

THE COMPLETE GUIDE TO GOOGLE MY BUSINESS

SEO



ARDENT GROWTH

Table of Contents

- 03 [What is Google My Business?](#)
- 03 [Why Is Google My Business Important](#)
- 04 [How to Setup Google My Business](#)
- 14 [How to Optimize Your Google My Business Listing](#)
- 17 [What Should I Add to My Info Section?](#)
- 19 [Brick & Mortar vs. Service Area Business](#)
- 21 [Choosing the Right Category](#)
- 22 [Optimizing Services Section](#)
- 23 [Attributes/Highlights](#)
- 24 [Business Description](#)
- 24 [Photo Guidelines](#)
- 28 [Video Guidelines](#)
- 28 [Review Guidelines](#)
- 32 [Messaging](#)
- 33 [Posts](#)
- 34 [Welcome Offers](#)
- 36 [Short Names](#)

What Is Google My Business?

Google My Business (GMB) is a **free tool** created by Google to help business owners manage how they appear in Google search results and on Google Maps. With it you can claim your free local business listing on Google and add things like your contact information, business hours, photos, services and much more.

Why Is Google My Business Important?

Because whether you like it or not, your business can and likely will get listed on Google. Anyone can enter your business name and register it with Google. Doing so will make a Google My Business profile for your business begin appearing more prominently in the **Google Map** results. It also helps trigger your business appearing in the **Knowledge Panel** as well.

An **optimized Google business listing** allows you to supply useful business information to searchers such as business hours, where you're located, driving directions and a lot more to increase your overall online presence.

Would you rather be the person **managing your listing** rather than some random person?

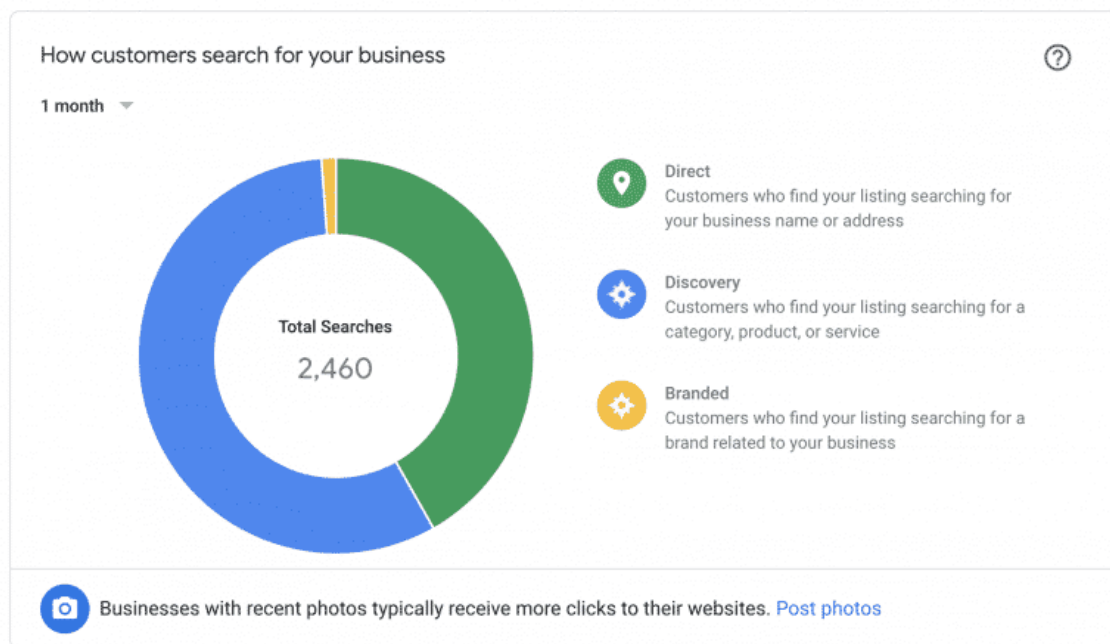
Business analytics can also be derived from the **Insights Pane** such as:



- How customers search for your business
- What queries they use to find your business
- How they interact with your listing and a lot more.

These insights are usually easier for small business owners to grasp than the data in Google Analytics.

A profile/listing is the #1 tool that helps balance the visibility between big business and small business.



How do I Setup Google My Business and get my business listed on Google?

Note: I recommend that you set this up from a desktop or a laptop. It will be much easier.

Just in case you're looking to remove a listing: See this resource to learn [how to delete your Google My Business listing](#).

Step 1: Visit the Official Website

Visit the following page:

www.google.com/business or go to Google and type in "google my business."

It will be the first result you see.



google my business

- google my business
- google my business login
- google my business support
- google my business sign in
- google my business reviews
- google my business app
- google my business page
- google my business website
- google my business logo
- google my business api

Google Search I'm Feeling Lucky

Report inappropriate predictions

Google google my business

All News Images Videos Maps More Settings Tools

About 11,510,000 results (0.90 seconds)

Google My Business - Stand Out on Google for Free

<https://www.google.com/business/>

Your free Business Profile on Google My Business helps you reach and engage with local customers across Google Search and Maps.

Add or claim your business ...

Use Google My Business for free to manage how your business ...

How it Works

Free Website Builder - Posts - Bookings - ...

FAQs & Support

Here are common questions and resources for Google My ...

[More results from google.com >](#)

About Google My Business

Google My Business is a free and easy-to-use tool for businesses ...

Google My Business Help

Get started with Google My Business - See what's new in ...

Sign up and verify your business

New to Google My Business? We're here to help. In this guide, we ...

People also ask

How do I contact Google my business?

Is Google my business Free?

How do I access my Google business page?

Does Google charge for business listings?

Feedback

Google My Business

SIGN IN

Home How it Works FAQs & Support Success Stories

Google My Business launched a new mobile app to make it easier to engage with your customers. [Learn more](#)

Attract new customers with your free Business Profile.

Your Business Profile appears right when people are searching for your business or businesses like yours on Google Search and Maps. Google My Business makes it easy to create and update your Business Profile—so you can stand out, and bring customers in.

MANAGE NOW

Have questions? Give us a call: **1-844-491-9665***



Click the Green **Manage Now** button.

If you're not already signed into Gmail, it will ask you to sign in.

Be sure you are signed into the Gmail account you want to be associated with your Google business listing.

Setting the Name of your Business

Once you get logged in, if you haven't set up a listing in the past, it is going to ask you to enter the name of your business.

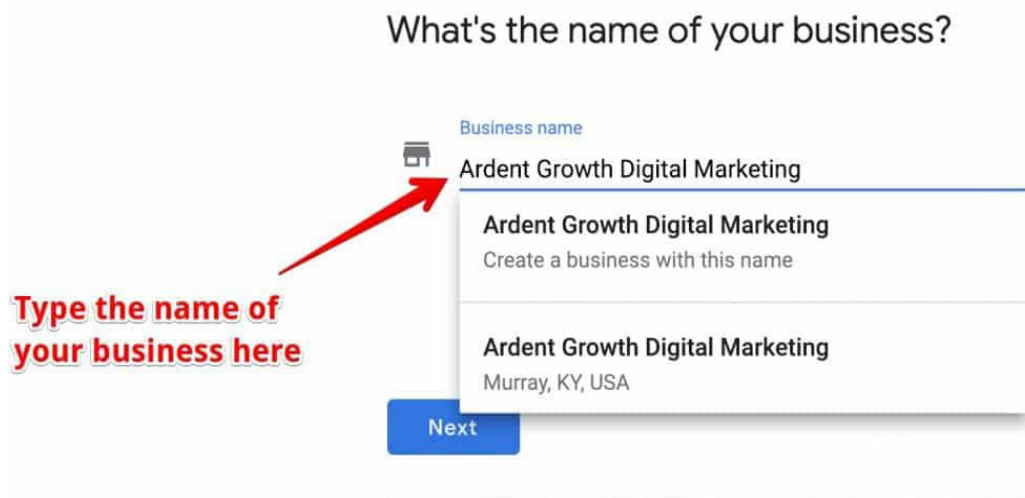
Go ahead and type it in.

If someone has already listed you on Google (which isn't uncommon) then you should see your listing appear.

If your business doesn't appear, click the result that has the text under your business name that says:

Create a business with this name

Otherwise, if your business does pop up (like mine does below), go ahead and click on it.



Then click next.

Setting the Address of Your Business

← Where are you located?

United States

Street address

City

State ZIP code

I deliver goods and services to my customers. [Learn more](#)

Next

A progress bar at the bottom shows the first step is completed.

You'll be choosing between a Brick & Mortar or Service Area Business now. See the Brick & Mortar vs. Service Area Business section for more info.

← Where are you located?

United States

Street address

City

Kentucky ZIP code

I deliver goods and services to my customers. [Learn more](#)

Hide my address (it's not a store)

Next

Check if you're a SAB (with arrow pointing to the first checkbox)

Check if you want to hide your address (with arrow pointing to the second checkbox)

A progress bar at the bottom shows the first step is completed.

