

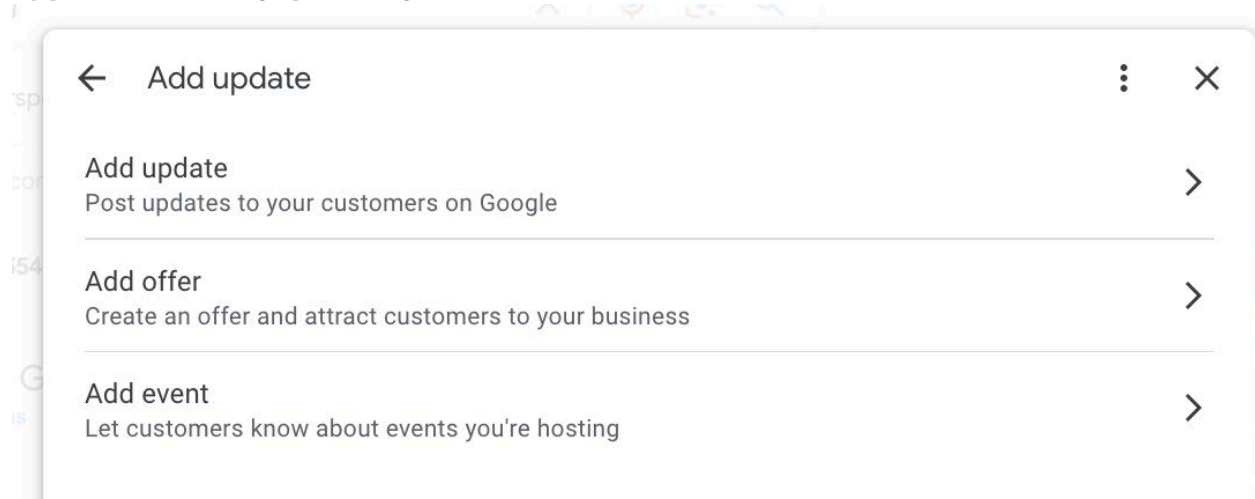
## Google Business Profile Marketing Strategy

Wheaton | Bekins' marketing team posts **monthly** to the Google Business Profiles for each brand. Over the past five years, we've shared blog content each month based on what's been published or optimized.

That being said, we switched strategies a bit this year and are doing a mix of service-based promotional posts along with relevant blog content.

Here are some best practices for agents looking to optimize their GBP for SEO and lead generation:

### Types of Posts (Updates):




### Best Practices for GBP Posts:


- **Post Regularly** - Posts on Google Business Profile will be archived into a section that can be accessed by clicking “view more.” Marketing experts recommend posting at least once a month to build up a good archive of information. This will also help your business become a trusted source by both users and search engines. Posting regularly increases the likelihood that a user will visit the profile and click through to the website.
- **Keep the post content concise** - Google allows you to use 1500 characters in your post content, but the ideal length is around 150-300 characters. Not only does this prevent your text from getting cut off in search results, but most users are looking for short bursts of helpful information.

- **Utilize photos and videos** - Make your post pop with a high-resolution photo or video. A branded photo is preferred over stock imagery. Photo guidelines are as follows:
  - Images smaller than 480 x 270 pixels or larger than 2120 x 1192 pixels are not accepted.
  - It's best to choose images with a resolution of 1200 x 900 pixels.
  - Use high-resolution images to ensure a professional appearance.
- **Include a call to action** - Google offers a number of buttons to include in your post such as “buy,” “book online,” “learn more,” “call,” or “visit.” Utilizing these CTAs offers users the chance to act after reading the post.

### TWG Examples:



**Bekins Van Lines, Inc.**  
Apr 3, 2024

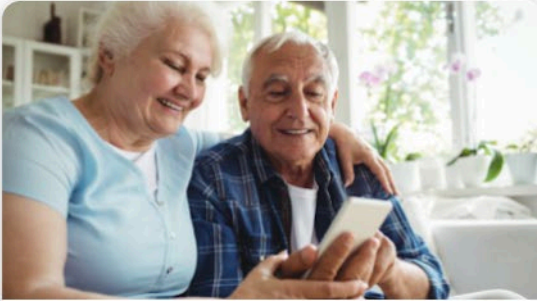


Bekins offers a variety of moving services to fit any need. From corporate relocations to local household moves, Bekins Van Lines is equipped with the types of licensed movers to execute virtually any type of relocation.

