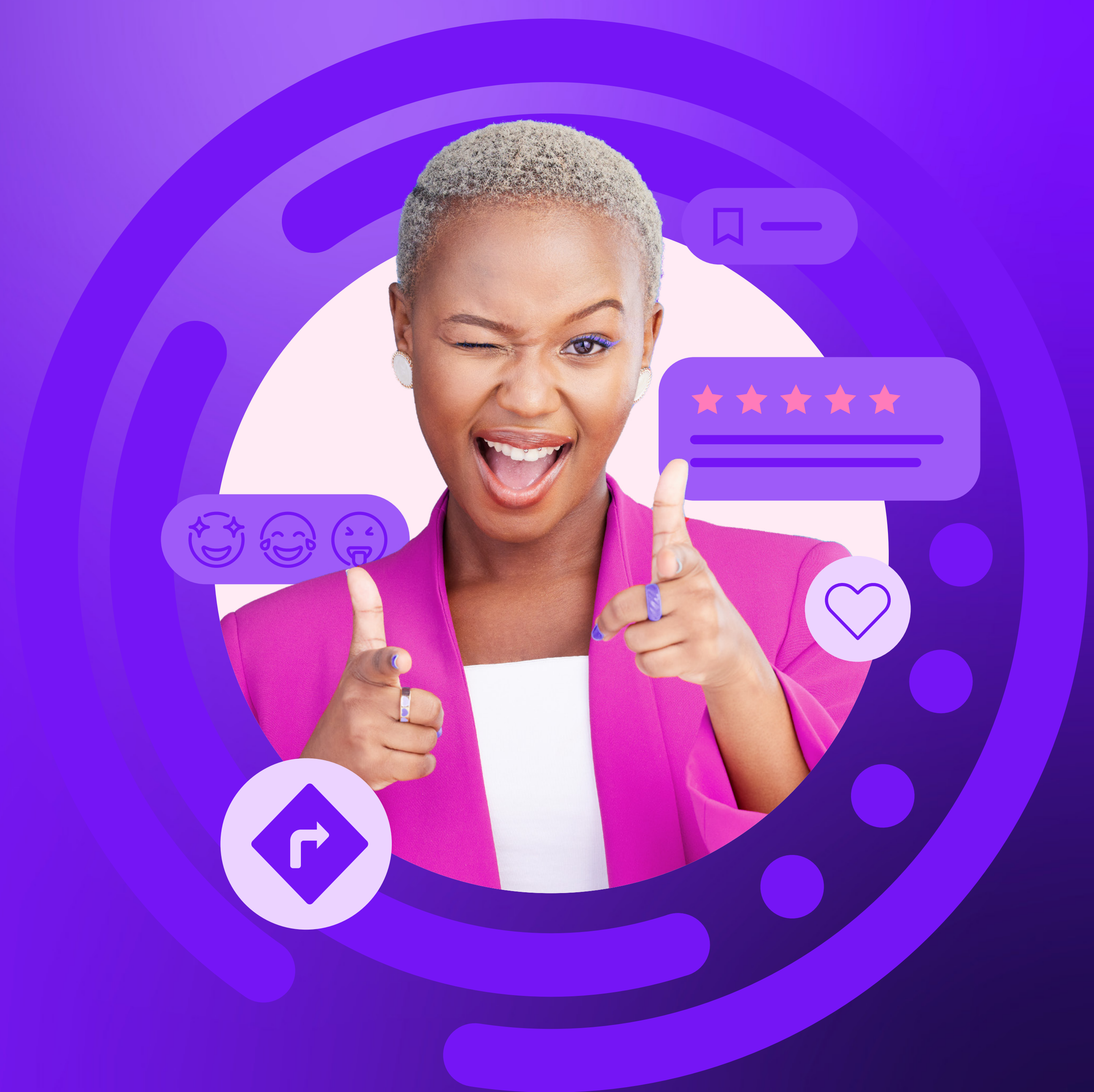


 **GUIDE**

From Bland to Brilliant

10 Ways to Perfect Your
Google Posts





Transforming Your Local Online Presence with Google Posts

They live right in your Google Business Profile, and give you a direct line to potential customers searching for your services: **Google Posts**—and let's bet you're not leveraging them yet to their fullest potentials.

