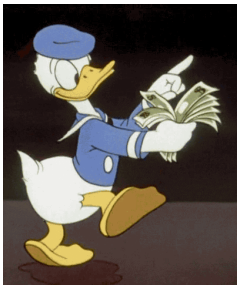
How To Create and Optimize Google Business Profile Posts

Last Updated / Reviewed: September 10th, 2023
Execution Time: *30 minutes – 1.5 hours*



Goal: Create and optimize a Google Business Profile post.

Ideal Outcome: Your optimized Google Business Profile post contains all the information necessary for potential customers to find you through search engines.

Prerequisites or requirements: You need to have a Google Business Profile account already set up and verified for this business. If you don't have one already, you can follow SOP 100 (web version): Set up a new Google Business Profile account to do that. If a Google Business Profile account already exists, you need to have access to manage it.

Why this is important: An optimized Google Business Profile post is a fundamental element of local SEO strategy in order to drive more leads and sales.

Where this is done: In Google Business Profile Manager.

When this is done: Whenever there are new posts to update (e.g., new updates, offers, descriptions, photos, etc.).

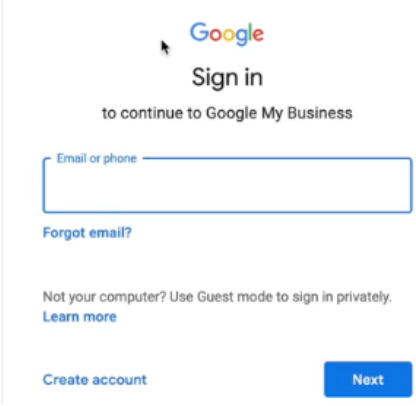
Who does this: The business owner or marketing manager who has Manager access to the Google Business Profile.

▢ Supplementary Resource

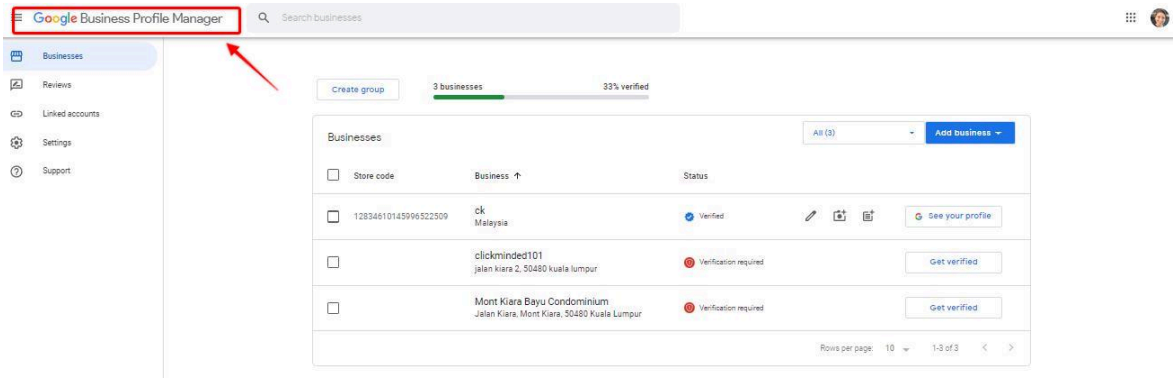
Here's a list of share-worthy post ideas for your Google Business Profile.

▢ How To Add Google Business Profile Posts

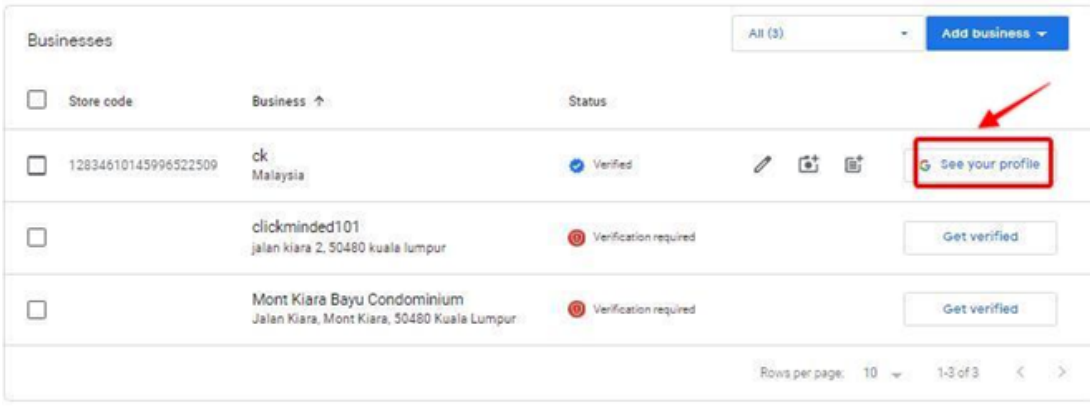
1. Sign in to the Google Account you will use to manage the Google Business Profile account.



