



## Checklist 3 - Creating Posts For Google Business Profile Listing

Project:

Date:

Completed


*When creating posts for your Google Business Profile listing, the most crucial factor is ensuring that your posts do not go against Google guidelines. Creating posts for your Google Business Profile listing is an effective way of advertising your business at no cost. Further, Google Business Profile 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 Google Business Profile 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 Business Profile listing.*

### Step 1 – Selecting your Post

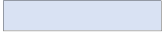
- |   |  |                          |
|---|--|--------------------------|
| 1 | Include general business information and business updates.                               | <input type="checkbox"/> |
| 2 | Determine whether the post should be a promotional post about upcoming offers.           | <input type="checkbox"/> |
| 3 | Select whether to post new changes such as temporary closures, new hours, price changes. | <input type="checkbox"/> |
| 4 | Determine whether the post should include photos and videos.                             | <input type="checkbox"/> |

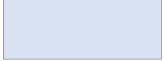
### Step 2 – Creating the Post


- |    |   |                          |
|----|---|--------------------------|
| 5  | Check that your posts are short and to the point.                         | <input type="checkbox"/> |
| 6  | Ensure the length and character count is within Google's regulations.     | <input type="checkbox"/> |
| 7  | Avoid using punctuation and slang.  | <input type="checkbox"/> |
| 8  | Check that your visuals and videos exude professionalism.                 | <input type="checkbox"/> |
| 9  | Avoid using hashtags in your Google Business Profile posts.               | <input type="checkbox"/> |
| 10 | Use high quality images to maximize conversions.                          | <input type="checkbox"/> |
| 11 | Select an appropriate CTA from the options provided by Google.            | <input type="checkbox"/> |
| 12 | Check that your selected CTA links to a landing page.                     | <input type="checkbox"/> |
| 13 | Make sure the post appears in the 'From the owner' section on desktop.    | <input type="checkbox"/> |
| 14 | Check the preview tab to see how the post is presented to your customers. | <input type="checkbox"/> |


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

**Step 3 – Leveraging Analytics**

16 Determine how much site traffic is coming from Google Business Profile. 

17 Optimize Google Business Profile analytics to see the performance of your posts. 

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

19 Optimize the Google Business Profile 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 Business Profile.*
- *Consider naming your posts to make it easier to track their performance using UTM parameters.*

Notes:

