



LocalClarity

Reputations Matter. Take Control.

Google Posts @ Enterprise Scale



Google My Business Local Posts

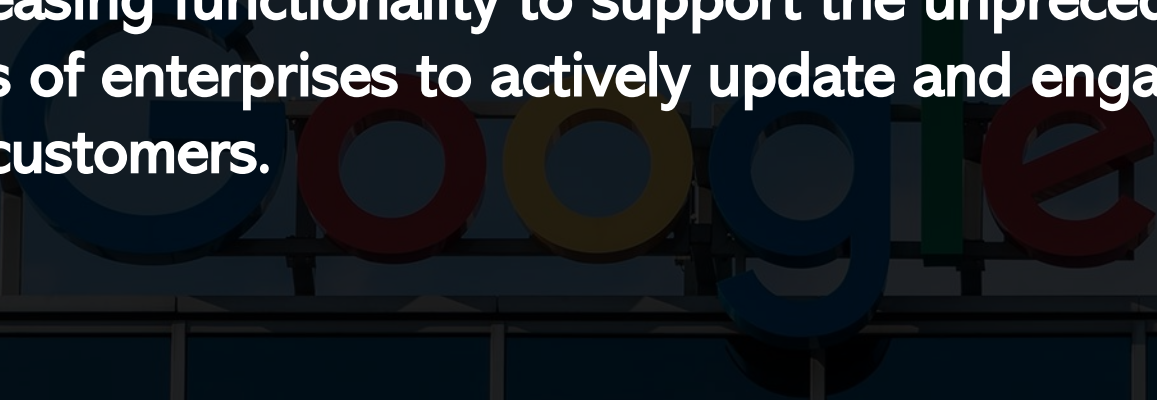
- Google Posts allow businesses to directly share messages and engage with customers in local search and maps – for FREE!
- Posts use images and text to engage customers and can be created for Updates, Events, and Offers.
- Posts have strong Call-to-Action messages to drive both web and foot traffic.

But...Google specifically prohibited bulk management to force large brands into paid advertising vehicles.

Google My Business Bulk Local Posts

Now Available from LocalClarity for Enterprise Brands

LocalClarity, in partnership with the Google API teams, is releasing functionality to support the unprecedented needs of enterprises to actively update and engage with customers.

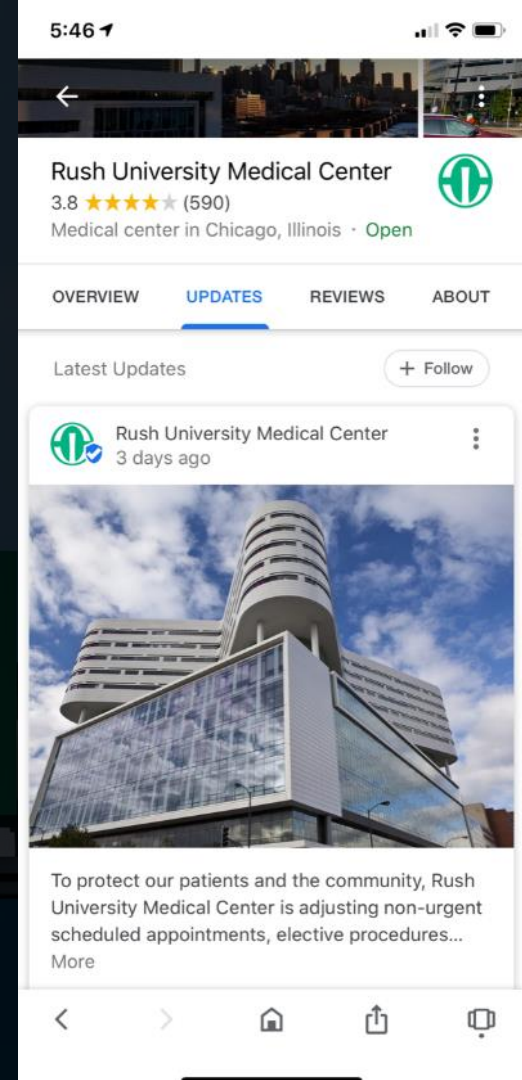


1. Posts Are Updates

Perfect Navigation Label in a Crisis

Leverage the Updates Navigation section to:

- Show customers how they can still purchase products and services
- Affirm that the information available is current and accurate
- Help customers understand your brand's values