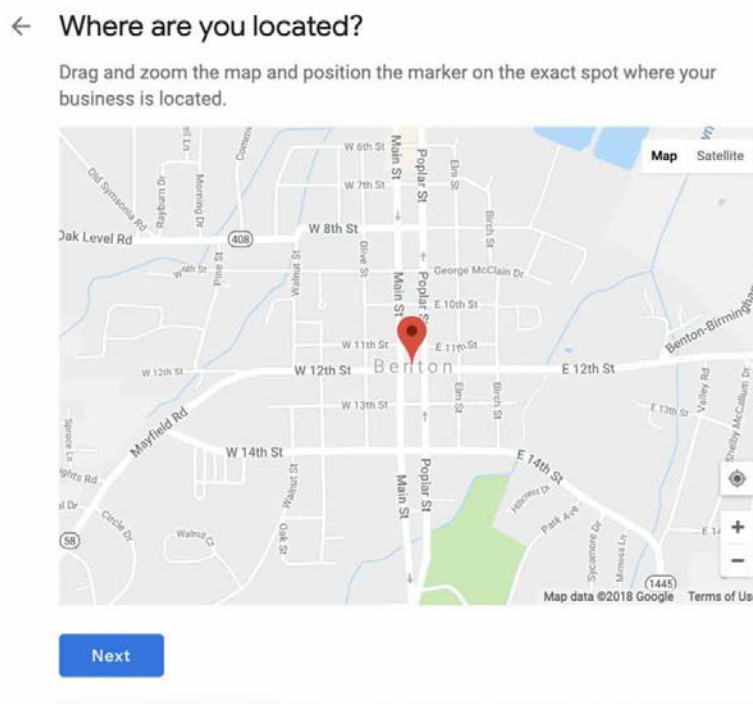
Setting Your Location

How you set your location will vary depending on if you're business operates with a storefront or in a service area.

Hiding Your Address: If you already have a listing and want to hide your address on Google you can do so from the info settings of your GMB dashboard. Learn how here.

Setting Your Location as a Brick & Mortar Business

If you're a **brick and mortar business** you'll need to set your business location on a map. You may have to drag the marker to the exact location on the map that your business exists. Simply place your marker where it should go on the map and then press the "Next" button again.



Setting Your Location as a Service Area Business

If you're a business that services an area then you'll need to let Google know what area you serve customers.

Note: As of February 2019 it looks like Google will still let you set a radius around your business. I think this is a bug. Once you create your listing Google will likely alert you that radius around business is no longer an option (at least this is what my GMB notifications told me in the fall of 2018).

If Google is going to make you set your service area based on specific areas then you might as well do it now.

You can set your service area based on the city, county, state, zip-code, country, and so on.

So let's use an example.

Let's say a local electrician services the western Kentucky area.

They could enter something like:

- Marshall County, KY
- McCracken County, KY
- Calloway County, KY
- Graves County, KY

...and so on.

They could also enter these areas by zip-code or even the major cities in each county if that's where they like to focus their business.



Tip: If you serve an entire county I would just enter the county name instead of trying to list out all of the zip-codes.

The screenshot shows the 'Service area' configuration page. At the top, there is a back arrow and the title 'Service area'. Below the title, the instruction 'Add the areas you serve' is displayed. Two radio button options are present: 'Distance around your business location' (unselected) and 'Specific areas' (selected). Below these options is a text input field labeled 'Select to add areas'. Underneath the input field, the text 'Add cities, postal codes, or other areas' is shown. A list of three counties is displayed in a white box with a red border: 'Marshall County, KY' with an 'X' icon, 'McCracken County, KY' with an 'X' icon, and 'Calloway County, KY' with an 'X' icon. At the bottom of the page, there is a blue 'Next' button and a progress indicator consisting of five horizontal bars, with the first bar being filled.

Click this button →

Enter areas here one at a time →

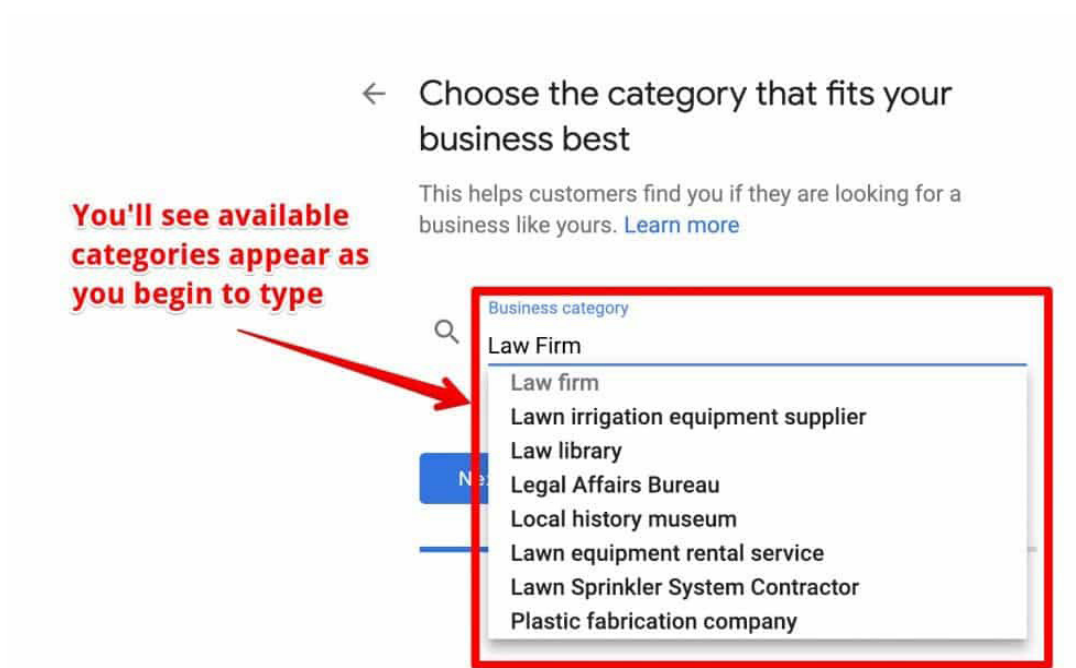
You'll see each area you've added here →

Categorize your Business

This step is very important too, so don't rush through this. Take your time and do it right.

When you set your "categories" in you'll be able to set both **primary and secondary categories**.

Getting this step right is crucial if you want to show up in Google's results page when potential customers are searching for a product or service you offer.



Set What Contact Details to Show Your Customers

Adding this information to your Google listing is optional but I would **HIGHLY** recommend it.

Adding your website has the obvious benefit of potentially driving a customer to your site where you can more easily convert them to a lead.

Listing your phone number gives customers a direct way to reach you.





Tip: You'll get a little bump in your local ranking from Google each time a visitor visits your website, gets directions, calls you, texts you, etc. from a local search.

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

Contact phone number

Current website URL

I don't need a website

Get a free website based on your info.
[See details](#)

[Next](#)

Note: If you don't have a website you can select the "I don't need a website" option or the "Get a free website based on your info" option. If you want to learn more about getting a free website if you don't already have one, click See details during this step.

Be sure that everywhere you list your website on the web (in a Google listing, Yelp, Yellow Pages, local Chambers of Commerce pages, and so on) that you use the exact same URL structure for your website.

In other words, if your website is <https://yourwebsitename.com> don't list it anywhere as <https://www.yourwebsitename.com>.

If you don't have www in front of your name, don't list it that way anywhere (and vice-versa).

Also be sure that if you use the same "http" or "https" structure in front of your name on all listings depending on which one you have.

Google recommends having an https website, which will require you to have what's known as a Secure Socket Layer (SSL) certificate installed.

If you don't know what this is or how to do it, ask your website developer or feel free to reach out to us here at Ardent Growth.

Once you've filled out that information, press the "Next" button once again!

Finish and Verify Your Business

Don't get too excited. You're not done yet.

← **Finish and verify this business**

To manage your listing, you'll need to verify your connection with this business. What you'll get with verification:

- ✓ Allow new customers to find you on Google Search & Maps
- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

Finish

Next, you'll have to verify your business and that may take a couple of days. You can optimize your listing in the meantime though.

Google may give you a different option to verify your business but for most business owners, you'll have to wait for a postcard to be mailed to you from Google with a verification code on it.

Choose a way to verify.

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)

Postcard by mail
Have a postcard with your code mailed to this address
May take up to 5 days to arrive

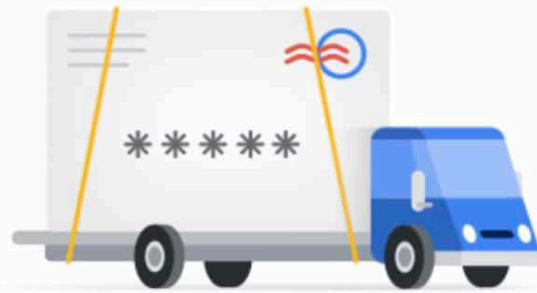
Mail

1401 Crystalbrook Lane Apt. A, Murray, KY 42071, United States

Verify later
You can't fully manage your listing until you're verified **Later**

A postcard is coming!

You'll get a postcard with your verification code and next steps in about **5** days.



Attn: **[Redacted Name]**

[Redacted Address]

[Redacted Address], Murray, KY 42071

Continue

How to Verify Your Google My Business Listing

Depending on what kind of business listing you're attempting to create (or manage) you'll may have a few options available to verify your business:

- Verify by mail (postcard)
- Verify by phone
- Verify by email
- Instant verification
- Bulk verification

Click to watch the video



Once your postcard arrives you'll need to sign back into google.com/mybusiness, click **Verify Location** from the menu or the **Verify Now** button if it's available, then enter the 5 digit code from your postcard.

Note: Google recommends that you do not edit your business name, address, or category, or request a new code while you're waiting for your verification postcard. Doing so can potentially become a nightmare for you to untangle (involving some phone calls with Google customer support).

And that's it. You now have your listing all set up.

Now it's time to optimize it (if you haven't already) so you can leverage the value it can bring to your business.

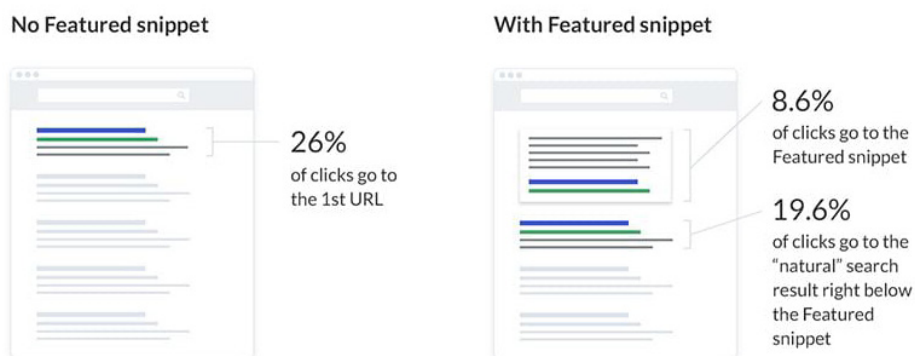
How to optimize your Google My Business Listing

The search results display businesses relative to your location.

Showing up at the very top of a Google search is like gold. But you know that, right?

About **26% of all clicks go to the first result listed** (not including ads) if there's no featured snippet present. Otherwise about **8.6% of clicks go to featured snippets** and 19.6% go to the first organic result.

Average CTR of Featured Snippets



Based on clickstream data from 100k random search queries with monthly search volume of >100 searches per month.

ahrefs

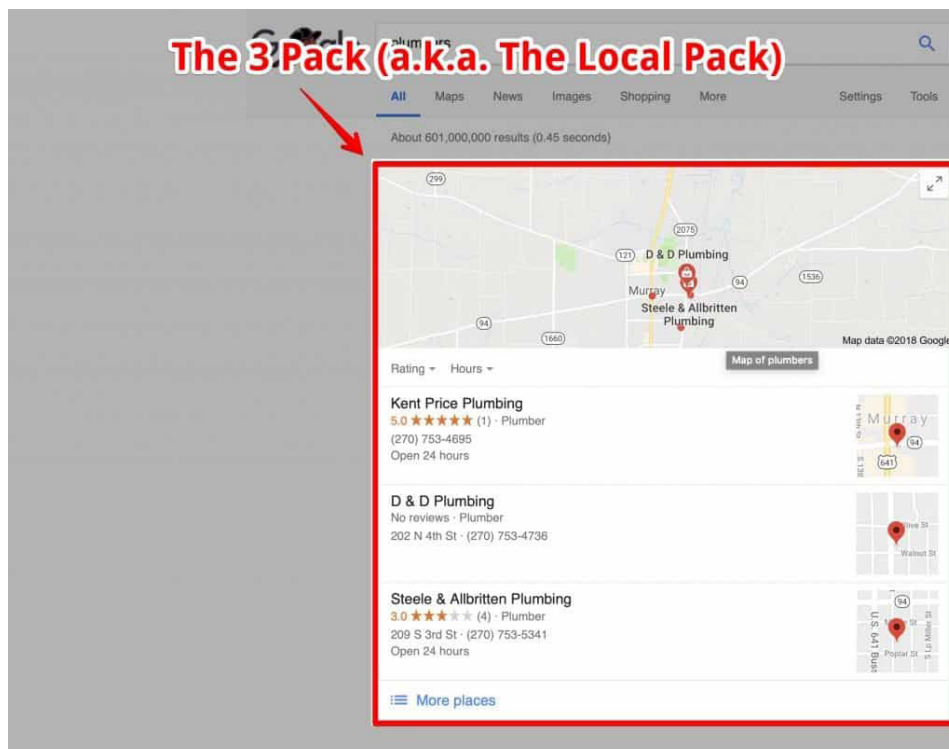
Whether you were able to verify your business or not, you can still continue on and optimize your Google My Business listing.

Establishing your listing is like the foundation and frame of a house, it has to be there. Optimizing it is like ensuring the roof doesn't leak and the insulation performs well. That being said, you'll want to ensure you're following the Google My Business guidelines for representing yourself on Google.

When someone searches for a service or product that Google thinks can be provided to them from a local business the **search engine results page (SERP)** will be changed to include local results.

Be happy. This is Google looking out for local businesses.

For example, if you search for "plumbers" you'll likely see something like this:



Showing up in this **3 Pack** (a.k.a. the **Local Pack**) is your chance to shine as a local business.

It's a way for you to beat all of those directory listing services trying to get your customer's attention.

There are several factors that influence how you rank in the local pack and no one knows for sure. We have learned some best practices through advice straight from Google and our own experimentation and testing though.

Let's get started.

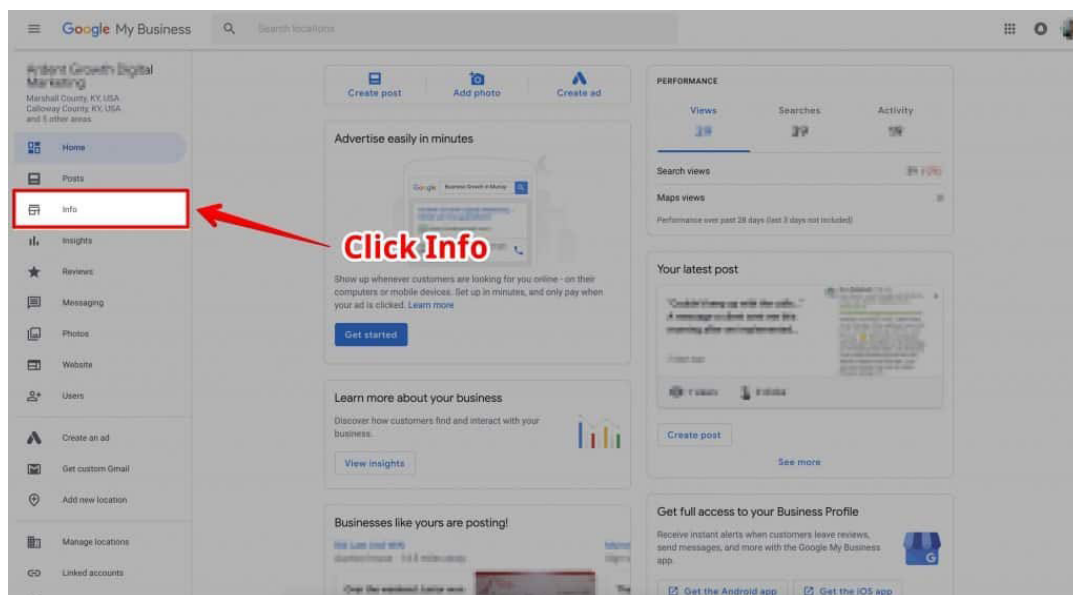
Need Help? Get Your Listing Optimized by Us

We offer Google My Business optimization services for local businesses who don't want to do it themselves.

GMB Optimization Services

Optimizing your info section

On the left-hand side of your dashboard you'll see an option labeled info, click it.



Add as much info as you can to your info pane. The more complete it is the better!

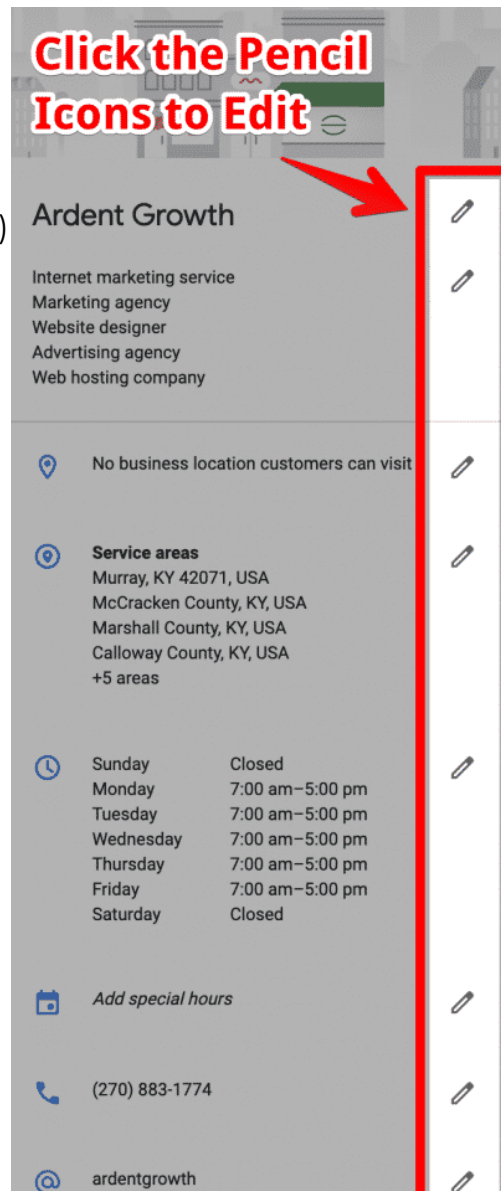
What should I add to my info section?

- Address
- Business Hours of Operation
- Phone Number
- Website Address (if applicable)
- Appointment URL (if applicable)
- Services You Offer
- A Business Description
- The Date Your Business First Opened
- Photos

To edit a section, just click the pencil icon for that section.

Note: Anyone can edit your listing. So include as much information as possible. This will help prevent people from accidentally adding incorrect information to your listing.

Also be sure to check your business listing regularly to ensure everything is still accurate



Advanced Tip for Tracking Organic Traffic from Google My Business in Google Analytics

One problem with tracking organic traffic in Google Analytics is that you cannot easily determine whether or not the traffic is coming from your listing in the Map Pack or the regular organic results. You can resolve this by adding UTM parameters to your website URL in the Google My Business dashboard.

Append the following to the end of your URL: ?

utm_source=gmb&utm_medium=organic&utm_content=listing&utm_campaign=local



https://ardentgrowth.com/?
utm_source=gmb&utm_medium=organic
&utm_content=listing&utm_campaign=local



Now when you check your Analytics in the future you will be able to identify which traffic came from your GMB listing.

Source ?
1. google
2. (direct)
3. marketbusinessnews.com
4. bitrebels.com
5. facebook.com
6. baidu.com
7. bprm.accountantsworld.com
8. clutch.co
9. duckduckgo
10. gmb



Brick & Mortar vs. ^{VS.} Service Area Business (SAB)

Brick & Mortar

Leave the “I deliver goods and services to my customers” checkbox blank if you have a brick and mortar business where your customers or clients come to do business with you.

Service Area Business

If you’re a Service Area Business, click this checkbox.

You’ll see another box appear giving you the option to **hide your address**.

If you don’t want your address displayed (for example, if you’re a home-based business and use a personal address as your business address), then go ahead and check this box.

← Where are you located?

United States

Street address

City

Kentucky ZIP code

Check if you're a SAB

I deliver goods and services to my customers. [Learn more](#)

Hide my address (it's not a store)

Next

Check if you want to hide your address

What is a Service Area Business (SAB)?

- A business that goes to the customer or delivers things to the customer but doesn't primarily serve its customers at its business address (e.g., landscapers, plumbers, roofers).
- If you serve customers at your business address and deliver to them, then you can also register as a service area business (e.g., pizza shops, florists)

Examples of Brick & Mortar Businesses

- grocery stores
- gas stations
- doctor's offices
- mechanic's shops
- restaurants (that don't deliver)
- churches
- lawyers
- accountants

Examples of Service Area Businesses (SABs)

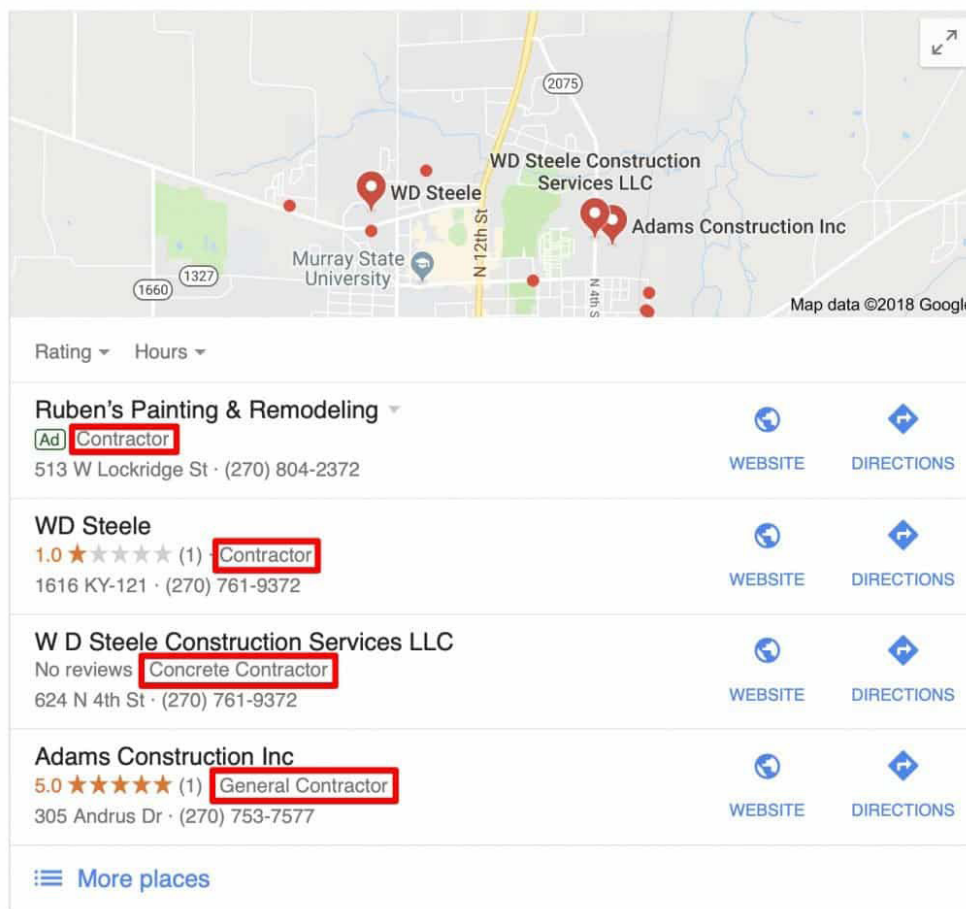
- general contractors
- exterminators
- plumbers
- roofers
- electricians

If you don't know what category you fall into, feel free to [email me](#) and ask.

Choosing the Right Google My Business Category

If you're unsure of what category is the right category, you can search for the type of business you run in Google and see what categories your competition selected.

If you see a trend among all of them then you can probably assume that's the category you should choose.



In the example above we can see that most construction businesses in the Murray area have themselves categorized as some type of contractor.

Feel free to be specific if you primarily provide one type of service.

Need Help? Get Your Listing Optimized by Us

We offer Google My Business optimization services for local businesses who don't want to do it themselves.

GMB Optimization Services

Complete Google My Business Categories for 2019

Right now we have 3920 categories documented. The categories change throughout the year. You can find a searchable [complete list of Google My Business categories](#) here.

