



The ultimate guide to Google Posts



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What are Google Posts?



In 2017, Google began testing out a variety of products as ‘social’ elements in Google My Business (GMB). After several limited pilots, they had finally settled on a feature which is still being utilized and receiving regular updates, Google Posts.

Google Posts are short microblogs that your clients can post directly in their GMB profiles. They provide an effective way to communicate with and advertise to users while also providing valuable SEO benefits. Google Posts appear within a business’s Google Maps listing, in their Knowledge Panel, and—most beneficially—snippets from them appear in the local 3-pack to boost the rankings of relevant businesses. Google in late 2021 also added a notice that your Google Posts may appear on third-party websites. Google did not specify what posts appearing on third-party sites will look like or which third-parties are included. What is clear however is that Google does intend to give its posts feature even more reach.

Google Posts can be used to promote products, events, job postings, and anything else your clients may wish to highlight on their GMB listings. If a user sees a post which is relevant to them, clicking on it expands the post into an ad-like box. From there they’re presented with various calls to action, such as visiting the website to learn more about the advertised product or to schedule an appointment.

If used effectively, Google Posts can increase website traffic, boost sales, engage audiences, and improve search engine rankings. There is no reason why every business shouldn’t take this currently-free advertising opportunity on the world’s biggest search engines.

Examples of Google Posts

Desktop Search

Kal Tire

[Website](#) [Directions](#) [Save](#)

3.9 ★★★★★ 46 Google reviews

Tire shop in Toronto, Ontario

Address: #882 AGINCOURT STORE, 3805 Sheppard Ave E, Scarborough, ON M1T 3L5

Hours: Open - Closes 6 p.m. ▾

Phone: (647) 251-7628

Province: Ontario

[Suggest an edit](#) · [Manage this listing](#) ⓘ

Questions & answers


[Be the first to ask a question](#) [Ask a question](#)

Reviews from the web


5/5 Kal Tire · 6 reviews

Reviews ⓘ


[Write a review](#) [Add a photo](#)



"Great attention to service, great customer service, speed and reliability."



"The people that work there are extremely rude and unprofessional."





"Staff and professional, pricing is what you can expect anywhere."

[View all Google reviews](#)

From Kal Tire

'Kal Tire is a Canadian based business and one of Canada's largest independent tire dealers. Visit a Kal Tire shop near you for your tire, wheel/rim, mechanical service, oil change and alignment needs.'

 **Kal Tire**
on Google




Get the right tires for the right season. Schedule your winter tire change online.



5 hours ago


[Book](#)

[View all](#)

Desktop Maps

 Kal Tire


 





Kal Tire


3.9 ★★★★★ (46)


Tire shop


 Directions


 Save


 Nearby


 Send to your phone


 Share


 #882 AGINCOURT STORE, 3805 Sheppard Ave E, Scarborough, ON M1T 3L5

 QPJ4+PR Scarborough Toronto, ON

 kaltire.com

 (647) 251-7628

 Open now: 7:30a.m. – 6p.m. ▾

 [Manage this listing](#)


[Suggest an edit](#)

From the owner

Get the right tires for the right season. Schedule your winter tire change...

6 hours ago

[BOOK](#)