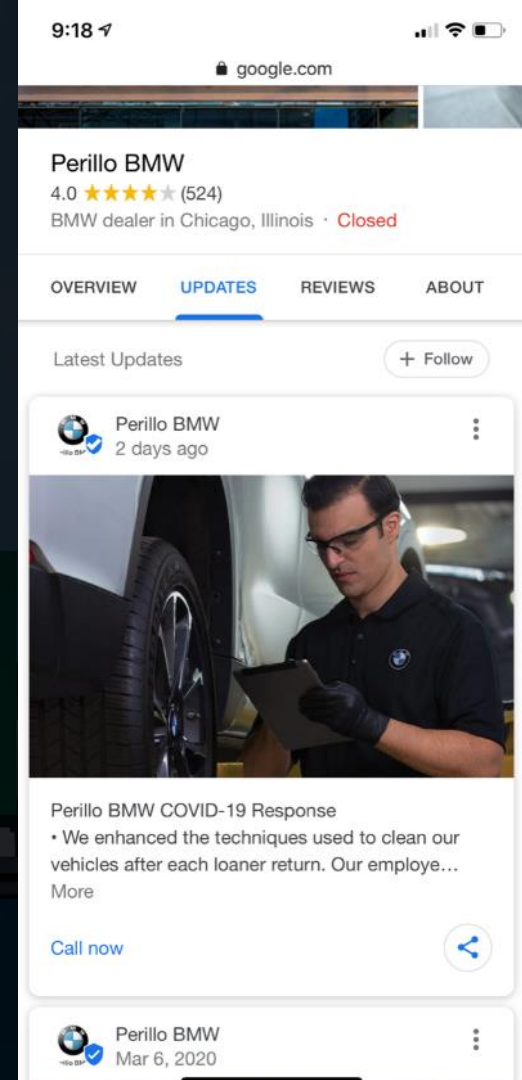


2. Post Best Practices

Message & Timestamp are Key

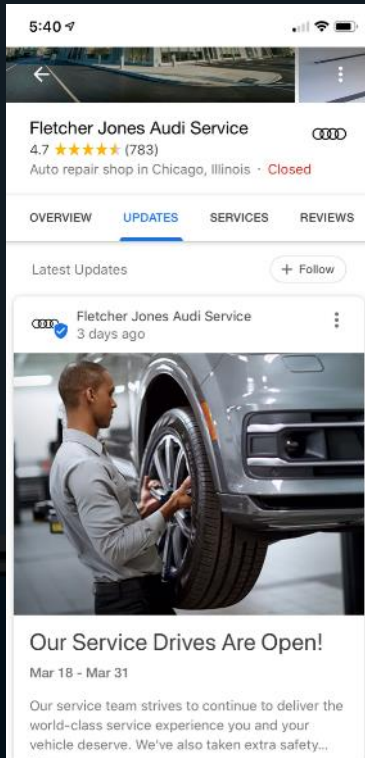
Information to share/Questions to answer:

- **Availability** - Are you open for business and what products/services are available to me?
- **Accuracy** - Is the information you are presenting accurate? How do I know it's correct?
- **Timeliness** - Is the information the most current? What's next?
- **Empathy** - We are all in this together.



2. Posts Best Practices

Good Examples




5:40

Fletcher Jones Audi Service
4.7 ★★★★★ (783)
Auto repair shop in Chicago, Illinois · Closed

OVERVIEW **UPDATES** SERVICES REVIEWS

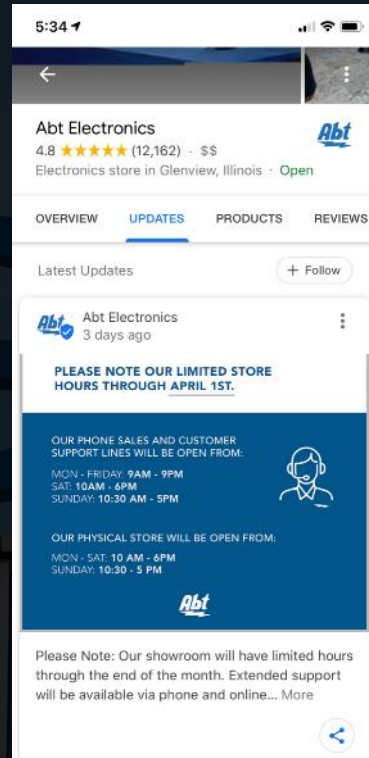
Latest Updates [+ Follow](#)

Fletcher Jones Audi Service
3 days ago



Our Service Drives Are Open!
Mar 18 - Mar 31

Our service team strives to continue to deliver the world-class service experience you and your vehicle deserve. We've also taken extra safety...



5:34

Abt Electronics
4.8 ★★★★★ (12,162) · \$\$\$
Electronics store in Glenview, Illinois · Open

OVERVIEW **UPDATES** PRODUCTS REVIEWS

Latest Updates [+ Follow](#)

Abt Electronics
3 days ago

PLEASE NOTE OUR LIMITED STORE HOURS THROUGH APRIL 1ST.

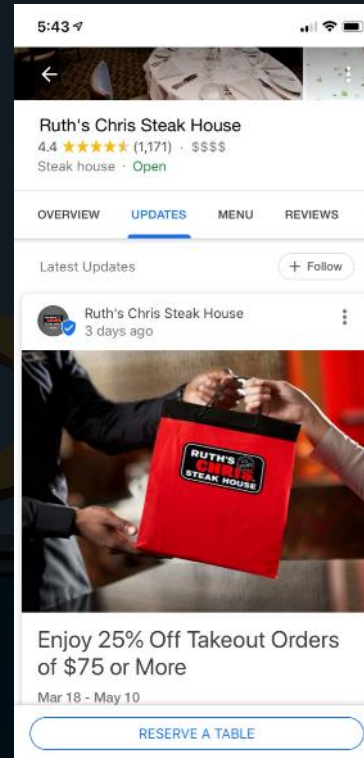
OUR PHONE SALES AND CUSTOMER SUPPORT LINES WILL BE OPEN FROM:

MON - FRIDAY: 9AM - 9PM
SAT: 10AM - 6PM
SUNDAY: 10:30 AM - 5PM

OUR PHYSICAL STORE WILL BE OPEN FROM:

MON - SAT: 10 AM - 6PM
SUNDAY: 10:30 - 5 PM

Please Note: Our showroom will have limited hours through the end of the month. Extended support will be available via phone and online... More




5:43

Ruth's Chris Steak House
4.4 ★★★★★ (1,171) · \$\$\$\$
Steak house · Open

OVERVIEW **UPDATES** MENU REVIEWS

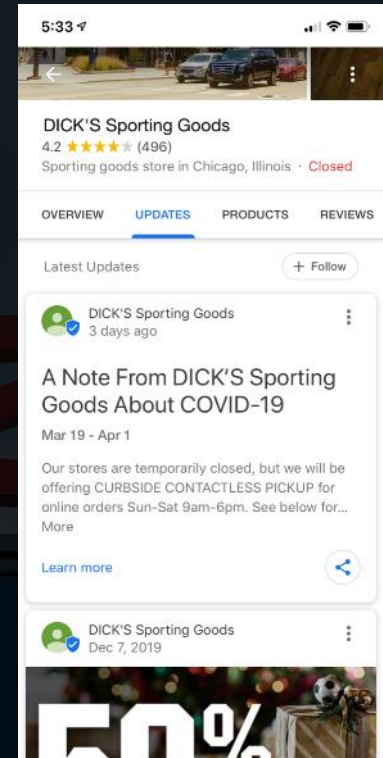
Latest Updates [+ Follow](#)

Ruth's Chris Steak House
3 days ago



Enjoy 25% Off Takeout Orders of \$75 or More
Mar 18 - May 10

[RESERVE A TABLE](#)



5:33

DICK'S Sporting Goods
4.2 ★★★★★ (496)
Sporting goods store in Chicago, Illinois · Closed

OVERVIEW **UPDATES** PRODUCTS REVIEWS

Latest Updates [+ Follow](#)


DICK'S Sporting Goods
3 days ago

A Note From DICK'S Sporting Goods About COVID-19
Mar 19 - Apr 1

Our stores are temporarily closed, but we will be offering CURBSIDE CONTACTLESS PICKUP for online orders Sun-Sat 9am-6pm. See below for... More