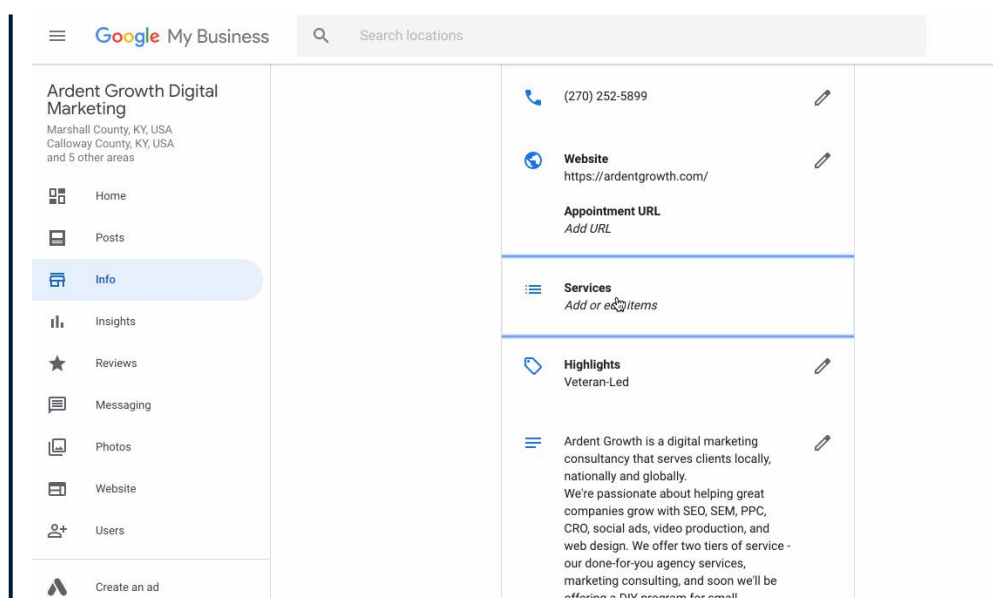
Services Section

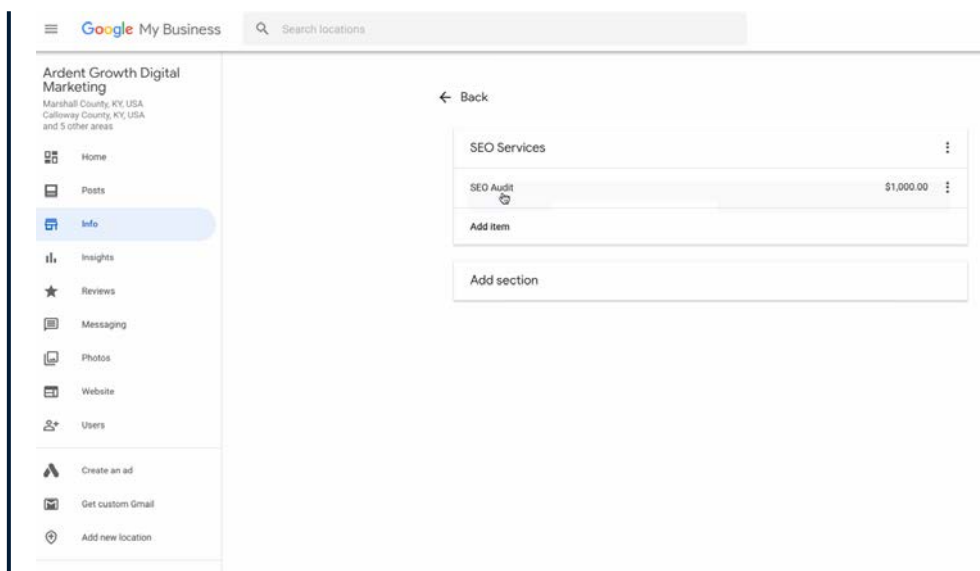
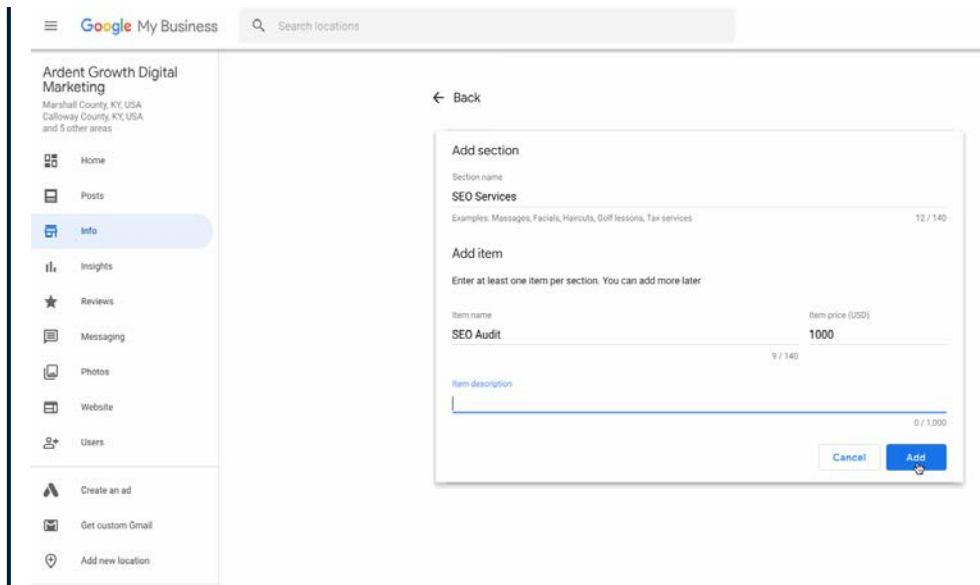
The services section allows you to add additional content to your listing which should help you rank for additional keywords from an SEO standpoint.

Services that you do add don't seem to be showing up on desktop yet but they do appear on some mobile searches.

Optimizing the Services Section

- From your Google My Business Dashboard go to the Info Screen
- Scroll down until you see the section titled Services, click on it.
- You can create a section or add a service to a pre-existing section.
- Once a section is made you can add a Service that you offer.
- You're given the option of listing a price as well.
- Click Add once you've added the info and that's it!





Attributes & Highlights

The **Attributes/Highlights** section allows you to add items depending on the industry your business falls into.

These can include things like:

- Woman-Led
- Veteran-Led
- Wifi
- Wheelchair Accessible

Business Descriptions

This is pretty straightforward. Make it sound natural and human. Don't attempt to keyword stuff. Google is smarter than that and let's be honest, it sounds odd.

Example of a Good Business Description

From The Law Office of Dustin S. McCrary, PLLC.

"We'll Meet You Right Where You Are. No matter where are you in the divorce process, we're ready to help you and your children through divorce with safety and security. We'll be with you every step of the way."

Additional Options

Some types of business will be able to include additional items in their listings. For example, restaurants can add menus, hotels can add the ability for people to book reservations, and so on. Be sure to review what all is available for your industry type and feel free to message me if you want me to include details about it in this guide.

Google My Business Photo Guidelines

- Format: JPG or PNG
- Size: Between 10 KB and 5 MB
- Minimum Resolution: 720px × 720px
- Quality: Use high-quality images. They should be in focus and well lit, and have no significant alterations or excessive use of filters. In other words, the image should represent reality.

It's very important to add a **profile photo** to your listing.

Customers who see a nice profile photo are a lot more likely to click on your listing than another one that doesn't include a photo.

Ensure that your photos are optimized for SEO by naming them appropriately.

Do not upload images with generic file names (or file names like IMG2018_05_21).

Instead, think of a proper name like (boxing-up-pizzas-for-hungry-customers.jpg).

What types of photos can I add to Google My Business?

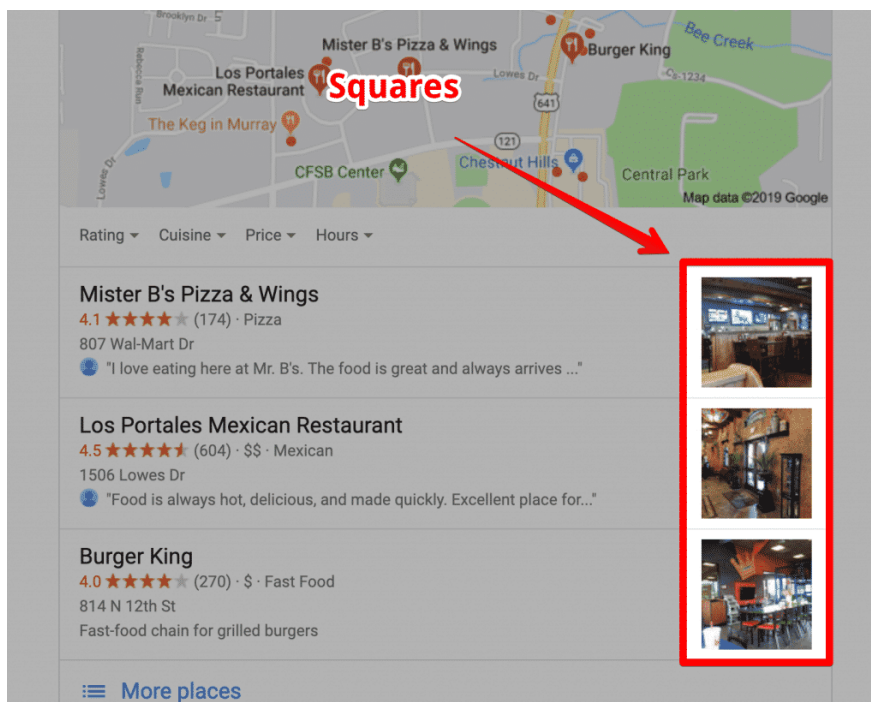
- Cover Photos
- Profile Photos
- Other Photos

Other people can add photos to your listing as well (known as user-generated content, which isn't always a good thing — learn [how to remove user-generated photos](#)). I would encourage you to do this and treat it in a similar fashion that you would your Facebook page.

