OVERVIEW

Posts are additional sections of information displayed on the Knowledge Panel under your Google My Business listing. These function as a relatively simple and fast way to enhance the experience for users searching for your business. Posts increase your real estate on the search engine results page. Posts allow a business to highlight sales or promotions, upcoming events, announcements, or new products. Your posts will show up in search and map results.

CREATING A POST: Sign in to your Google My Business Dashboard. If you have multiple locations, select "Manage Location" for the location in which you want to create a post. On the dashboard on the left, select "Posts." Click "Create Post" and the Post box to the right will appear for you to add the information. A complete post includes an image, brief copy, and a call to action for users. Your post can have between 100-300 words. The first 100 characters are what shows up in the Knowledge Panel. You want to make these characters count, and check that your sentence doesn't get cut off.

To ensure the timeliness of the posts, they are removed after 7 days. If a post is marked as an event, it will remain past 7 days until the event is over. You can edit or delete a post.

You can add a call to action for users to further engage with the post. These include learn more, making a reservation, sign up, buy, or get offer.

Once you've entered in the information, you can preview the post by clicking "Preview" in the top right corner. If you are satisfied with the post, click "Publish" and the post will be visible.

Your posts will appear in maps and search results. 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 in SERPs. The posts have a unique URLs and can be shared by clicking on the post.

EDITING OR REMOVING A POST: To edit or remove a post, sign in to Google My Business. If you have multiple locations, select the location you would like to manage. Select "Posts" from the Dashboard. 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.
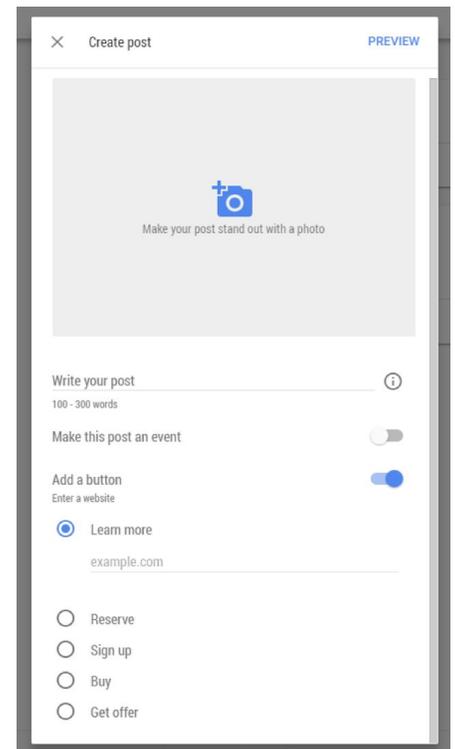
POSTS BEST PRACTICES

Content

Posts should be brief, helpful, and encourage action. Before creating a post, it's best to determine what type of post works for your information and what you want the post to do. 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. Make sure the photos you are uploading belong to you. Try to add a variety of unique images rather than uploading the same images repeatedly.

References

https://support.google.com/business/answer/7342169?hl=en&ref_topic=7343035