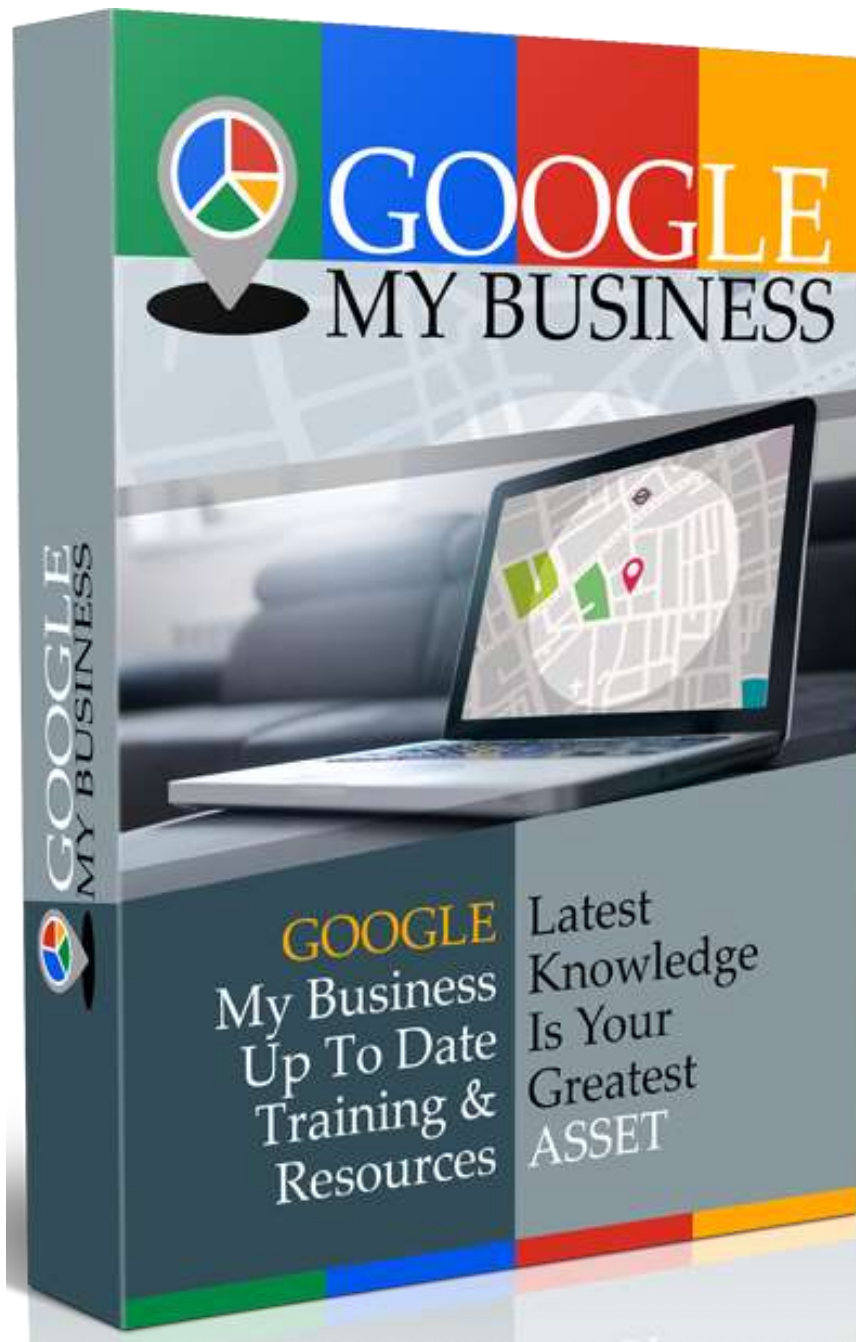


GOOGLE MY BUSINESS

**Using Event Markup & Google Posts to Increase
Visibility in Search**

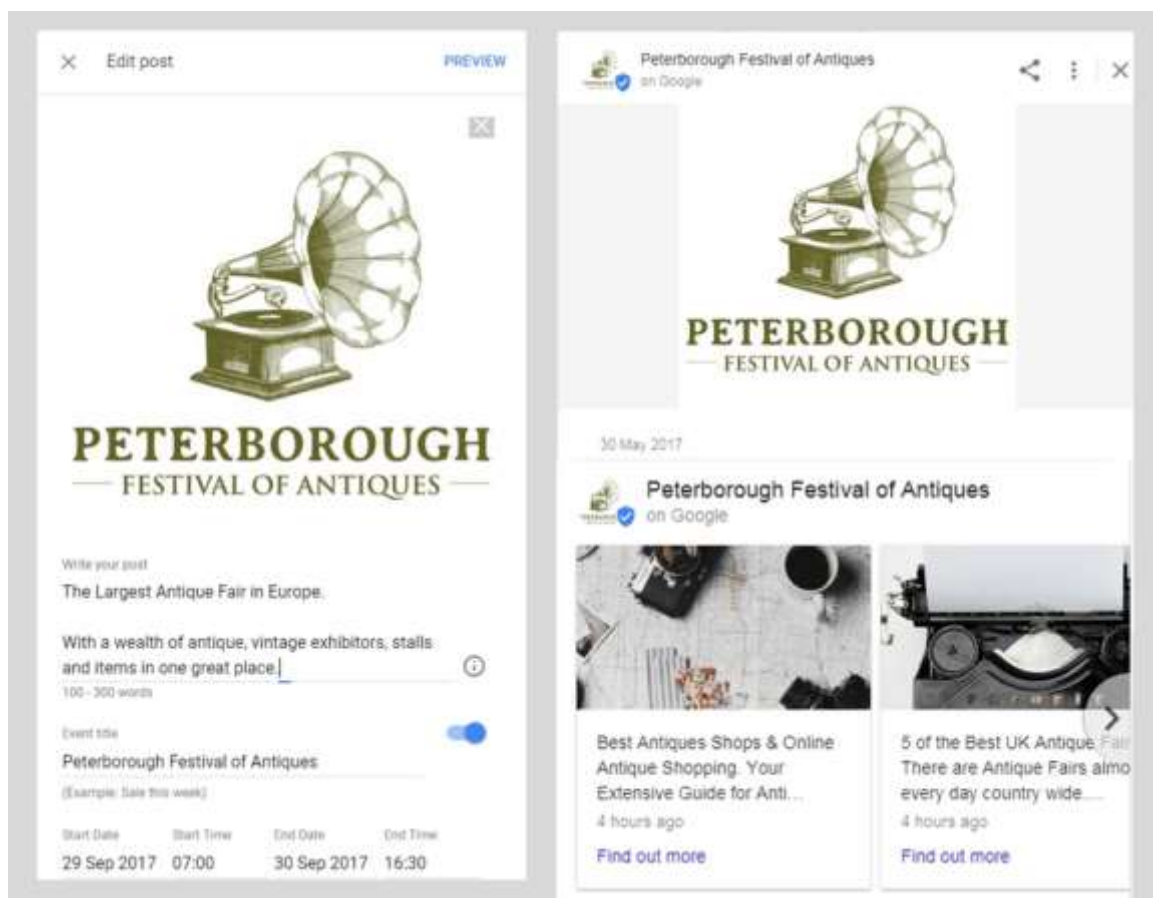


Using Event Markup & Google Posts to Increase Visibility in Search

A brand new platform that has recently become available for the majority of business niches – worldwide – is [Google Posts](#).