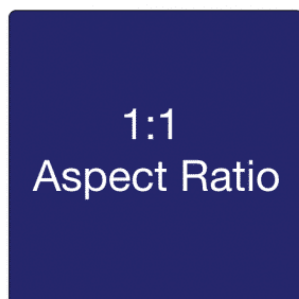
Don't just upload random photos of your business.

Makesurethey'rehigh-qualityphotoswithgoodlightingandrelevant. Your photos should portray what your business does.

Also use photos that perform well in both square and landscape mode because your images will be formatted as rectangles on phones and squares on desktops. So make sure the primary focal point of your photo is near the middle.



Profile Photo Size

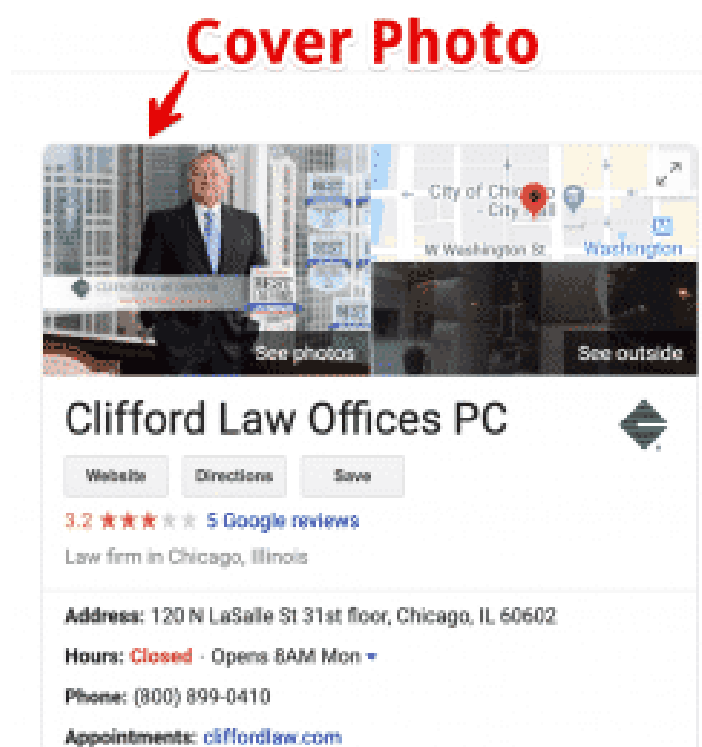


250 x 250 pixels (minimum 120 x 120; maximum 5200 x 5300)

Cover photos

You can now set your preferred profile cover photo as of June 2019. Choose your cover photo carefully as it will be the primary image that appears whenever your business is viewed in the search results.

Get a professional cover photo that will appeal to your ideal customers and as always, make sure that it accurately represents your business.



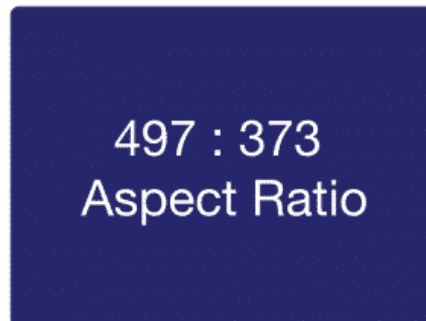
A new photo module has also been added to listings. Photos uploaded by the business will show up instantly in this module.

Cover Photo Size



1080 x 608 pixels (minimum 480 x 270; maximum 2120 x 1192)

Shared Images Size



497 x 373 pixels (minimum width 497; maximum 2048 x 2048)

Logos

If you have your logo set it will begin being displayed in the listing as well (similar to the way your favicon is being displayed next to your website listings on mobile searches).

You can set your logo by going to your GMB Dashboard and clicking on Photos in the left-hand menu.

If you don't already have one set, go ahead and so so.

You can click the pencil icon next to your logo if you want to modify one you've already set in the past.

Google My Business Video Guidelines

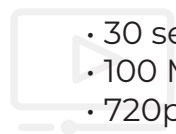
Video content performs very well online and is growing rapidly.

Don't just add random videos. Ensure your videos aren't shaky and aren't shot in portrait mode.

Ask yourself, "If my competitor uploaded a video like this, would I make fun of them or envy them?"

Google My Business Video Requirements

Video posted on your listing must be:



- 30 seconds or shorter
- 100 MB or smaller
- 720p resolution or **higher**

Google My Business Review Guidelines

You definitely want your customers to leave online reviews.

You can encourage customers to leave reviews by simply asking them and by also responding to reviews that customers to leave you. Make sure you're following the rules though.

Note: Don't forget to [get reviews across other major online platforms](#) as well.

When customers see that you engage with the people who post on your listing it makes them much more likely to say something as well.

- If a review is positive, thank the customer.
- If they are negative, be kind and attempt to make things right if you can.



Don't get into a war with someone just because they leave you a bad online review.

Kila Blake
22 reviews
★ ★ ★ ★ ★ 4 months ago
Rude staff. Dirty and broken equipment. Dirty locker rooms. Smells like feet everywhere! Not worth the money.
👍 Like

Response from the owner 4 months ago
This is a member from the Murray location that is mad because she never cancelled her month to month membership and was 3 months past due. We waived all of her late fees and told her we would make sure to cancel her immediately instead of having to give our usual 30 day notice. She will never be welcome back to our facility due to the inappropriate way she treated our staff.

Also, nothing is dirty or broken. Our facilities speak for themselves! Come take a tour and you will see how well kept and new everything is.

Don't do this

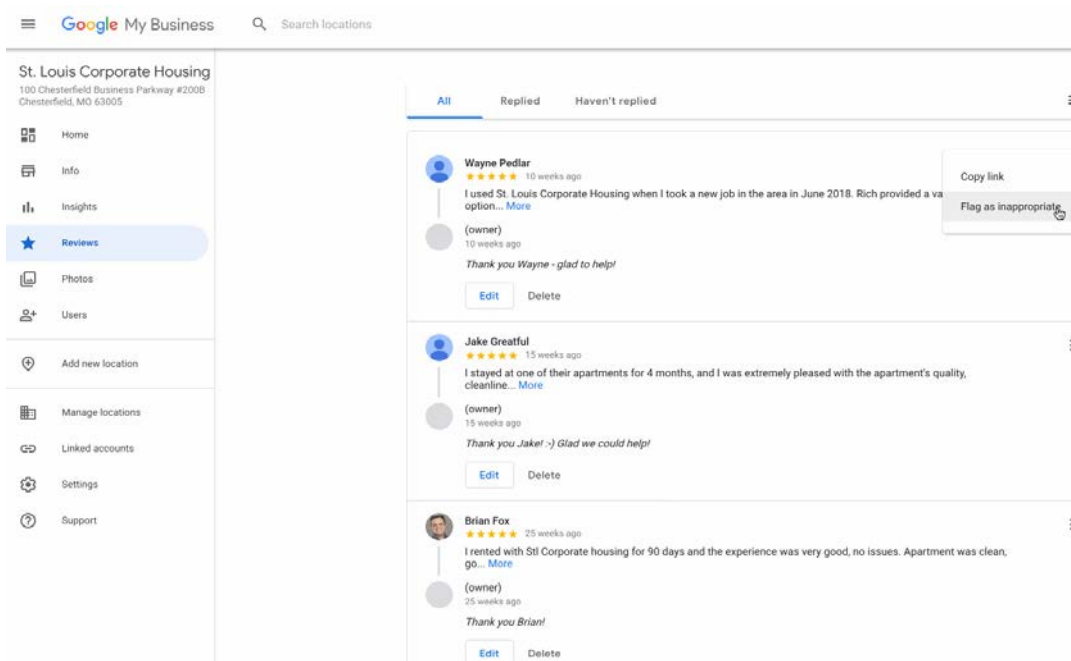
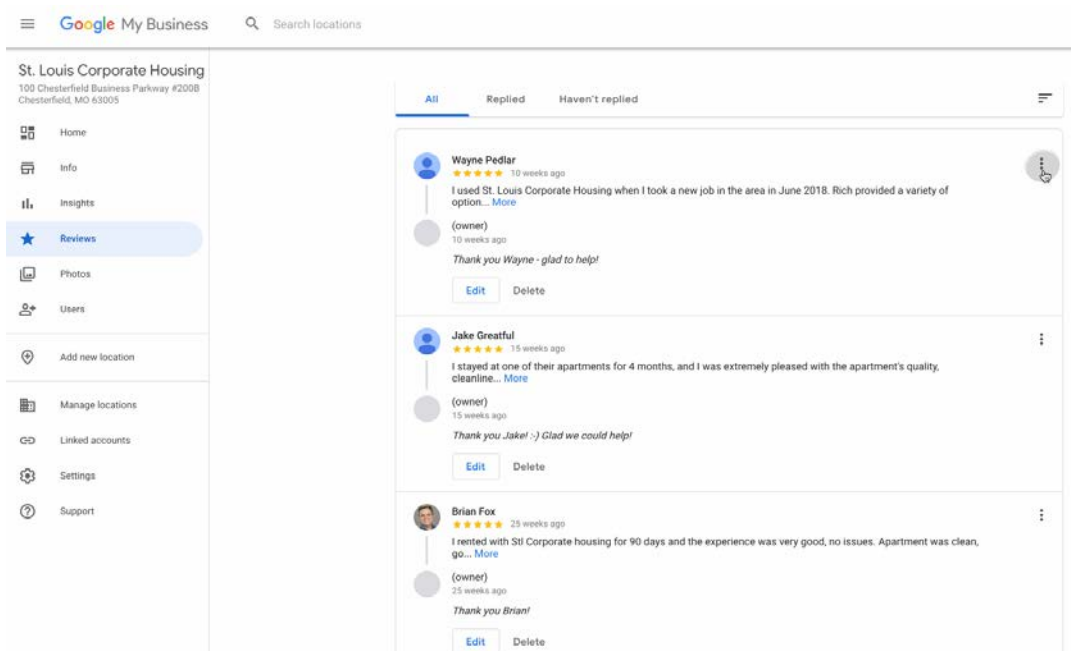
How can I remove negative reviews from My Listing?