But don't worry, you're not alone: only [33% of businesses](#) use this golden opportunity. In our guide, we'll walk you through the **evolution of Google Posts and share 10 proven tactics to help you optimize**, boosting your business's visibility and conversions in online search.

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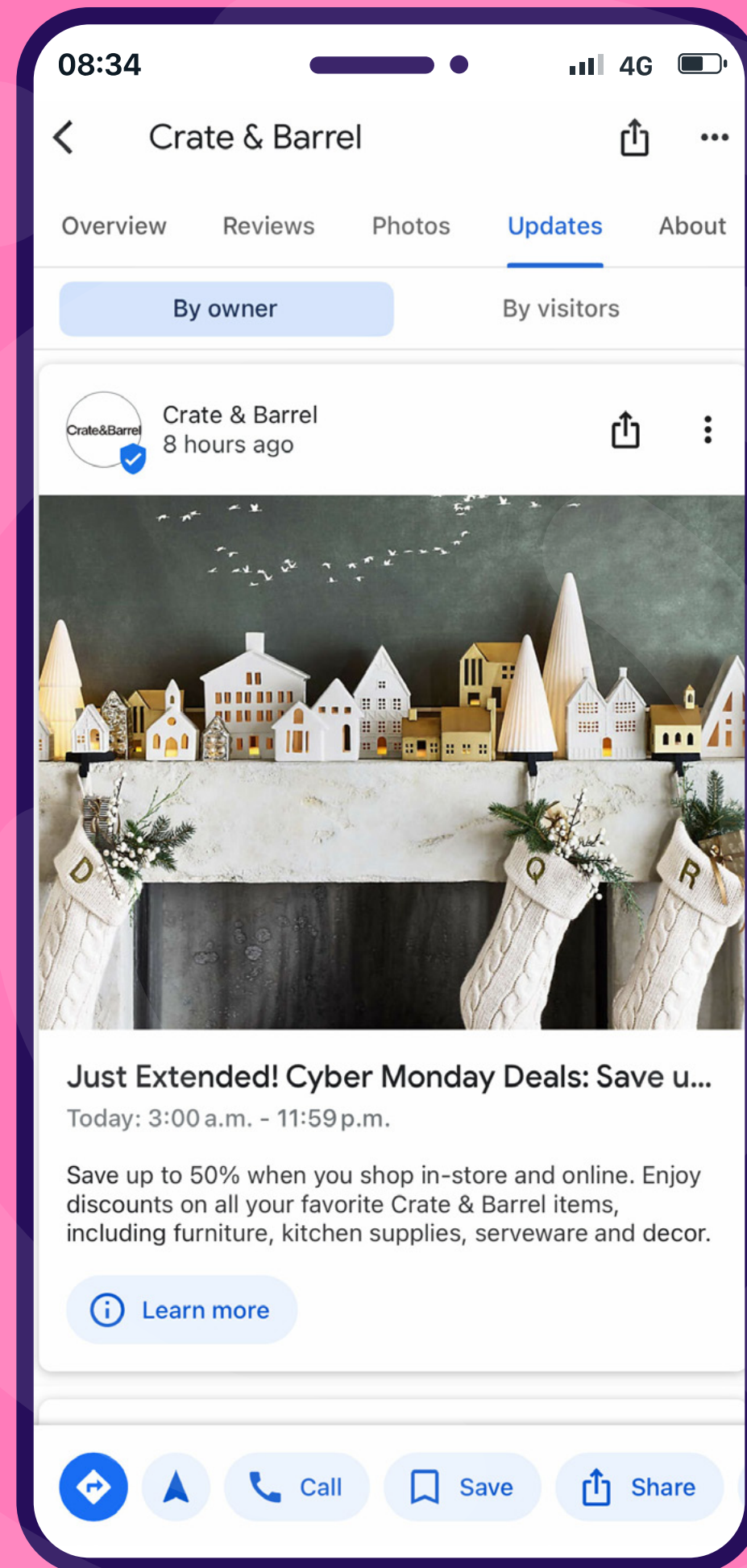
Read this guide to learn about:

**The Role and Evolution of
Google Posts within GBP**

**The Impact of Google Posts on
Search Engine Marketing**

**The 10 Best Tactics to
Publish Better Google Posts**

About Google Posts



What Are Google Posts?

