Checklist 3 - Creating Posts For Google My Business Listing

Project Name: _____   **Date:** _____

Yes   *No*

When creating posts for your GMB listing, the most crucial factor is ensuring that your posts do not go against Google guidelines. Creating posts for your GMB listing is an effective way of advertising your business at no cost. Further, GMB posts are a strategic way of increasing your brand awareness and provide your customers with a platform and opportunity to engage with your content. Because GMB posts appear on your listing, you can optimize them by using your posts to provide your customers with updates about your business, additional information regarding your business, as well as including information such as promotions and discounts. This checklist provides a guide for the factors to consider when creating posts for your Google my Business listing.

Step 1 – Selecting your Post

1 Include general business information and business updates.   ▭ ▭

2 Determine whether the post should be a promotional post about upcoming offers.   ▭ ▭

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3

Select whether to post new changes such as temporary closures, new hours, price changes.

4

Determine whether the post should include photos and videos.

Step 2 – Creating the Post

5

Check that your posts are short and to the point.

6

Ensure the length and character count is within Google's regulations.

7

Avoid using punctuation and slang.

8

Check that your visuals and videos exude professionalism.

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9

Avoid using hashtags in your GMB posts.

10

Use high quality images to maximize conversions.

11

Select an appropriate CTA from the options provided by Google.

12

Check that your selected CTA links to a landing page.

13

Make sure the post appears in the 'From the owner' section on desktop.

14

Check the preview tab to see how the post is presented to your customers.

15

Ensure your post appears in the updates and overview tabs on mobile.

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Step 3 – Leveraging Analytics

16

Determine how much site traffic is coming from GMB.

17

Optimize GMB analytics to see the performance of your posts.

18

Consider checking for insights on your posts daily, weekly and monthly.

19

Optimize the GMB summary view of posts to differentiate what works and what doesn't.

Notes:

•*Consider adding emojis to your post but avoid hashtags since they do not perform well with Google.*
•*UTM parameters are effective when measuring site traffic from Google my Business.*
•*Consider naming your posts to make it easier to track their performance using UTM parameters.*

Notes

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