2. Ensure that you are on the right page labeled as "Google Business Profile Manager" and not your personal "Google Account".

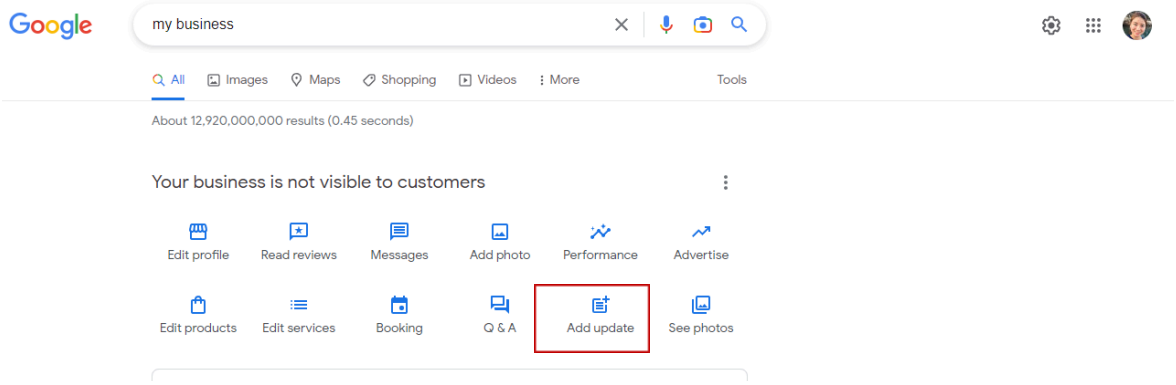


3. Click on the verified business account that you would like to create the Google Business Profile post.

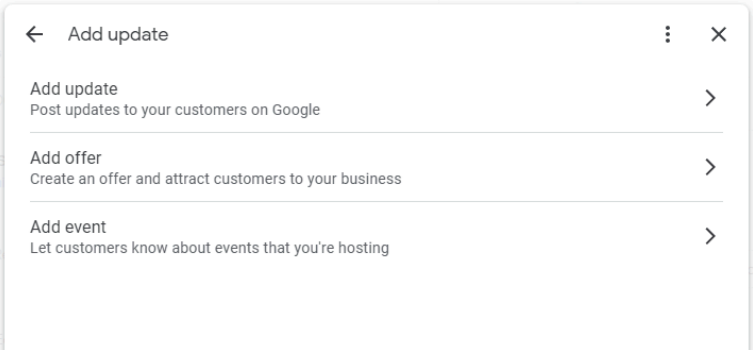


   a. Before optimizing a Google Business Profile, ensure all of your business information is correct and up to date. You may refer to SOP 101 (web version): Optimizing a Google Business Profile listing if you already have an existing Google Business Profile for a long period of time.

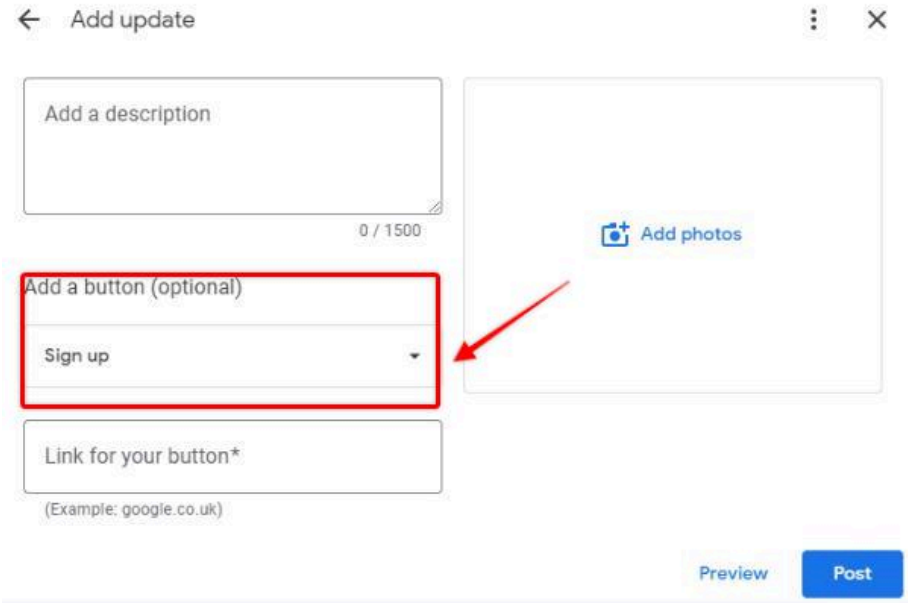
4. You will be directed to your google page. Click on the “Add Update” button.