[Learn more](#)



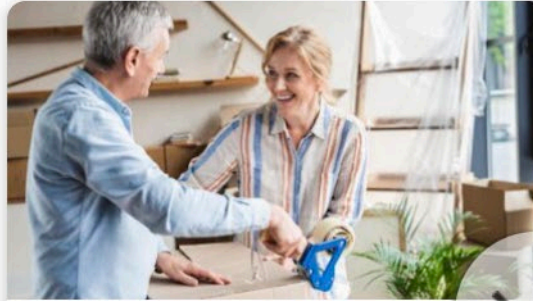
Wheaton World Wide Moving  
on Google



Moving, for seniors, often  
comes with a handful of both  
physical and emotional strain...

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Wheaton's dedicated Senior  
Move Ambassador guides you  
through every step of your...

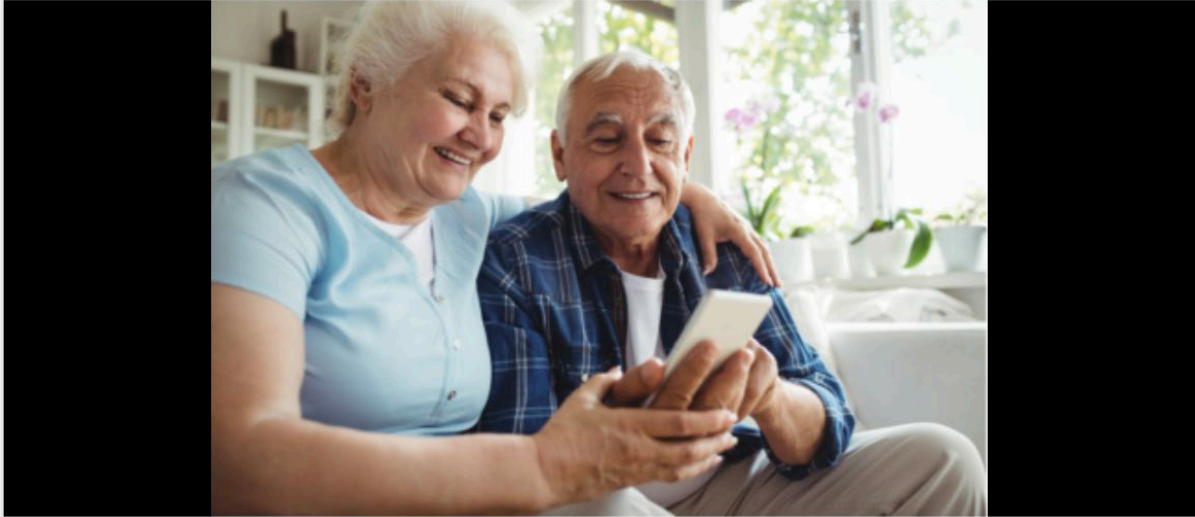
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Wheaton World Wide Moving

Apr 3, 2024



Moving, for seniors, often comes with a handful of both physical and emotional strains. That's because when you move as an older adult, there's a good chance you've got more belongings, items of higher value and are in need of more assistance with moving than when you were younger. More than just the items themselves, older adults typically move a lot of memories. That's where Wheaton comes in!

[Learn more](#)





Bekins Van Lines, Inc.

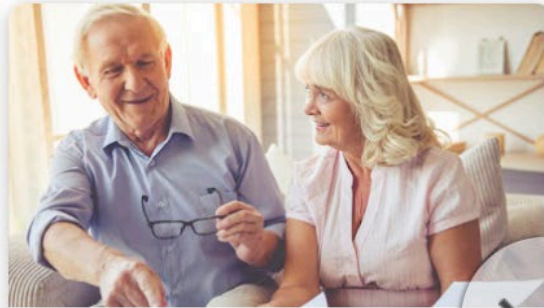
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Bekins offers a variety of moving services to fit any need. From corporate relocations to...

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At Bekins, we understand the unique challenges that come with senior moves. Our...

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