Google Business Profile Post Checklist

Types of Posts

1. Update
2. Offer
3. Events

Update

- ☐ Have content that inspires, equips, or supports
- ☐ Headline
- ☐ Description
  - ☐ Keep this short and to the point
- ☐ Image
- ☐ Call to Action (Learn More)

Offer

- ☐ Specific Offer - Free Consult, 10% coupon
- ☐ Headline
- ☐ Description
  - ☐ Can include a coupon code in the description to help track conversions
- ☐ Image - Include the offer copy in the image
- ☐ Call To Action (Get Offer)

Event

- ☐ Headline
- ☐ Description
- ☐ Date (start/end)
- ☐ Time (start/end)
- ☐ Call To Action (Get Tickets, Save Your Seat)