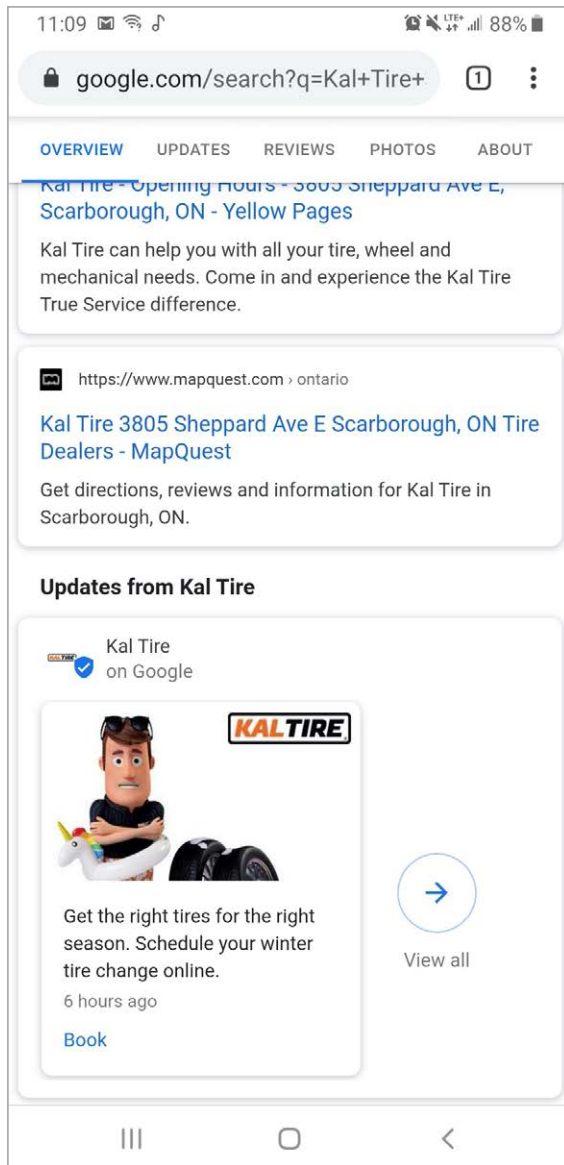


WHAT ARE GOOGLE POSTS?