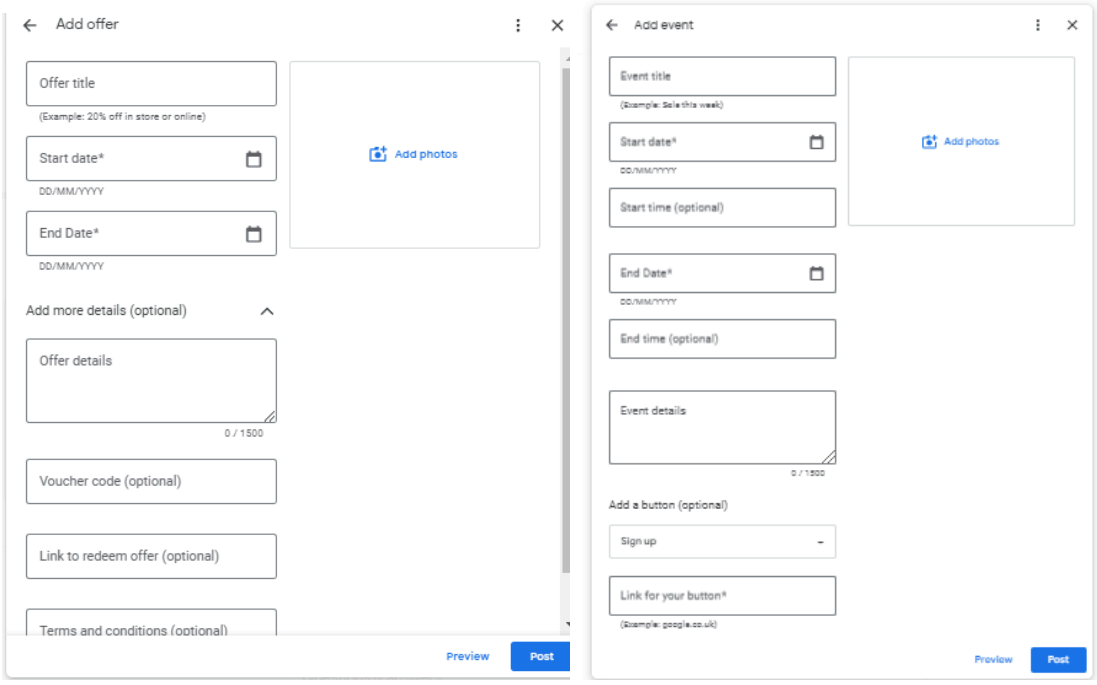
5. You can choose to add either an update, offer, or event that will be visible to your customers on your Google Business Profile. We recommend posting consistently to attract and engage with your customers often. Ideally, a minimum of one post a week to 5 or 7 posts a week.



6. [Add Update] You will have to include an updated description and optimized images/videos about the update. Although adding a call-to-action button is optional, we recommend to select either “call”, “book online”, or “sign up”. This will require a link or phone contact number that is currently available.