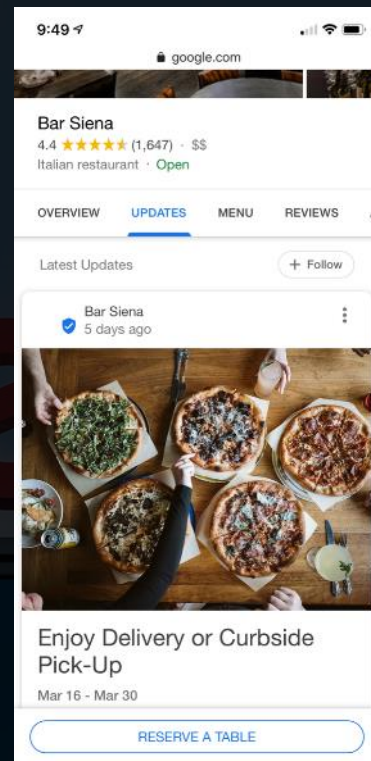
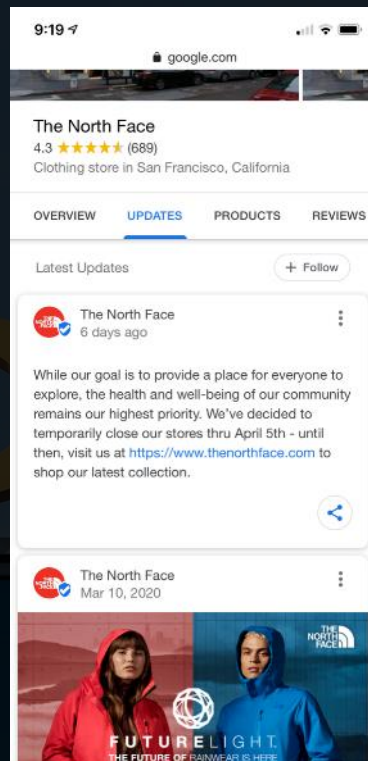
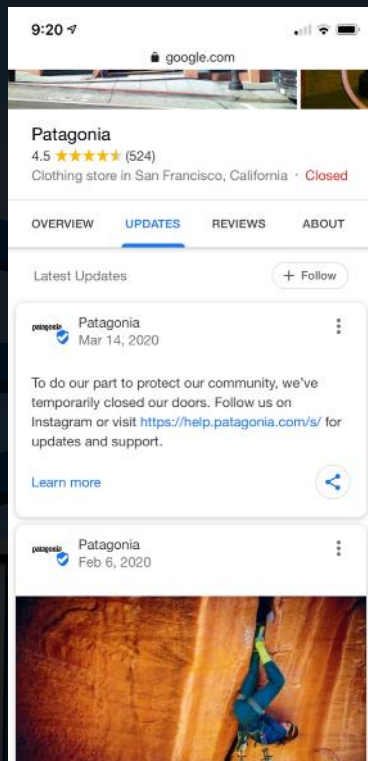
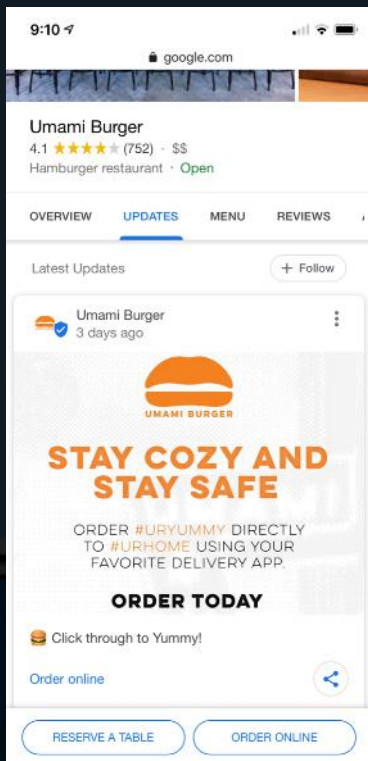
[Learn more](#)

DICK'S Sporting Goods
Dec 7, 2019



2. Post Best Practices

More Inspiration

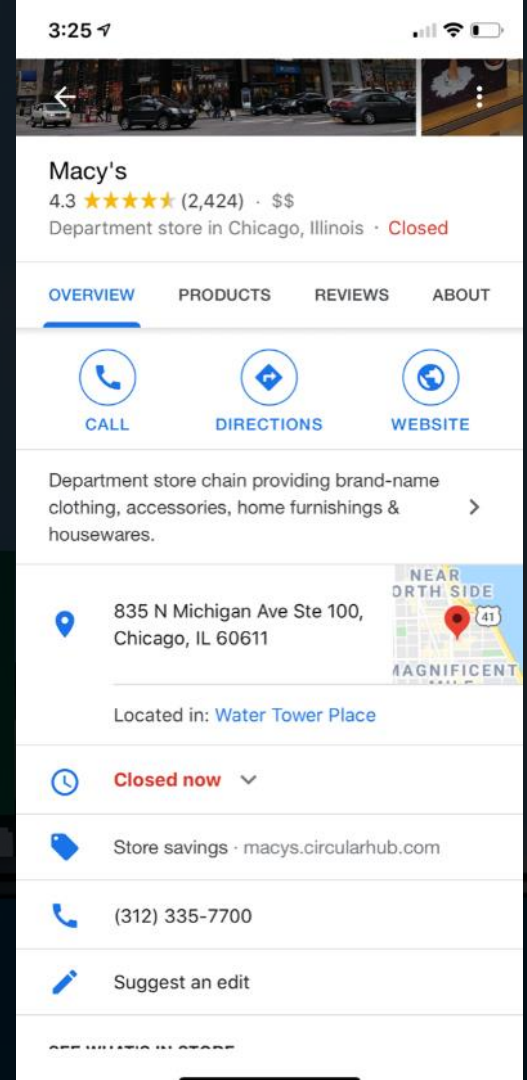


3. Locations with No Posts

Missing Any Sense of Timeliness

Google Knowledge Panels do not present update timestamps or other assurances that the detail presented are current.

This Macy's location is closed now, but there is no affirmation with clients.