You cannot remove customer reviews from your listing just because it is negative.

However, Google does allow you to dispute fake reviews. Note that there is no guarantee that it will be removed just because you dispute it though.

How do I dispute a fake review on My Google Listing?

- From your Business Dashboard click on Reviews (located on the left side)
- Find the review you want to flag, click on the three little dots in the upper-right hand corner of the review.
- Click “Flag as inappropriate”
- You can follow up on the status of your dispute by clicking on the Support option from the left-hand menu.
- You can also file a [legal removal request form](#) as well. But be aware, the standard is set pretty high for libel.



How do I turn off reviews for My Google Listing?

There is no way to turn off your reviews on Google. If you don't like the reviews people leave your best bet is to respond kindly to those reviews and attempt to resolve the issue.

Even if it's a fake review; respond to it as if it were a legitimate complaint while you're waiting for Google to make a determination after you have flagged it for a dispute.

While it may seem unfair or scary to let the reputation of your business be in the hands of the consumer — the truth is, it's always been this way. It's just more apparent now. Do not live in fear of reviews. Instead, handle yourself professionally online when responding to them and you'll still look good to the people who matter — your ideal customers.

Can I embed My Google reviews on My Website

Yes. There are a variety of options to embed your Google reviews on your website.

Tools like [EmbedReviews](#) make this fairly easy for your webmaster to do without having to create their own connection to Google's API.

Do Google reviews Impact my SEO?

Yes. [Google states on their own site](#) that, "High quality, positive reviews from your customers will improve your business's visibility and increase the likelihood that a potential customer will visit your location."

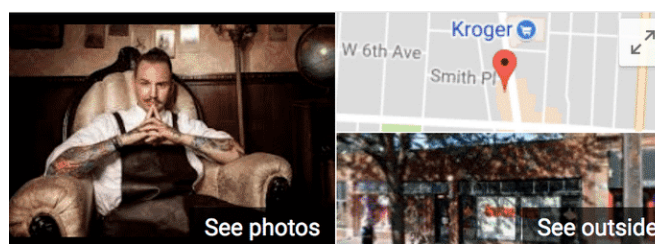
Manage and respond to reviews

Interact with customers by responding to reviews that they leave about your business. [Responding to reviews](#) shows that you value your customers and the feedback that they leave about your business. High-quality, positive reviews from your customers will improve your business's visibility and increase the likelihood that a potential customer will visit your location. Encourage customers to leave feedback by creating a link they can click to write reviews. [Learn more](#)

Activate your Booking Button

Having a [booking button on your GMB listing](#) can be a powerful addition to your ability to generate leads.

Businesses in supported regions that have integrated with one of Google's [supported booking/reservation partners](#) will be eligible to active this enhanced GMB feature.



Turner's Barber Shop & Shaving Parlor ★

4.7 ★★★★★ 93 Google reviews

Barber shop in Columbus, Ohio

Website

Directions

BOOK ONLINE

Address: 1249 N High St, Columbus, OH 43201

Hours: Open today · 10AM–7PM ▾

Products and Services: [places.singleplatform.com](#)

Phone: (614) 560-1238

[Suggest an edit](#)

Google My Business Messaging

If your business listing has been verified you can enable messaging.

Messaging is a powerful tool to utilize, especially if you're trying to attract younger audiences to your business.

I think we all know that the younger generations spend more time looking at their smartphones than they do talking into them.

Enabling messaging will allow a customer to text message you without them ever knowing what your cell number actually is (assuming it's different from the one on your listing, that is).

If you're uncomfortable having clients text your cell number you can download third-party applications or even the official [Google Voice](#) app and let them text that application instead.

They'll never know the difference and you can usually restrict the times in which an app will send you notifications by tweaking your app settings on your phone.

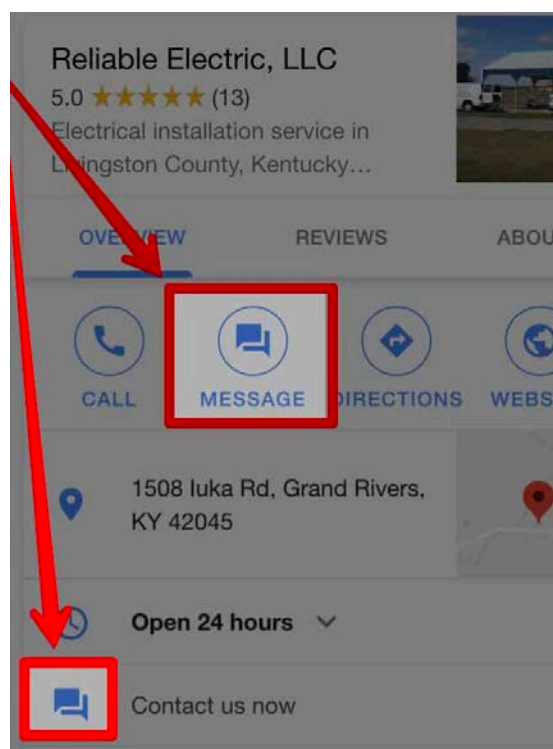
Don't underestimate how many leads you could lose out on by not enabling this option. It's not uncommon for a younger person to never become a lead because they just don't like talking on the phone.

To enable messaging for GMB

- From the Dashboard click on Messages on the left-hand side.
- Click Enable

Google provides extensive guidelines to abide by for business owners using the Messaging feature.

Once enabled, the option to message you will show up for users on mobile.



Google My Business Posts

Think of GMB Posts in a similar fashion to posts on Facebook.

Google offers another avenue to provide potential customers with info about your business. Keep things active on Google and maintain an omnichannel approach to marketing.

Where do Google My Business Posts Appear?

These posts appear in the posts tab for users on mobile and on Google My Business Websites.

According to Google, posts may also appear on Maps, Search, and the Overview tab for listings based on various signals.

What Can Posts Contain?

Posts can contain text, photos, and videos.

Types of Posts

Right now there are 4 types of posts:

- **What's New Posts:** These are posts containing general info you want to provide to the public.
- **Event Posts:** If you're planning on hosting an event, you can use this post to promote that. These are great for venues and restaurants but Universities can take advantage of this feature as well. These types of post require:
 - Title
 - Start/End Dates/Times

You can also add a photo/video to posts like this, CTAs, and other information.

- **Offer Posts:** If you're offering any type of promo deal you can use this type of post to let people know.
- **Product Posts:** You can use these to really highlight a specific product your business sells. For example, a clothing store may highlight a particular line of shoes they carry.

Do GMB Posts impact local SEO?

Based on the preliminary results of a study I'm conducting I'm not confident Google Posts influence your Local Pack ranking in a significant way right now.

You don't have to overdo it either. A couple of posts per week was sufficient enough to cause an increase in local pack position for the businesses I ran tests on.

Are GMB Posts free?

Yes, they absolutely are free.

Automate Google My Business Posts

You can **automate GMB posts using tools** just like you can on other social platforms to increase your overall productivity. Since Google seems to be looking favorably upon businesses that are regularly posting to the Google My Business profile this might be something worth considering.

There's no clear answer whether or not the ranking signals are affected by repeated posts though. So you might want to try mixing things up a good bit.