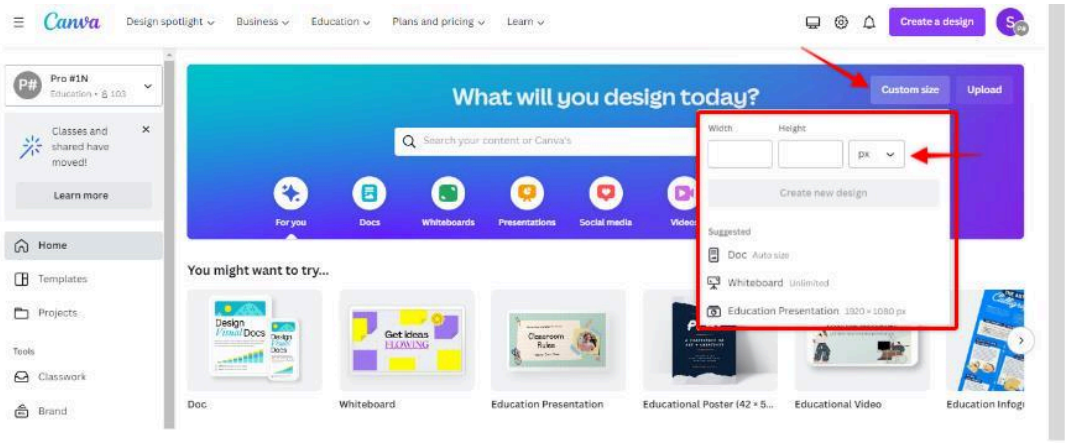


7. [Add Offer] / [Add Event] Adding an offer or event to your Google Business Profile will require more information such as an attractive title, start and end date/time, update details, and optimized offer photos or videos. For offers, you may add on a voucher code, terms and conditions, and a link to redeem the offer.

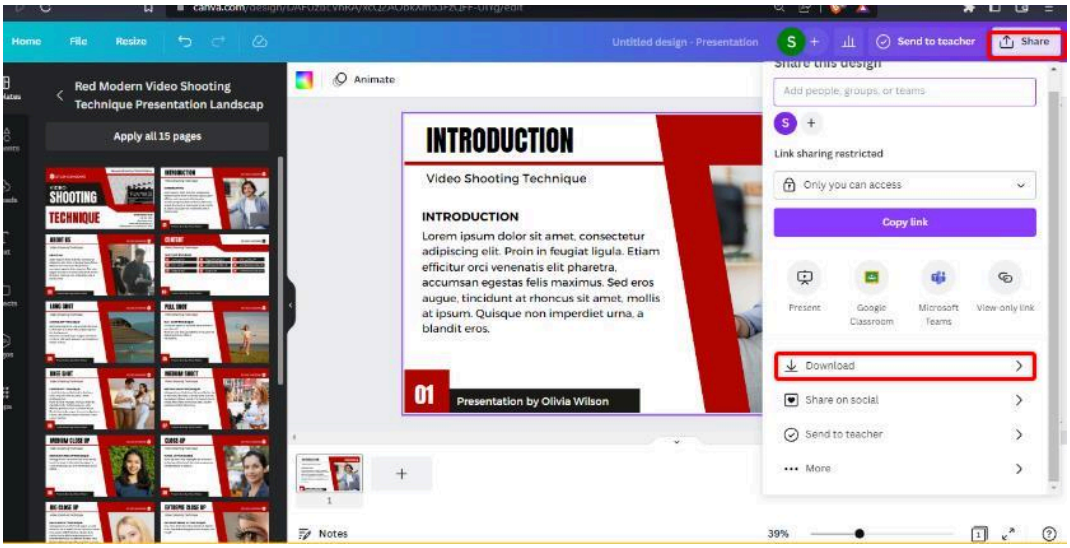


☐ How To Optimize Images or Videos and Upload them To Your Google Business Profile Post

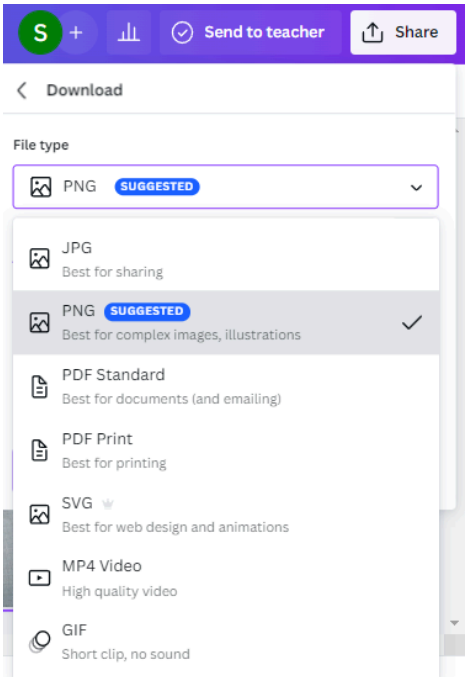
1. All images or videos should be optimized at 1200 x 900 pixels. Go to www.canva.com > click on “custom size” on your upper right corner > enter the image dimension in px > click on “create new design”.



