

# Optimize Your Google My Business Listing

## with these Best-Practice Tips

Your Google Business Profile may be an untapped resource to help your firm generate leads, increase brand awareness, and land on page one of Google.

- ✓ Claim and maintain your Business Profile
- ✓ Complete every section of your Google My Business account
- ✓ Be meticulous with contact information
- ✓ Select primary and secondary categories
- ✓ Write a complete “from the business” description
- ✓ Publish posts and photos weekly
- ✓ Collect and respond to reviews
- ✓ Add your products and/or services

## Why post to a Google Business Profile?

Adding posts to your profile gives people additional information about your firm, services, culture, and more. It’s also a great recruiting tool. Plus, the more you post, the more Google likes you. So, post away, but not more than 3-5 times per week.

## 8 Posting Tips

1. Use high-quality photos in jpg or png format, with an aspect ratio of 4:3 (1200px x 900px is recommended), up to 5mg each. When using video, use a 720p resolution minimum, up to 30 seconds long and 75MB per video.
2. Keep posts short, between 150 – 300 characters max. Avoid using hashtags. They don’t help you rank higher.
3. Include keywords in your posts
4. Proofread
5. Repurpose social media content you already have.
6. Use a call-to-action button (Book, Order Online, Learn More, Sign Up, and Shop) with a link to your content.
7. Engage and respond to comments on the posts.
8. Keep a business mindset when creating posts. “Google wants to keep their profiles 100% business activity focused. Google will remove any content they determine to be “off-topic,” writes Hootsuite.