Think of Google Posts as **mini-ads or announcements that live directly on your business's Google listing**. Unlike traditional social media posts, they don't drive followers or engagement in the same way. Instead, they aim to convert searchers into customers by offering direct and actionable information.

When a customer searches for your business—or even a related category like “coffee shops near me”—Google Posts appear prominently on your profile, often right below your contact details or reviews. That way, you can **create and share announcements, offers, new or popular items in stock, or event details** directly with your customers.

Example Google Posts:



Holiday Cheer! Enjoy 15% off all lattes until December 31st. Stop by our Main Street location today!

Get Offer



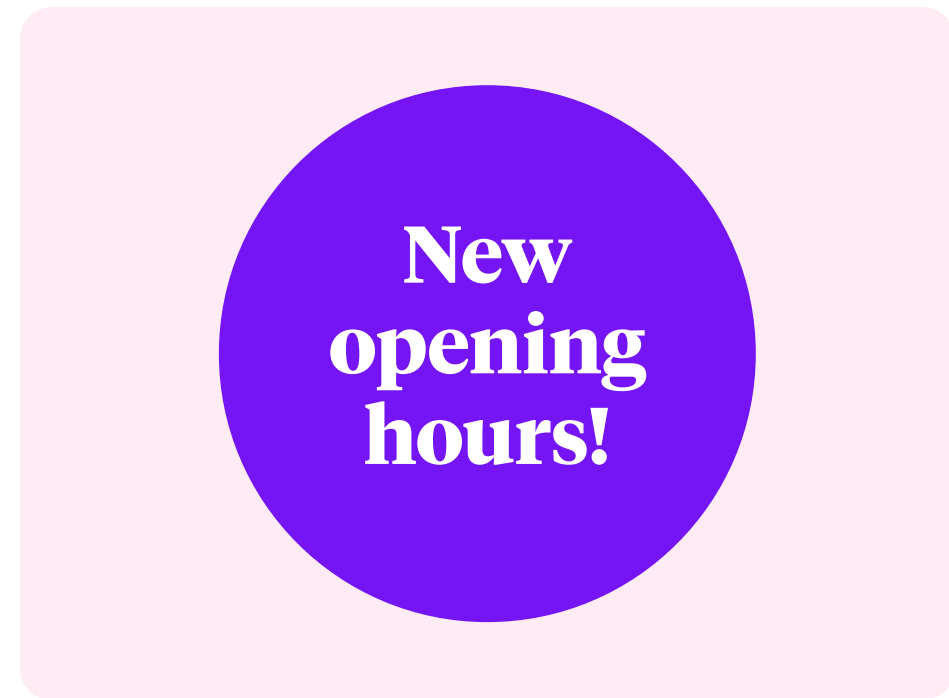
Try our new Baja Tacos! Now available at all locations for a limited time: May only!

Order Now



Live Music Night! Join us Friday at 7 PM for an acoustic set by local artist Alex Lee.

Learn More



We've extended our hours! Now open 9 AM - 9 PM every day to serve you better.

Call Now

The Effectiveness of Google Posts Has Evolved Significantly



2016

Google Posts were introduced as a feature for political candidates and celebrities, allowing them to share updates and engage with users on Google Search.

2017

The feature expanded to all businesses with a Google My Business account (now: Google Business Profile) to create posts for events, offers, and announcements.

2018

Google added the ability to include a call-to-action (CTA) button on Posts, such as “Learn More” or “Call Now,” to drive customer actions directly from the post.

2021

Google promoted the use of Posts for showcasing customer reviews, added analytics, and increased the lifespan from 7 days to 183 days (6 months).

2020

In response to the COVID-19 pandemic, Google introduced a specific post type called “COVID-19 Updates,” allowing businesses to share critical information.

2019

Google integrated Posts into the Knowledge Panel for better visibility and streamlined the user interface, making it easier for businesses to publish updates.