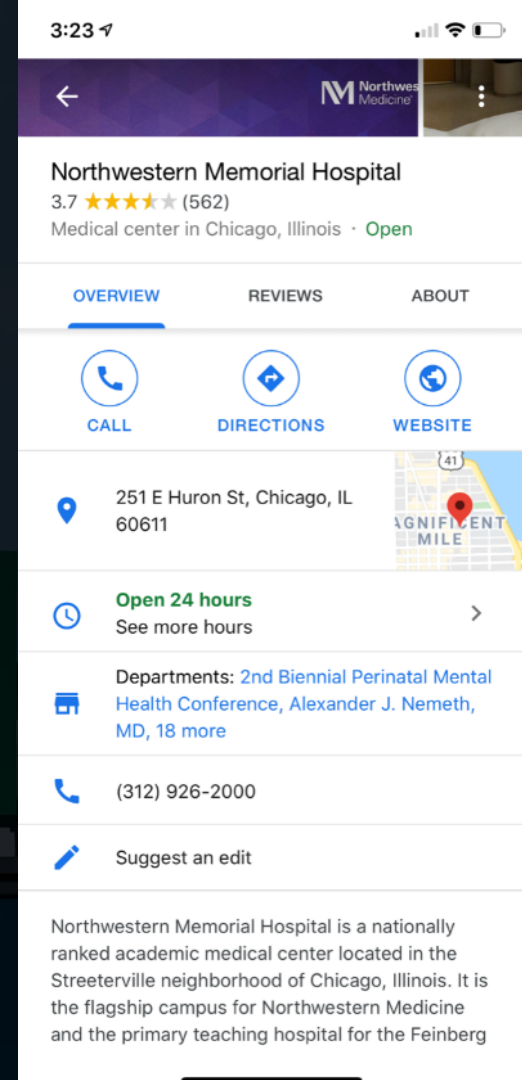


3. Locations with No Posts

Frustratingly Incomplete

Even one of the most prestigious hospitals in the country is missing an opportunity to share critical information.

Without guidance, phone lines will become overwhelmed answering the same questions over and over.

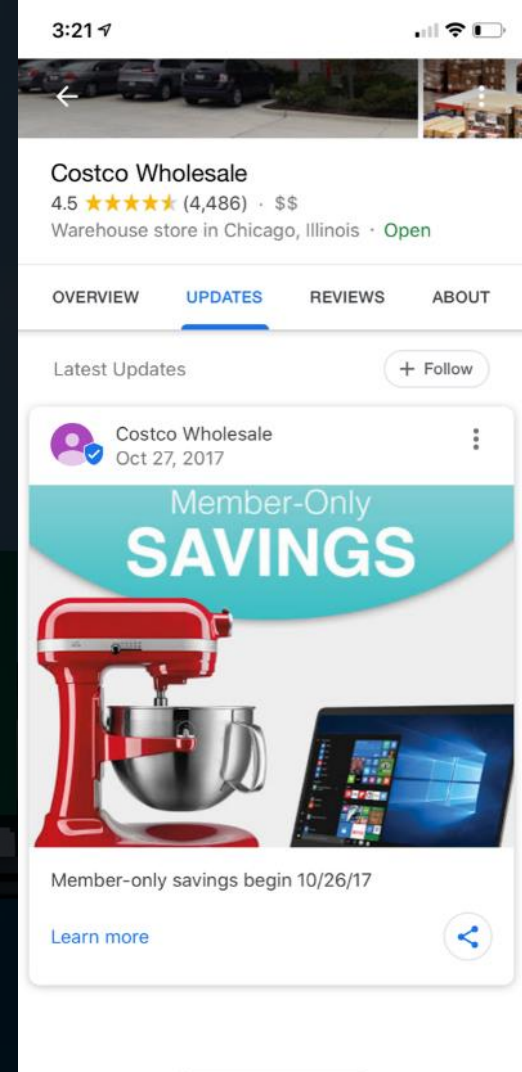


4. Locations with Dated Posts

Is Other Information Equally Dated?