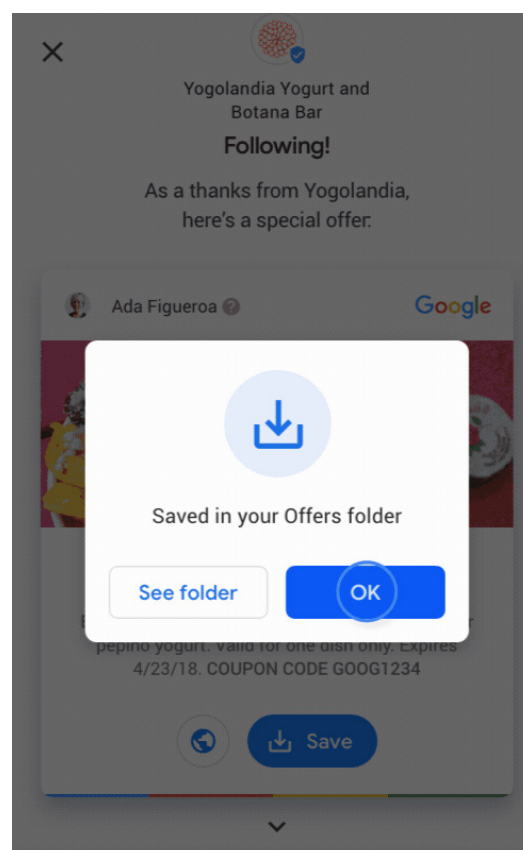
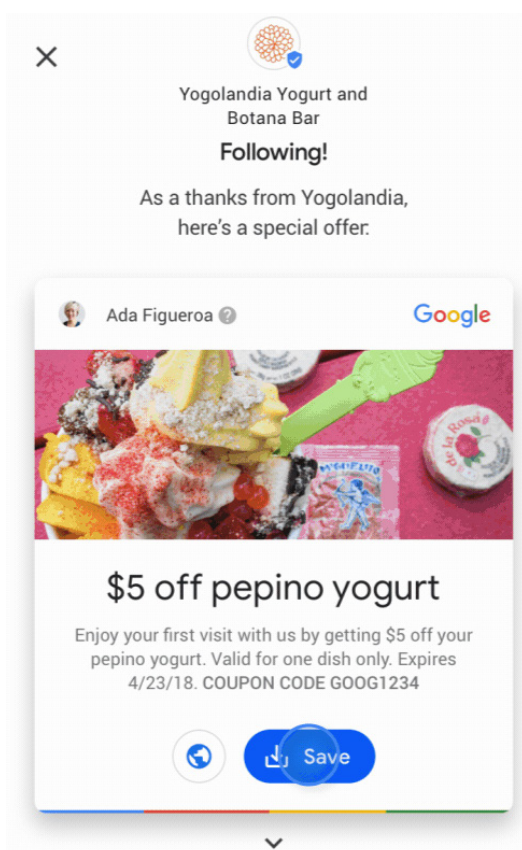
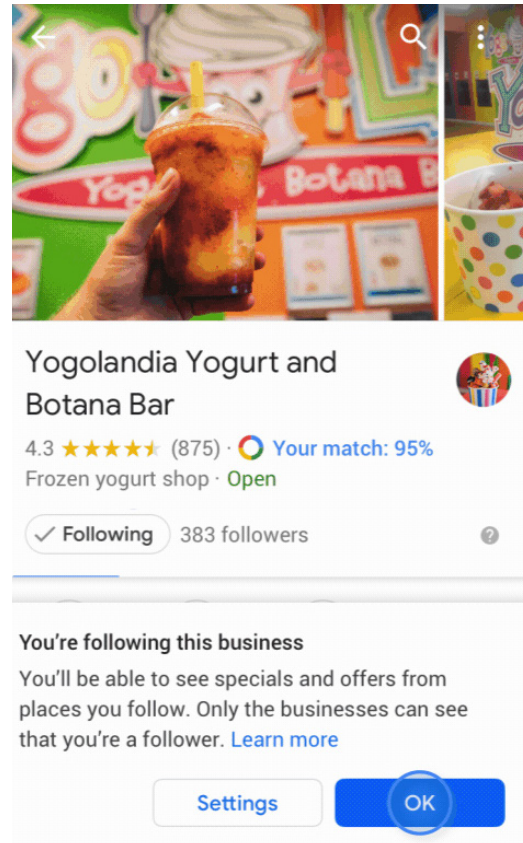
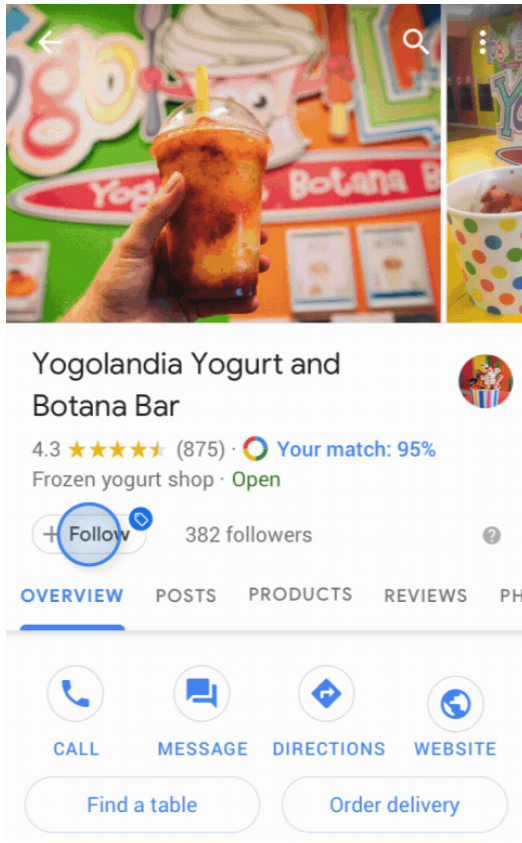
Welcome Offers

In June 2019 GMB rolled out a new feature called **Welcome Offers**.

It's no surprise that most online shoppers are looking for a deal of some sort (that's why most of them shop online to begin with).

Businesses can now encourage customers to **follow** them with **welcome offers** for doing so.

An icon of a small blue tag is appended to the upper-right of the Follow button on your listing.



However, I wouldn't rely on most folks recognizing this until it becomes more widely known. So in the mean time, create an attractive offer and promote it on social media as well as your GMB posts.

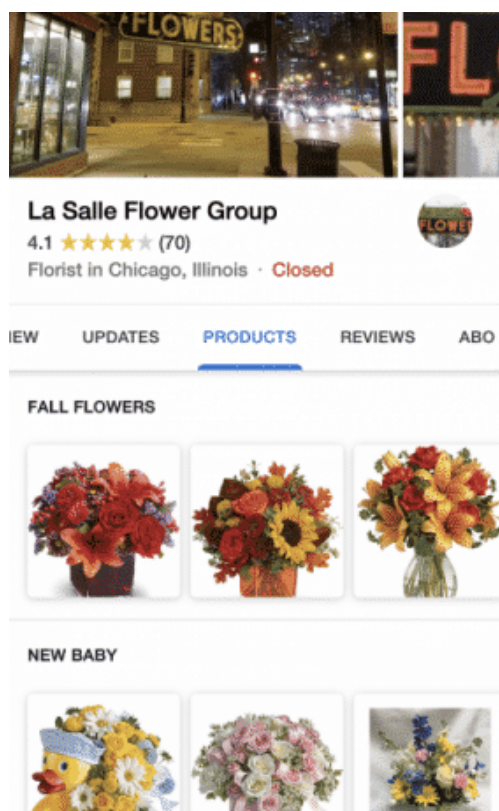
Think carefully here and remember the initial goal is to attract followers so you'll show up in their For You tab in maps.

Product Catalog

You can showcase your product categories and products on your listing as well.

You can add new categories and products from the “Posts” section within your Google My Business account or from your Dashboard by clicking on “Products” on the left-hand navigation pane.

This feature is especially nice for brick-and-mortar businesses that carry brand name retail items they would like to promote.



Short Names & URLs

You can add a short name to your profile now as well. Doing so will give you a link to your GMB listing that is more branded.

You can use this to promote your listing and provide customers with an easy link to leave you a review.

You can set your short name listing by going to the Info pane of your GMB dashboard.

You'll see the place to set it directly beneath the section to set your phone number.



2019 GMB Short Name Issue: Be aware that a bug caused Google My Business (GMB) listings to disappear when shortnames were added to accounts. According to Google this problem should be resolved by the end of July.



Additional Thoughts

Download the official Google My Business App

Be sure to download and install the Google My Business app on your phone.

It will allow you to edit your listing, respond to messages, review insights, create posts and a lot more.

- [Download Link for iPhone](#)
- [Download Link for Android](#)

If you have any questions about how to set up or optimize your local business listing, don't hesitate to reach out and ask.

Need Help? Get Your Listing Optimized by Us

We offer Google My Business optimization services for local businesses who don't want to do it themselves.

[GMB Optimization Services](#)



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