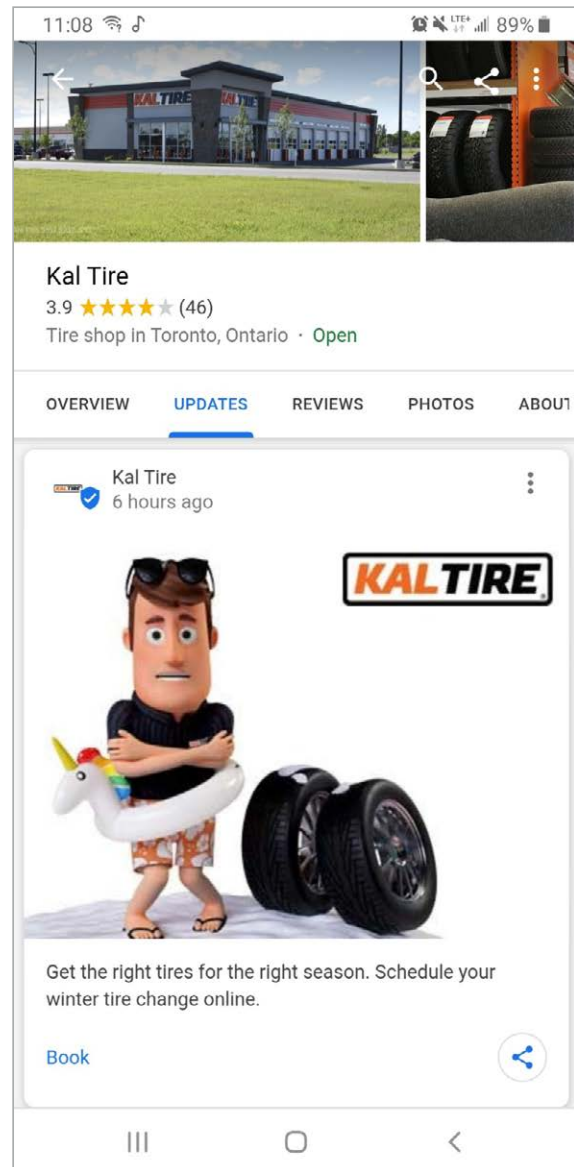
2

Examples of Google Posts

Mobile Search



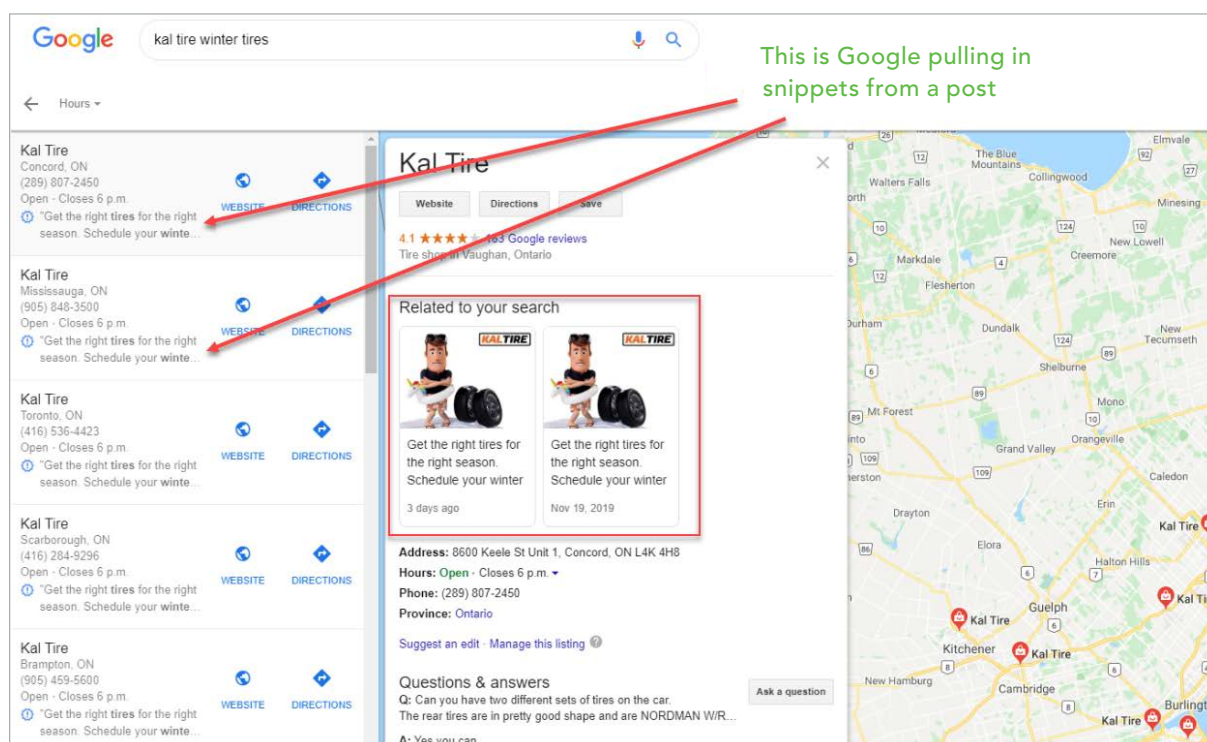
Mobile Maps



The benefits of Google Posts

Direct communication with local customers is key. Your clients give timely information about the current state of their business as users find them on Google. Special sales, holiday operating hours, and other important information can be given without the user having to do extra research through the business's website or other external sources of information. Appealing to their customers with engaging images and videos also gives a chance to billboard special offers just as the user is finding your client's business rather than having to rely on them engaging with their website.

Outside of the marketing opportunity, many businesses will benefit from the rankings boosts that come with using Google Posts. Google certainly prefers it when businesses use Google's products to advertise, and thus gives better SEO signals to those that have utilized posts. In early 2019, Google began to display highlights from a business's Google Posts in the local 3-pack.



Depending on your target market, utilization of specific keywords within your Google Posts can have your business rank for desired queries. Promotion of specific products, events, or targeted keywords can make your listings a touchpoint for users in a manner that may not have been possible without Google Post giving them unique highlights.

Industries With Limited Google Post Use

There are some industries where some of their advertising is prohibited through Google Posts. These are mainly due to advertising regulations across the United States and elsewhere. As per Google: *"We do not allow content related to regulated products and services, including alcohol, tobacco products, gambling, financial services, pharmaceuticals and unapproved supplements, or health/medical devices."*

You are still able to advertise the business proper which sells these regulated products. As per Google: *"If you offer products or services in an industry that is regulated, you're allowed to use posts but you can't post content related to the products themselves."* That is to say that a business such as a financial service cannot advertise any specific financial product they sell but could create a post regarding an upcoming event, appointment booking information, or recent media coverage of the brand.

Enterprise Level Google Posts

The inception of Google Posts saw an arbitrary limit of only businesses with fewer than 10 listings permitted to use the product. Amid COVID-19, when it became important for all local businesses to specify their change in operations regardless of their status as a chain, Google learned that posts are incredibly useful to businesses of every scale.

Google thought hyper-local information as something too specific for anyone but the local managers themselves to handle but they quickly learned otherwise. Posts can be made by the workers within the specific location but there is a great amount of information relevant to the local market that can be given by corporate heads. New products, events, and sales are not always relevant to every single location for an enterprise level business and Google Posts are a good way to specify which of a brand's locations are participating in that promotion. Corporate oversight may determine some information is relevant to one, all, or only a portion of their online listings, and customers benefit from these posts regardless of how many locations they are applicable. Whether a business needs to make a post for one or over one thousand listings, Google sees the value in utilizing Google Posts to get the word out and now allows businesses to scale their messages to any volume.

The future of Google Posts

Google Posts have had regular updates every month since their launch. What this indicates is that Google wants to make Google Posts a regular feature on GMB that all businesses utilize and users begin to expect.

Once it becomes ubiquitous, there is a chance that Google will begin charging for the feature for all enterprise-level businesses—much like the Microsoft Windows model, where it is virtually free for individual users but businesses require a license. Google is likely trying to make Google Posts appealing to users and SMBs and then will charge enterprise-level businesses for the privilege of using them. SMBs may also find themselves having to pay for Google Posts in the future. It is best for all businesses to utilize posts while they're free rather than waiting to see what the potentially paid future holds.

Conclusion



The marketing and SEO benefits are clear, and Google is only putting more emphasis on businesses that have taken up Google Posts. They can be the edge your client needs to make it into the local 3-pack, or simply a prominent billboard for their most appealing offers and promotions.



Let's talk.

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