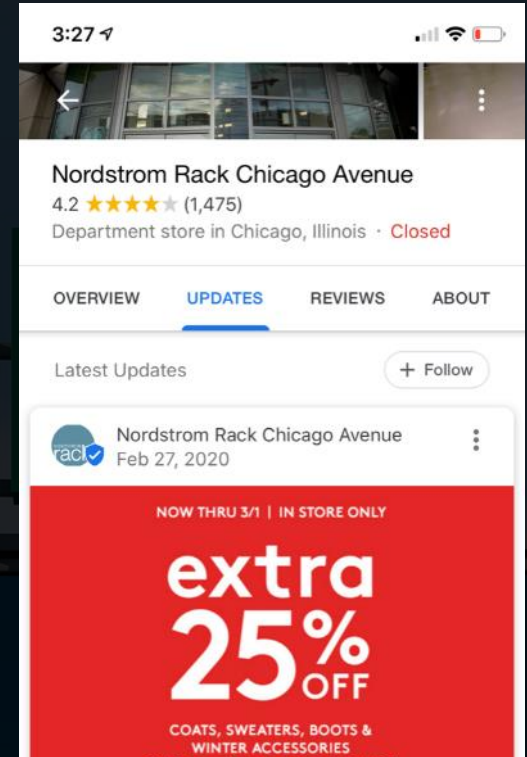
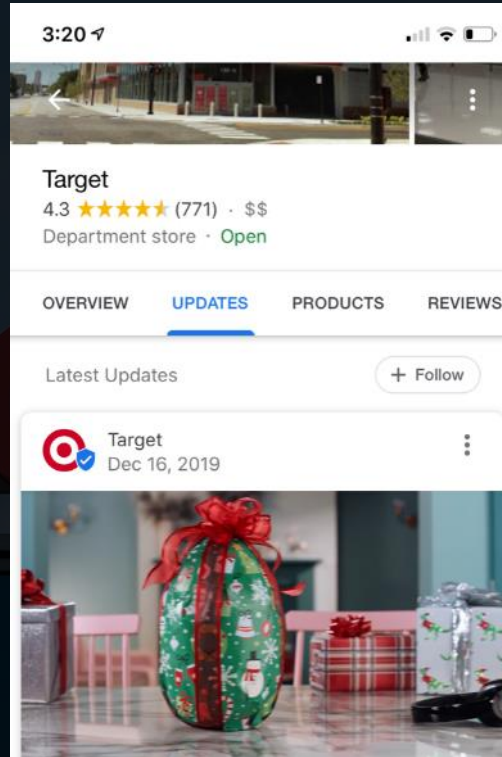
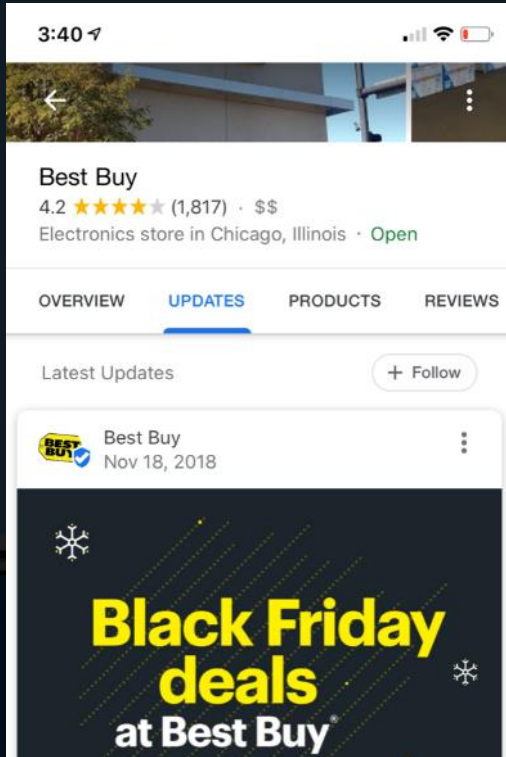
The last Google Post, regardless of age, appears in mobile results in Updates.

This Costco location in Chicago is suggesting to customers that no other location details are current since the most recent Update is from October 2017.



4. Locations with Dated Posts

Send the Worst Possible "Update" Message

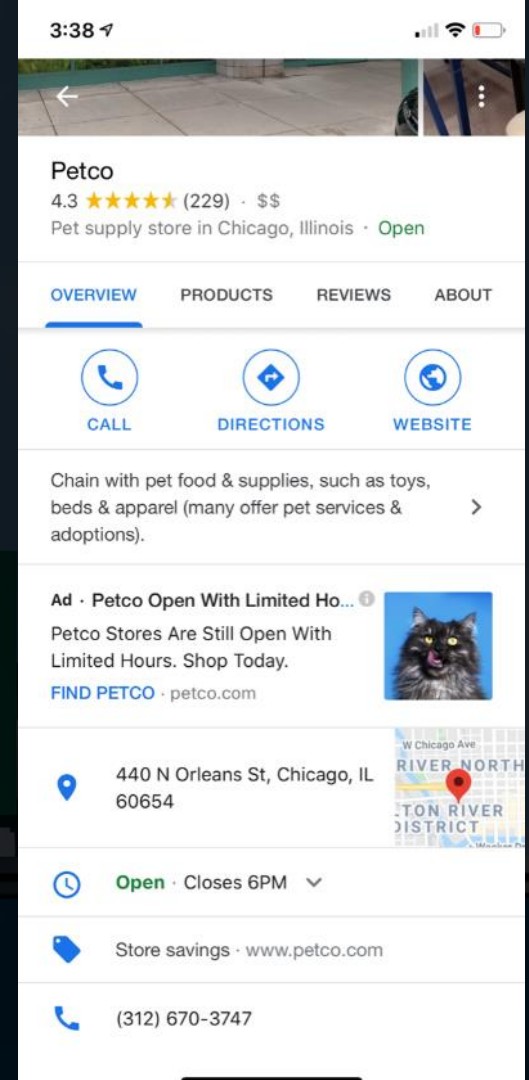


5. Paid Ad vs Google Posts

Effective But Unnecessary

Google makes available a paid advertising vehicle that appears high in the Knowledge Panel.

