

SEN's 'Google as Your New Home Page' MasterClass with Mary Bowling and Keith Saye on July 26th 2018

Resources Mary Bowling shared:

- Brand Score Tool: <https://localu.org/brand-score/>
- Here are some SEN Google Post Resources:
 - <https://www.searchengineneews.com/se-news/update/entry/local-seos-complete-guide-to-google-posts>
 - <https://www.searchengineneews.com/se-news/update/entry/proof-that-google-posts-are-so-worth-your-time>
 - <https://www.searchengineneews.com/se-news/update/entry/google-posts-now-include-video>
- Resources on Leveraging UTM Codes:
 - <https://ga-dev-tools.appspot.com/campaign-url-builder/>
 - <https://support.google.com/analytics/answer/1033867?hl=en>
 - <https://www.youtube.com/watch?v=pNRgUq5sDhc>
 - <https://neilpatel.com/blog/the-ultimate-guide-to-using-utm-parameters/>
- Google My Business Guidelines:
<https://support.google.com/business/answer/3038177?hl=en>
- Coverage of the Google Post Case Study by former Googler, Joel Headley:
<https://www.searchengineneews.com/se-news/update/entry/proof-that-google-posts-are-so-worth-your-time>
- Posts content policy:
<https://support.google.com/business/answer/7213077?hl=en>
- Mary Bowling: <https://www.lunametrics.com/blog/2017/09/07/guide-google-posts-google-business/>
- WordPress plugin John Heard recommends very highly that markups up your Reviews for you with Structured Data! <https://wordpress.org/plugins/strong-testimonials/>
- SEN's Structured Data Guide that include explanation AND code examples for Review Schema: <https://www.searchengineneews.com/se-news/content/real-world-rich-snippet-reference-guide>

- Mary Bowling: FAQ about businesses using the Q&A feature on GMB:
<https://www.getfivestars.com/blog/the-big-guide-to-google-questions-and-answers/>

Questions:

Susan: How can we use Google posts?

Ron Connelly: DO you mean "optimize" images for file size in order to get into image carousel?

Kate Barlow: Had a request for help from a local PR company and they've scored around 5 on this so I'm well prepared for my conversation with them now! Awesome - thank you Mary :)

Answer: Keith Saye: Good point, Kate. Great way of prospecting

Werner Laske: was a super session, thank you Mary - My question: is there a way to add my own questions & answers in GMB by myself or do I have to search for different users asking questions in GMB and I respond

Stacey Bevill: Thank you so much, Mary! Very helpful!!

Scott Lambert: Mary says, "killing it" for writing posts. Does that mean you should definitely be doing it. I don't know if "killing it" means it works great or avoid it.

R: Where can you go to see your score?

Gayle: Is there anything you can do to get the sitelinks for an organic listing?

Kate Barlow: I've just had to tell a client to remove a 5 star review given by his own son!!

Ron Connelly: Is there any danger of doing anything "wrong" or doing anything damaging in GMB?

R: are there any tools that can help automate posts to Googe+? For example, our Instagram posts automatically post to Facebook and Twitter.

Kaycie Smith: Regarding Google posts- I believe they are important and feel they should be done. Wondering if agencies have added an additional fee to do this for clients- it does take quite a bit of time x clients. I'm curious about ideas or thoughts on this from the community. Thanks!

R: What is the difference between Google+ page, Google Business page, Google Maps Listing, Google Brand Page?

Ron Connelly: OK, all that is good stuff to remember thanks!

R: Do you have to respond to EVERY positive review? I'm afraid to come across impersonal with a simple "Thanks for your kind words" after each review.



Scott Lambert: If you are writing social media posts for Facebook, LinkedIn and Twitter - do you recommend doing those same posts in Google Posts?

R: How / Where are posts displayed to users?

Debbie: google posts are up to 300 characters

Stephan: Are videos effective in GMB?

Jim Dougherty: Any links to adding Google review schema to a website?

Stephan: JD...good question...all our reviews are product based but we have 50 (4.8 average) on GMB. Would be nice to put in under our knowledge panel.

Lisa Z.: what review platforms do you recommend?

Debbie: These sessions about GMB are helpful & also help motivate one to do more & make the most of it, thank you!

Virginia: Fabulous presentation, Mary!!!

Cary Clifford: Thank you Mary...that was great!

Ron Connelly: GREAT session Mary, thanks so much!!

Barbara DiLucchio: Thanks Mary and Keith!

Jeff King: Thank you!

Kaycie Smith: Awesome as always!! Thank you all

Lisa Z.: Great session!! Thank you Mary!!

Kate Barlow: Thank you so much - what a fantastic session :)

David Beatriz: Great job Mary, thanks for the presentation.