

# To Post or Not to Post:

What We Learned From  
Analyzing Over 1,000  
Google Posts



# Phases of Quarantine



Day 4 of  
lockdown



Day 5:  
Crochet



Day 11:  
Toilet people art



We lost track... just a  
lot of Netflix

Press **L** **R** to start

# MARIOKART DELUXE

Ver. 1.7.1





Garrett Sussman

@garrettsussman



Did you know there's a [#LocalSEO](#) underground Mario Kart league? 🏎️

Insanely practical Agency Ahead [#podcast](#) @ByTraject interview this week.

[@amandatjordan](#) highlights [#GoogleMyBusiness](#) opportunities for businesses to address COVID and prepare for 2021.

How Local Businesses Can Prepare  
For Prosperity After a Pandemic

with guest *Amanda Jordan*



agency ahead  
by traject

Episode 66



# Best Gamer

⇒ For more info, please visit:  
[MarioKartResults.com](https://MarioKartResults.com)



## MARIO KART UNDERGROUND

We last played on 01/27/21

Joy finished 10th, and her team lost. Not great!

## FINAL STANDINGS

Player	Score	Player	Score
Richard	105	swish	139
Joosh	101	Dave	110
Bob	84	Matt	72
Ciara	72	Andrea	66
Joy	60	Coll	64
Link	54	Keyser	57





**Joy Hawkins**  
@JoyanneHawkins



And it finally happened! 🎉💪🏆



**Joy Hawkins** @JoyanneHawkins · Mar 3

I will beat @deegs20 this year. Being competitive is in my genetics. #gameon #newsyearsresolutions #winning twitter.com/thecraigmount/...

9:17 PM · Mar 8, 2021 · Twitter for Android

10000  
POSTS

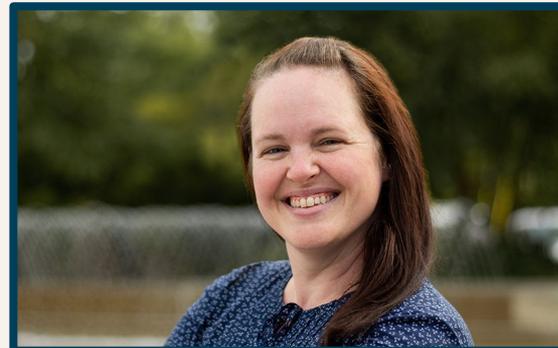




Yan Gilbert



Zach Mallett

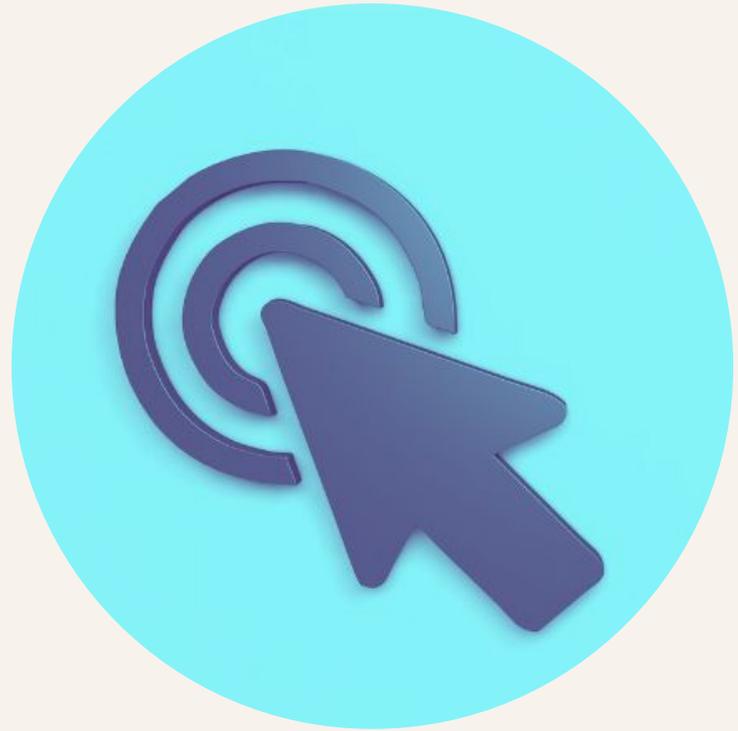


Becky Weller



# Disclaimers

The data set  
only had a  
total of **36**  
conversions.





Sterling Sky Inc



Enter your Email Below ...

Analyst & Account manager ...

