

GOOGLE BUSINESS PROFILE: ADVANCED TIPS

Fact Sheet for Businesses

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How to Use Posts in Google Business Profiles

Posts allow a business to share information about sales, promotions, upcoming events, announcements, or new products directly on the business's Knowledge Panel in search and map results. These function as a relatively simple and fast way to deliver content directly to users searching for your business. You can access and manage Posts via your Google Business Profile account.

Creating a Post

Sign in to your Google Business Profile Dashboard. On the left side of the screen, click “Businesses” and select the location you want to manage.

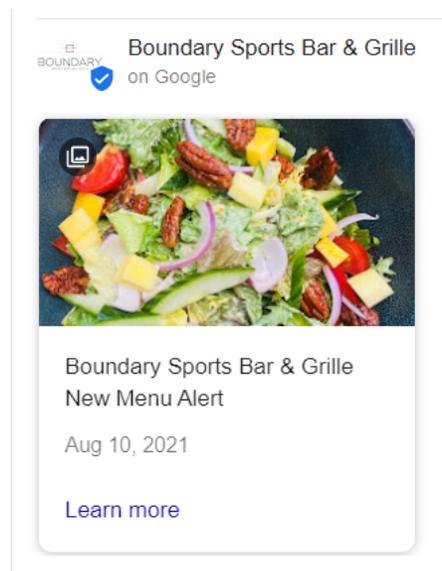
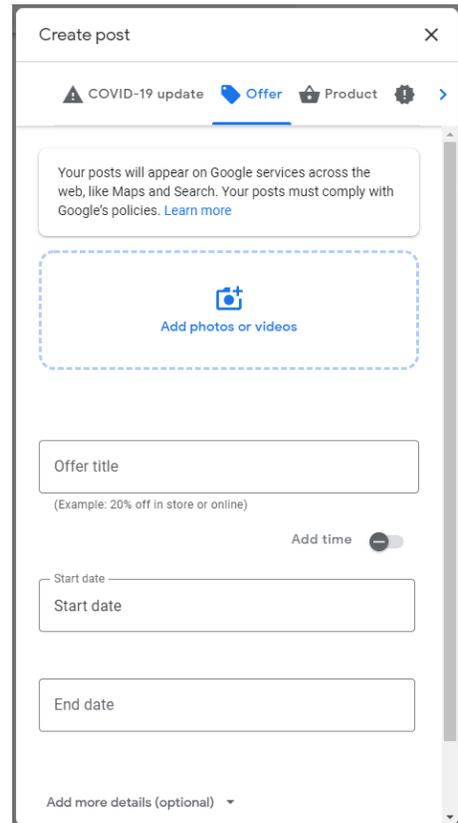
On the dashboard on the left, select “Posts,” click on the type of post that you would like to make, and a Post box will appear for you to add the information. A complete post includes an image, brief copy, a call to action for users, and potentially additional information depending on the type of post.

Editing or Removing a Post

You can edit or delete a post at any time. To edit or remove a post, click on the post you want to edit or remove and click “Edit” or “Delete” as appropriate. If applicable, preview your edits and “Publish” in the top right corner of the screen.

Helpful Information on Posts

- You can add a call to action for users to further engage or find more information. These include: Learn more, Reserve, Sign up, Buy, or Get offer. The call to action can be linked to content on your website.
- You can preview the post before you publish by clicking “Preview” in the top right corner. If you are satisfied with the post, click “Publish” and the post will be visible to the public.
- If you have multiple posts, the newest ones will show first, and the older ones will show in a carousel format. Google will scroll up to 10 posts in the carousel but only the first two are shown on search results pages.
- The posts have unique URLs and can be shared via other social media channels.



Tips and Best Practices for Posts

Content

Posts should be brief, helpful, and encourage action. Before creating a post, it's best to determine what the goal of the post is and the message you want to deliver. It may be encouraging a customer to navigate to a sale on your site or announcing a new product. You want to avoid using gimmicky language or excessive punctuation as Google forbids it, and your post may be removed. You want to have a complete post include as much information as possible. This includes a catchy but concise title. There is a limit of 58 characters in the title.

Photos

Photos should be well-lit, clear and high-quality. The minimum resolution is 720px wide by 540px tall, in JPG or PNG format. Images should have a central focal point to avoid awkward cropping and reinforce your post. When adding photos, you want to avoid intellectual property violations so do not use photos that do not belong to you. Try to add a variety of unique images rather than uploading the same images repeatedly.