This Petco location provides critical, current data but only in a paid vehicle. They could have achieved the similar engagement without the expense.

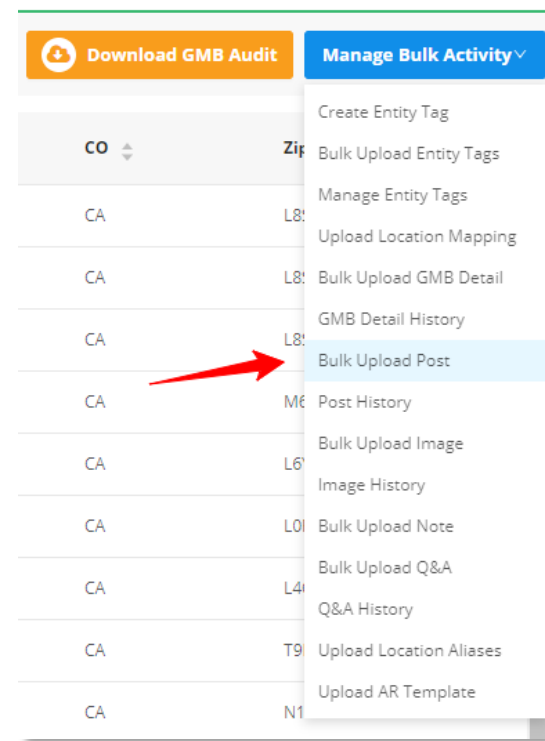


6. Google Post Creation

Unprecedented Scale

Full Control to Create Posts at Scale:

- Create hundreds or thousands of posts in a single upload.
- Flexibility to share a common message across locations or unique images & text.
- Add UTM tracking parameters for full Google Analytics tracking by post & campaign.
- LocalClarity team works directly to trouble shoot publishing issues.
- Templates pre-populated to GMB Location ID's



7. Requirements

Flexible Structures for Engagement

Post Types:

News/Updates, Event, Offer

Photos:

High-resolution photo reinforcing the message, so the post stands out.

Photos should be simple, direct, in-focus and well-lit, with bright, vibrant colors.

Photos should have a minimum resolution of 400px wide by 300px tall, in JPG or PNG format, recommended 720 X 540.

Minimum files size 10K

Title:

Describe event in 4-5 words (58 characters for title).

More Details:

Be clear about the update. A total of 1,500 characters is available, but the ideal length is between 150-300 characters.

Call to Action:

Include instructions such as “Buy,” “Book online,” “Learn more,” “Call,” or “Visit.”

Track Actions:

Use UTM tracking parameters in each URL based CTA

The screenshot shows a 'Create post' dialog box with a close button (X) in the top right. Below the title bar, there are three tabs: 'What's New' (selected), 'Event', and 'Offer'. A light blue banner with a lightbulb icon says 'Need some ideas? Look at some sample posts.' Below this is a dashed blue box containing a camera icon and the text 'Add photos or videos', with a '0 / 10' character count at the bottom right. A text input field labeled 'Write your post' has a green checkmark icon and an information icon (i) on the right. Below the text field is a dropdown menu labeled 'Add a button (optional)' with 'None' selected. At the bottom right, there are two buttons: 'Preview' and 'Publish'.