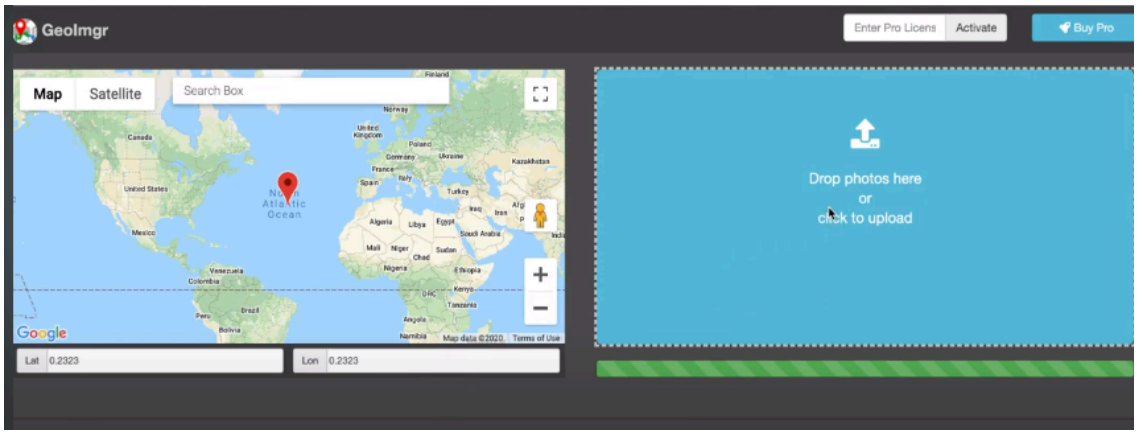
2. After crafting the image on Canva using templates, click on the share button and click download.



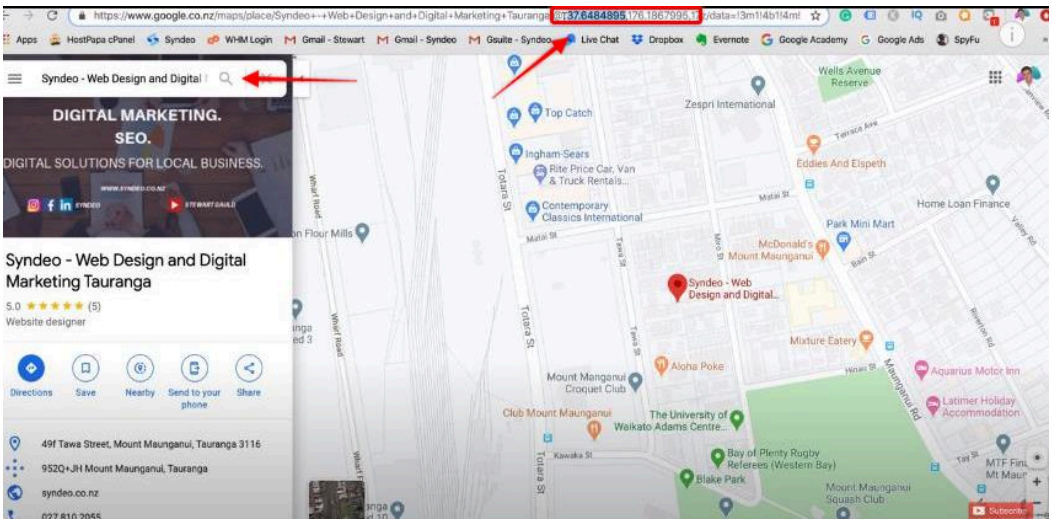
3. Select PNG for image file type or MP4 video for videos.



4. Go to tool.geoimgr.com and upload your image. This will help Google to recognize your local business location and improve your business Google rank in your local area.