2022

Google started emphasizing multimedia content in Posts by improving image and video upload capabilities, enhancing the visual appeal of posts.

2023

AI-powered suggestions for Google Posts were introduced, helping businesses create optimized content based on their industry, goals, and current trends.

2024

Google enhanced the prominence of Google Posts by strategically surfacing them in key areas of the mobile SERP, such as the “Nearby Events and Deals” section.

The Benefits Of Google Posts

BENEFIT 1

Boost Your Visibility

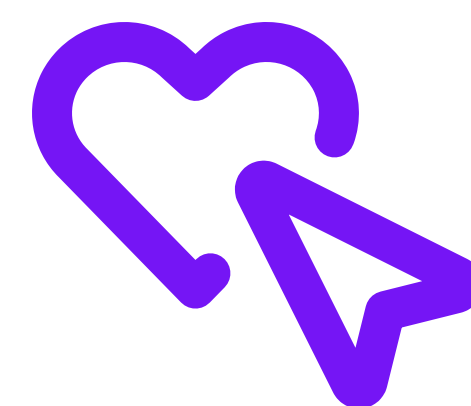
Google Posts significantly boost your business's visibility by **displaying your content directly on your Google Business Profile in search results**; and since 84% of customers use Google to evaluate local businesses, it provides you with a perfect opportunity to stand out and connect with customers at the decision-making moment.

The presence on both desktop and mobile search results **puts your posts in front of users who are actively searching** for businesses like yours. Additionally, Google's strategic placement of posts in various sections, such as the 'Nearby Events and Deals' on mobile, amplifies their reach beyond just the traditional map pack.





BENEFIT 2



Drive Customer Engagement

While Google Posts may not drive massive traffic, they have become an integral part of local SEO strategies, helping businesses **engage with their local audience more effectively**. In fact, Google Posts gives businesses the opportunity to offer actionable information in a direct format: whether it's a special promotion or an upcoming event, these posts give customers a clear call-to-action.

In other words, Google Posts keeps your customers informed, **leading to increased click-through rates and driving more foot traffic**, online conversions, and inquiries. As a result, you can expect to see a boost in revenue as well.

BENEFIT 3



Differentiate Your Brand

By showcasing unique promotions, upcoming events, or personalized messages, businesses can **differentiate themselves from competitors**, offering a more tailored and dynamic experience that resonates with potential customers. This strengthens your competitive edge and can make your business stand out in a crowded market.

Additionally, regularly updating Google Posts with relevant information directly within the search results helps reinforce credibility and transparency. Users can see that your business is up-to-date and responsive, which **builds consumer confidence and can increase the likelihood of them choosing your services** over competitors.



10 Proven Tactics For Google Posts

1. Start With the Basics

When creating a Google Post, it's essential to **answer the key questions that will make your message clear and actionable**. Think of the 5 W's:

- *Who* is it for? Tailor your message to your target audience.
- *What* is happening? Provide details of your announcement.
- *When* is it happening? Make sure the timing is crystal clear.
- *Where* should customers go? Tell them where to find you.
- *Why* should they care? Give them a reason to take action.

By answering these questions, you ensure your posts are **direct, and easy to act on**.





2. Use Eye-Catching Visuals

Visual content plays a significant role in capturing attention—and high-quality, authentic images or videos of your products, locations, or staff are far more engaging than stock photos. Showcase what makes your business unique—but ensure your visuals meet the following specs:



Minimum resolution:
400px x 300px



Maximum file size:
100 MB

By using eye-catching visuals, you can **create a memorable impression** that entices potential customers to stop by. But don't even try to use the same photos for all locations; customers will notice (and won't like it)!

3. Write Clear, Actionable Copy

The language in your Google Post should guide customers toward the next step. **Use clear and concise language that is easy to skim**, as most users browse quickly. Stick to one core message per post and include a strong call to action (CTA).

GOOD EXAMPLE

“Taco Tuesdays: Half-price tacos until Aug. 31 at our San Diego locations. Call now to reserve your spot!”

BAD EXAMPLE

“Check out our tacos. They’re delicious and affordable. We’re here to serve you all day.”

Direct and actionable language will help your post achieve its goal, whether that’s **driving foot traffic or online conversions**.





