



Business Recovery
FOR THE NEW NORMAL
PROSPERA BUSINESS NETWORK

What are Google Posts and Why You Should Use Them

There's no denying it: Google is a powerhouse.

Over 90% of all searches conducted worldwide happen on a Google platform. When your ideal customer searches for a solution to their problem, you want to be the answer.

Do you remember Google+ and Google Circles? Those were Google's attempts at creating a social network similar to Facebook. However, the concept failed. People weren't using Google as a social platform. They were using it for search.

Google's response was to put the "social" parts of business -- the ability to post an update-- right on the business's business profile.

If you can't join 'em, beat 'em.

Now, if you're a business owner, you have the ability to create a post that will be visible to anyone who views your Google business profile on Google Search and Maps.

Why is this important?

Because unlike other "social" aspects of business, you don't have to have a follower or a fan to get these updates in front of customers. They don't have to subscribe to your email list or visit your store. This means you get to speak directly to your customers, right where they are searching for you.

Google posts are similar to Facebook or Instagram posts in that you can share an image, a series of images, or a video, along with a caption. You can (and should) also include a call to action. You can create posts for events, promotions, products, or updates.

The benefit is huge. While your regular business profile is going to show your business name, address, phone number, reviews, and category, your post is something that can really show your best face to your customer. Having that added image not only will set you apart visually from other search results, but interacting with your Google business profile each week actually improves your search ranking (Google loves recommending businesses with up-to-date information)!

If you aren't currently using Google Posts as part of your marketing and outreach, start today! It's an easy (and free!) way to get your brand in front of more people who could become your customers.

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