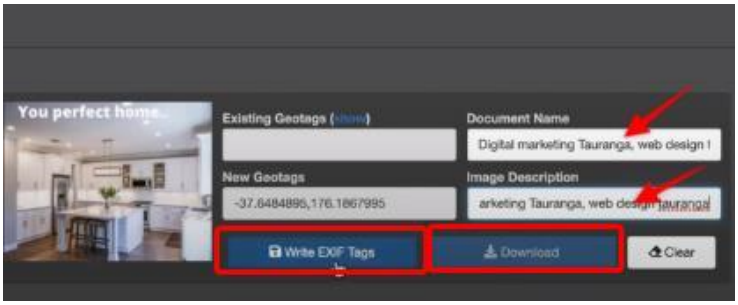
5. To get your business coordinates, go to Google Maps and type in your business name. Copy your latitude and longitude business coordinates in the search bar.



6. Paste your business coordinates into the geoimgr tool. Ensure that the latitude and longitude codes are pasted in the correct box.

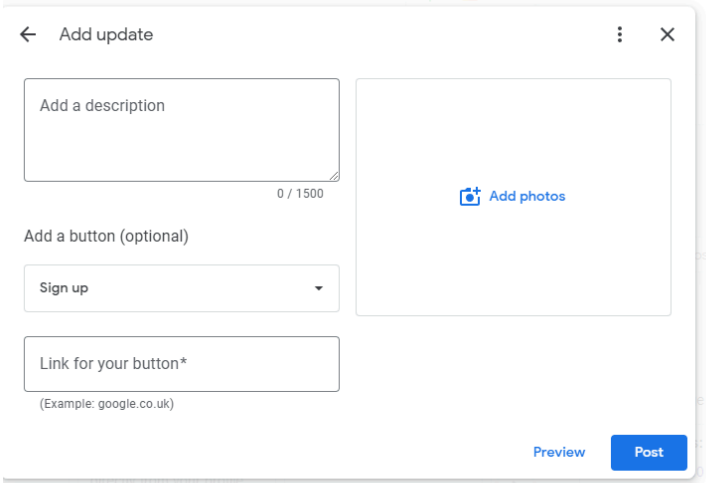


7. Next, enter your document name with your business name and relevant keywords. For instance, Excellence Digital Marketing (Business Name), web design, SEO.



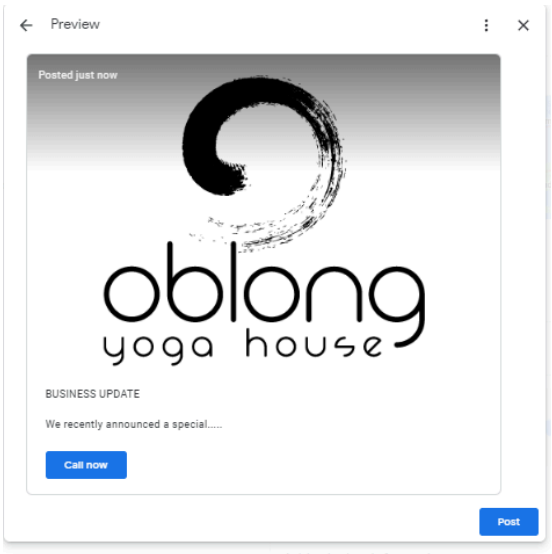
   a. Copy the exact sentence from the document name into “Image Description”.
   b. Select “Write EXIF tags” and “Download” your new image.

8. Head back to your “Add Update” page on Google Business Profile and add the **optimized** photos/videos to the post.

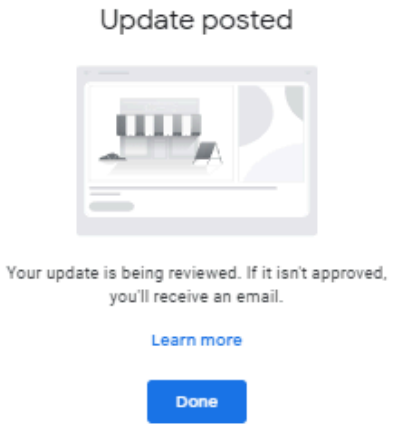


a. Adding SEO keywords can help optimize your post(s) further. You may refer to SOP 154 (web version): Keyword Research for Local Business.