4. Leverage Emojis for Emphasis

Emojis can add personality and energy to your posts. When used strategically, they **draw attention and make your content feel more approachable**. For example:



to announce
news



to highlight
events



to showcase
discounts

Using emojis in your posts can help you **convey the tone and purpose** of your message better while making it visually appealing and easier to digest.

5. Include Relevant Keywords

Optimize your posts by **integrating keywords that are directly relevant to your business, products, or services**. Doing so can improve your visibility in search results, ensuring your posts are more discoverable to users searching for relevant terms.

For example, if you're a restaurant, **use terms like “best pizza in [city]” or “family-friendly restaurant”** to help your posts appear for [local search queries](#). Including these keywords will help searchers find your business in a crowded digital space and improve your post's chances of being seen.





6. Highlight User-Generated Content

Whether it's feedback on a recent experience, a review of a popular product, or a compliment about your service, **showcasing user-generated content can make potential customers feel more confident about choosing your business** over competitors. Sharing these authentic voices helps establish social proof, ultimately influencing new customers to take the plunge and engage with your business.

Generally, **customer reviews are a powerful tool for building trust and credibility**; which is why you should proactively ask customers for reviews, and always (!) reply.

7. Highlight Unique Selling Points

Differentiate your business from competitors by **emphasizing your unique selling points (USPs)**. Whether it's a special service, limited-time promotion, or exclusive product, make sure your post showcases what sets you apart.

Highlighting your USPs helps **attract customers who are looking for something unique** and can lead to increased loyalty and conversions. For example, if you offer free delivery or a unique product feature that no other local business does, highlight that as part of your post to entice potential customers.





8. Experiment With Post Types

To maximize the impact of your Google Posts, try **rotating through different formats to determine which resonates best** with your audience.



Event Posts can be used to announce upcoming activities or special events, helping you engage customers with relevant information.



Offer Posts are great for promoting discounts or limited-time deals, providing customers with a clear incentive to act quickly.



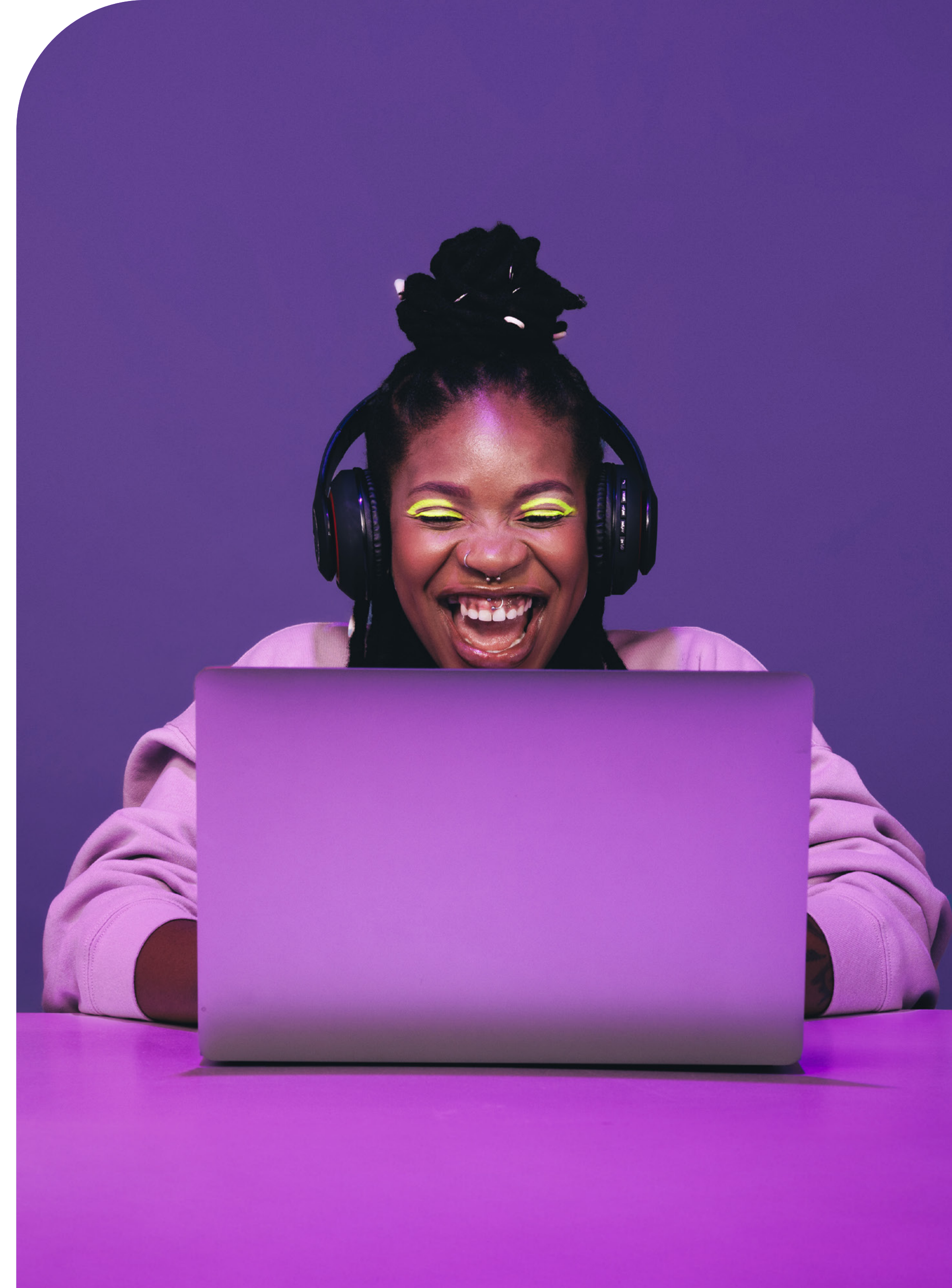
Product Posts allow you to highlight specific items, services, or new arrivals, showcasing what your business offers.

