



Checklist 15 - Using GMB Posts To Boost Conversions

Project
Name: _____

Date: _____

Yes No

Google posts are similar to social media updates in the sense that they are an update of your business in terms of notifying your customers' regarding relevant information about your products and services. When applied strategically, Google posts are highly effective when it comes to presenting your brand's visibility and personality, as well as boosting conversion. One of the salient factors in terms of making your GMB listing more clickable is enhancing the level of engagement. To this effect, the rate of conversion is likely to be higher when customers can engage/interact with your content and as such, it is important to ensure that your Google posts prompt conversions. Characteristically, Google posts appear in the 3 pack and ultimately influences leads or lack thereof depending on the quality of the post. This checklist addresses essential factors to consider when attempting to make your Google posts more click-worthy.

1

Check that your posts are updated.

☐ ☐

2

Post fresh content that resonates with your customers.

☐ ☐

3

Create a FAQs list to preempt customers' perceptions.

☐ ☐

Notes



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- 4
Ensure your posts enhance review signals. ☐ ☐
- 5
Consider posts that are more visually stimulating. ☐ ☐
- 6
Avoid leaving customer reviews unanswered. ☐ ☐
- 7
Enable the messaging feature to maximize engagement. ☐ ☐
- 8
Check that your posts are geo-tagged. ☐ ☐
- 9
Monitor and manage photos regularly to maximize listing engagement. ☐ ☐
- 10
Generate positive reviews for your listing that appear in snippets on map searches. ☐ ☐

Notes



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- | | | |
|-----------|--|---|
| 11 | Create product carousel. | <input type="checkbox"/> <input type="checkbox"/> |
| | | |
| 12 | Ensure your Google posts positively impact behavioral signals. | <input type="checkbox"/> <input type="checkbox"/> |
| | | |
| 13 | Create high quality videos. | <input type="checkbox"/> <input type="checkbox"/> |
| | | |
| 14 | Check that your selected primary and secondary categories are appropriate. | <input type="checkbox"/> <input type="checkbox"/> |
| | | |
| 15 | Take necessary measures to avoid the spam listing. | <input type="checkbox"/> <input type="checkbox"/> |
| | | |
| 16 | Avoid using stock photography. | <input type="checkbox"/> <input type="checkbox"/> |
| | | |
| 17 | Optimize your services section. | <input type="checkbox"/> <input type="checkbox"/> |

Notes



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18

Add appropriate business attributes to your listing.

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19

Post a variety of images to your GMB.

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20

Add UTM parameters to your website's URL to track engagement.

☐ ☐

Notes:

- Your Google post should enhance the diversity, quantity and diversity of your reviews.
- Behavioral signals include CTR, level of traffic, conversion rate.
- Include interior and exterior shots, product pictures, and pictures of staff in your photo uploads.

Notes