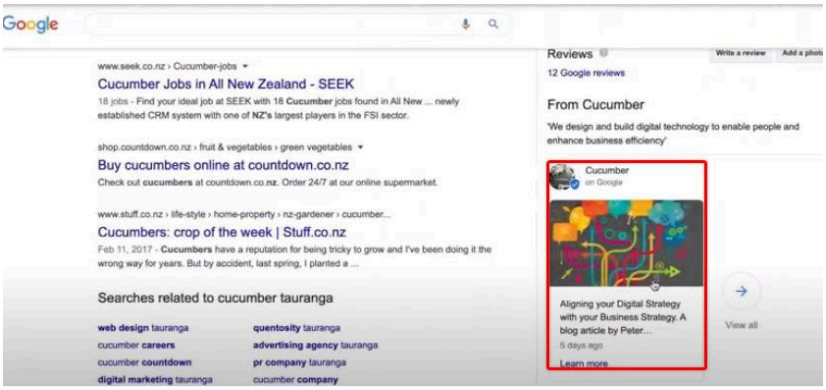
9. Click “Preview” before posting.



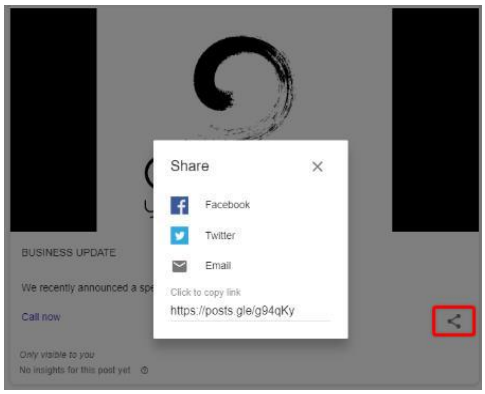
10. After clicking “Post”, your post will be reviewed and you will receive an email notification on the approval status. This should take only a couple of minutes.



11. Once the posts are approved, you will be able to see the posts available on your Google Business Profile as depicted below.

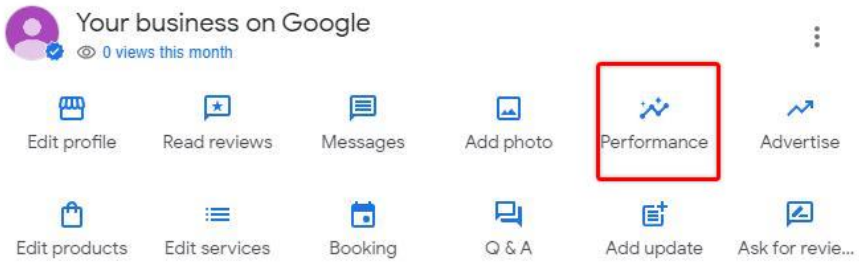


12. [Optional] Click on the new post and the share icon on your right. This will enable you to share the post on your business’s social media platforms to attract more customers.



☐ Gain Insights into Your Google Business Profile Posts

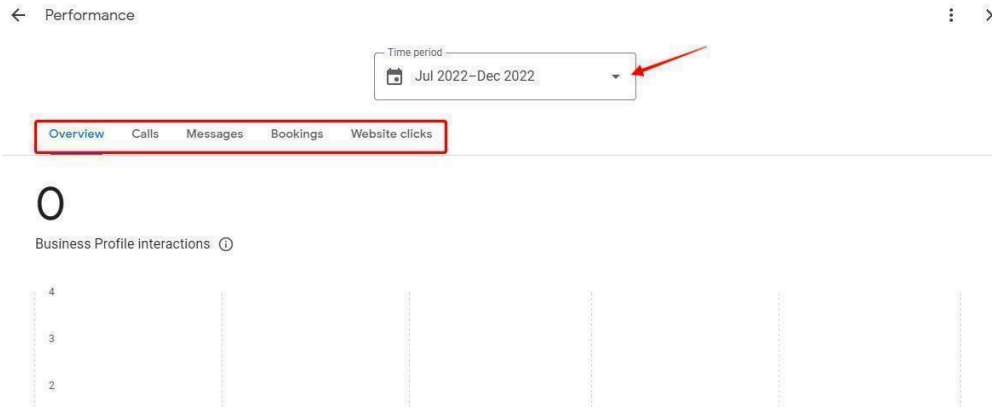
1. Sign in to your Google Business Profile account dashboard and select “Performance”.



   a. Only managers can see customer views and clicks. Performances on any new posts may have a delay of up to 3 days.



2. Set the date range according to your post(s) and select either “Overview” or the appropriate call-to-action insights.



3. Under “Performance”, you should be able to view the overall customer views.