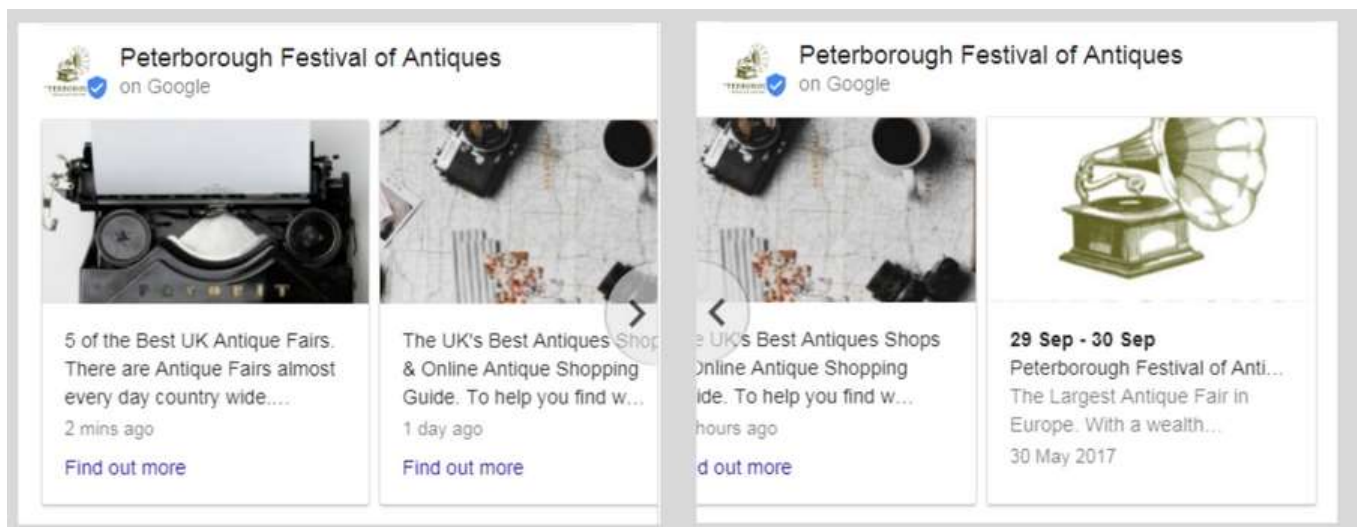
Using Google My Business to create a post allows the business owner to post current details regarding the business directly in organic search results, via the [Knowledge Panel](#). Both Google Searches and Maps will display these business details, which can include **Events**, **Products**, and **Services**.