By experimenting with these post types, you can **keep your content fresh and dynamic while gaining insights** into what generates the most engagement and conversions.

9. Post on a Regular Basis

To get the most out of Google Posts, consistency is key. Posting regularly helps your business stay top of mind and builds trust with customers. **Develop a content calendar to ensure you are consistently updating your posts**, whether it's weekly, bi-weekly, or even monthly.

When you consistently update your Google Posts, **you show that your business is active, engaged**, and committed to providing valuable, up-to-date information. By staying on top of your posting schedule, you can also analyze the performance of each post, refine your approach, and maximize your engagement over time.





10. Monitor Performance & Optimize

Track the performance of your Google Posts to **understand what resonates best with your audience**. Key metrics like views, clicks, and engagement will help you evaluate the success of each and every post.

Analyzing these insights allows you to refine your strategy, optimize your content, and ensure you're getting the best possible results. But you should also **look at local revenue to determine if attracting viewers is effectively converting them** into customers making purchases at your stores.

Up Your Game With Google Posts

Now that you're equipped with the knowledge to optimize your Google Posts, **it's time to put these strategies into action.** But why stop there? To truly maximize your results with minimal effort, consider adding a powerful location marketing tool to the mix.

With Uberall's listings and social media software, you can **streamline your posting process and ensure consistency**, all while enhancing your local visibility: schedule posts, with local placeholders, for all your locations, around the globe.

Ready to take your Google Posts to the next level?

[Request a demo!](#)

Explore Platform



About Uberall

Uberall is the only multi-location marketing platform that connects your digital presence to local revenue impact. We help you grow by optimizing your location performance across visibility, engagement, reputation, and conversion.

Our AI-powered platform simplifies multi-location marketing with one easy-to-use solution. From powerful analytics and location data management, listings, reviews, store locators, local pages, and local inventory to social media, social ads, and messaging—everything you

need to boost your local impact in one intuitive platform.

Founded in 2013 in Berlin, Germany, Uberall powers over 1.3 million locations globally. Trusted by leading brands in retail, hospitality, food & beverage, and automotive, Uberall is shaping the future of location marketing.

For further information

www.uberall.com | [LinkedIn](#) | [YouTube](#) | [Facebook](#) | [X](#) | [Instagram](#)