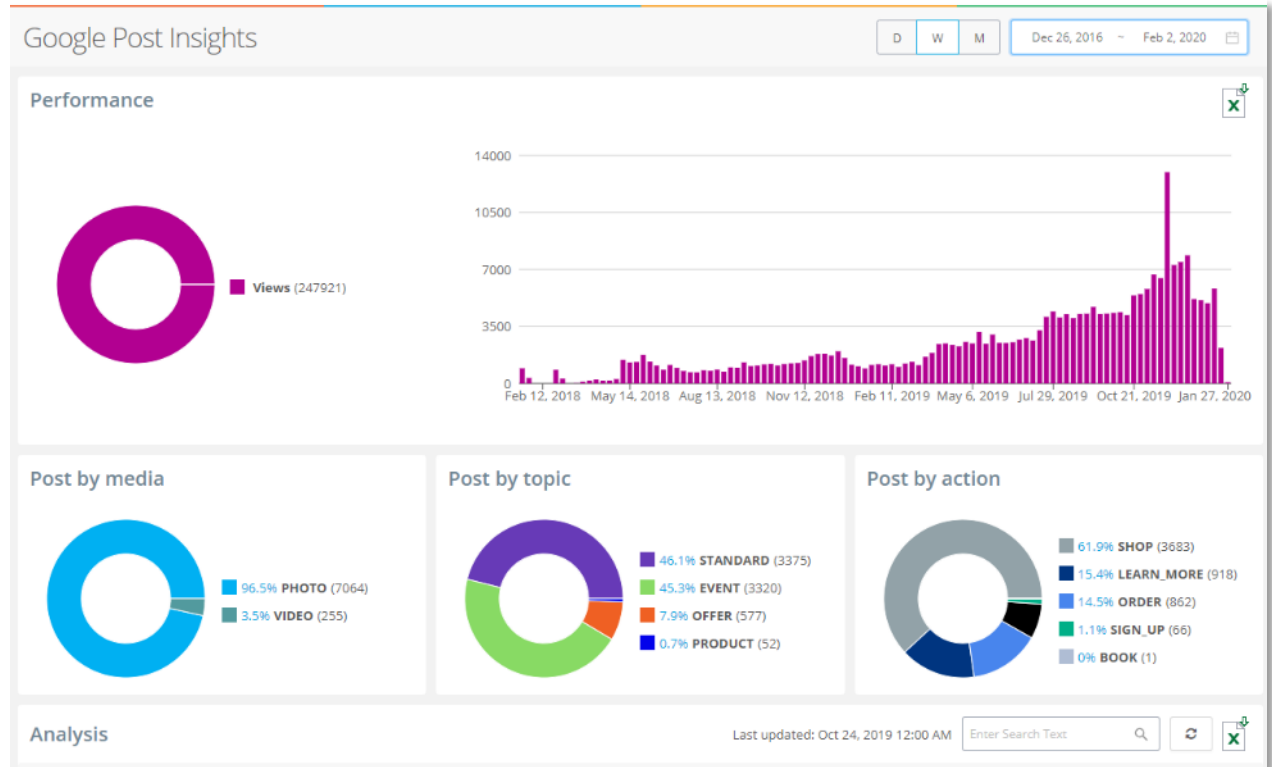
8. Reporting

Dashboard & Downloads

Detailed tracking of Post performance metrics provided by GMB.

Organized by Media, Topic, Action, and via download by unique campaign.

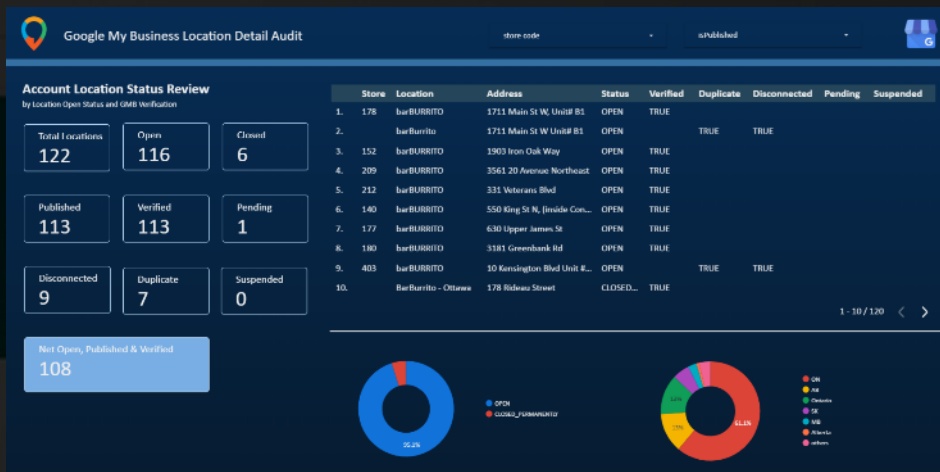
Adding UTM tracking provides full visibility to post-click site activity.



9. Google Data Studio

Custom periodic reporting is now available via Google Data Studio connections.

We work with brands to provide the exact visibility to each critical KPI and update.





Step One

Create a user account at
LocalClarity

<https://app.localclarity.com/signup>

Step Three

Authorize the connection between
LocalClarity and Google My Business.

Step Five

LocalClarity team validates all
connections and provides templates to
build Posts with location IDs.



Posts Quick Start Guide

24 Hours from Account to Posts

Step Two

Create an initial profile name for the
business (it can be change at any time)
and invite other users to profile.

Step Four

Platforms automatically aggregates and
indexes all reviews, daily Insights, GMB
location detail, and existing Google
Posts.

Step Six

seoClarity/LocalClarity team is ready to
uploads first Posts at scale and provide
updates.



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