Google Posts Events



This new Google platform has the added benefit of allowing the business owner to include an Event title and a specific date, with beginning and ending times.

When a business owner posts an event, it stays live until the end of the event – UNLESS they post **more than two** Google Posts over a week's time. If they do, their event post will move out of visibility and users will have to scroll sideways to find the event.




Event Markup

Business owners may take advantage of having their Events displayed in the "[Knowledge Panel](#)", which is a box that may appear to the right of their search results, and just above their Google Posts.

The reason to mark up your organized events is so that users can find your events through Google Search results or Google Maps. Adding schema markup to your events helps your event to be discovered by users who are likely to attend it.

- 1) Doing so makes the Event visible at all times.
- 2) The Business Owner doesn't need to be concerned about adding more Google Posts – their information will stay visible.



[See photos](#)
[See outside](#)

Peterborough Festival of Antiques

4.4 ★★★★★ 23 Google reviews


Festival in England


Address: East of England Showground, Dundie Rd, Alwalton, Peterborough PE2 6XE
Phone: 01664 812627

[Suggest an edit](#)

Events

Fri 29 Sep 10:00	Peterborough Festival of Antiques Sept 2017
Sat 30 Sep 09:00	Peterborough Festival of Antiques Sept 2017



Peterborough Festival of Antiques
on Google



5 of the Best UK Antique Fairs. There are Antique Fairs almost every day country wide...

22 mins ago

[Find out more](#)



The UK's Best Antiques & Online Antique Shopping Guide. To help you find w...

1 day ago

[Find out more](#)



[See photos](#)
[See outside](#)

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Sat 30 Sep 09:00	Peterborough Festival of Antiques Sept 2017


Peterborough Festival of Antiques
on Google

29 Sep - 30 Sep
Peterborough Festival of Antiques...
The Largest Antique Fair in Europe. With a wealth...

30 May 2017



PETERBOROUGH

Types of Events That May Be Marked Up

Event Schema is broken down into more specific event types. Keep an eye on these as Schema is always being updated and added to:

Business Event

Children's Event

Comedy Event

Dance Event

Delivery Event

Education Event

Exhibition Event

Festival

Literary Event

Food Event

Music Event

Publication Event

Sale Event

Screening Event

Social Event

Sports Event

Theater Event

Visual Arts Event

Event Structured Data (JSON-LD)

Google needs the details of the Event to be submitted in a structured format – using [Event Schema](#) / structured data markup – in order for the Event details to be displayed.

Basic Event Structured Data Markup:

- <script type="application/ld+json">
- {
- "@context": "http://schema.org",
- "@type": "Event",
- "name": "Peterborough Festival of Antiques Sept 2017",
- "image": "http://www.festivalofantiques.co.uk/wp-content/themes/alt-fruity/dist/images/logo.png",
- "url": "http://www.festivalofantiques.co.uk/",
- "description": "One of the largest Antiques Fairs in the UK",
- "startDate": "2017-09-29T10:00",
- "endDate": "2017-09-29T16:30",
- "location": {
- "@type": "Place",
- "name": "Peterborough Festival of Antiques",
- "address": {
- "@type": "PostalAddress",
- "streetAddress": "Newcombe Way",
- "addressLocality": "Peterborough",
- "addressRegion": "Camebridgeshire",
- "postalCode": "PE2 6SE"
- }
- },
- "offers": {
- "@type": "Offer",
- "url": "http://www.festivalofantiques.co.uk/fairs/friday-29th-september-saturday-30th-september-2017/"
- }
- }
- </script>

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.