### Contact

Sterling Sky Inc is a 100% remote company. While we are based ...

[More results from sterlingsky.ca »](#)

### Timeline of Local SEO ...

Google changes something related to Local SEO very ...

2 [www.facebook.com](#) > Places > Uxbridge, Ontario ▾

### Sterling Sky Inc - Home | Facebook

**Sterling Sky Inc.** 414 likes · 22 talking about this · 8 were here. Sterling Sky is an online marketing company offering Local SEO, Consulting, PPC... You've visited this page many times. Last visit: 07/02/21

3 [ca.linkedin.com](#) > company > sterlingskyinc

### Sterling Sky Inc | LinkedIn

**Sterling Sky Inc** | 220 followers on LinkedIn. Recommended Local SEO Experts | Sterling Sky was founded by Joy Hawkins in 2017. If you're a local business ...

4 [ca.linkedin.com](#) > joyhawkins ▾

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Uxbridge, Ontario, Canada · Owner/President · Sterling Sky Inc  
I am the owner of the Local Search Forum and **Sterling Sky Inc.** I write for publications such as Search Engine Land and enjoy speaking regularly at marketing ...

5 [twitter.com](#) > sterlingskyinc ▾

### Sterling Sky Inc (@SterlingSkyInc) | Twitter

The latest Tweets from **Sterling Sky Inc (@SterlingSkyInc)**. We are a team of Local SEO &

### Reviews ?

[Write a review](#)

[Add a photo](#)

59 Google reviews

### From Sterling Sky Inc

"We are a team of Local SEO anything related to solving ra businesses more phone calls mention we also love getting is to... [More](#)

Click here.  
Convert onsite.

**Sterling Sky Inc**  
on Google



#### Boost Your Local Busin...

Feb. 26 - Mar. 8

As a local business, you need...

Feb 26, 2021

[View offer](#)



#### Grow Your Online Pres...

Jan. 20 - Feb. 24

Search Engine Optimization .

Jan 20, 2021

[View offer](#)

Clicks in  
Google  
Analytics



Clicks in  
Google My  
Business  
Insights

What Type of  
Google Post  
Performed  
Best?



# OFFER POSTS

## From The Handyman Company

"Committed to Excellent Service: We are confident in the longevity of our work. That's why we provide each and every customer with a written guarantee, good for one year. If anything goes wrong, we'll repair it free of charge."



The Handyman Company  
on Google



Top Soffit  
Repair in  
Clearwater

Best Roof Repair in Flor...

Feb. 3 - Dec. 31

Your roof may appear to be i...

Feb 3, 2021

[View offer](#)



Drywall  
Repair  
Clearwater

Best Drywall Repair in F...

Feb. 3 - Dec. 31

When it comes to top drywall

Feb 3, 2021

[View offer](#)



The Handyman Company

Feb 3, 2021



Top Soffit  
Repair in  
Clearwater



The Handyman  
Company

www.the-handyman-company.com

Best Roof Repair in Florida -  
Call For Your Free Quote

Valid Feb. 3 - Dec. 31

Your roof may appear to be in perfect condition, but upon close inspection, the situation may be quite different underneath. Roofs in Clearwater are susceptible to water damage, birds and squirrels, rotting leaves, damage from the hot Florida sun, as well as the passage of time. What you may not realize is that the soffit and fascia are the areas most affected by those problems, and thus your ideal solution is contacting The Handyman Company – your Clearwater roofing repair experts.

We handle a wide range of roofing issues and we can help you. Contact our office today for your free estimate.

[Redeem online](#)

The Handyman Company  
Feb 3, 2021



Top Soffit  
Repair in  
Clearwater

The Handyman Company  
www.the-handyman-company.com

Best Roof Repair in Florida -  
Call For Your Free Estimate

Valid Feb. 3 - Dec. 31

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Clearwater roofing repair experts.

We handle a wide range of roofing issues and we can help  
you. Contact our office today for your free estimate.

[Redeem online](#)

Set the date  
range the  
post stays  
live for.





# COVID POSTS

# COVID posts show significantly higher in knowledge panels.

**Romano Law**  
4.8 ★★★★★ 22 Google reviews  
Divorce lawyer in Beaverton, Oregon

Located in: The Beaverton Round Executive Suites  
Address: 12725 SW Millikan Way Suite 300, Beaverton, OR 97005  
Hours: Closed - Opens 9AM Mon -  
Phone: (503) 208-5529

**COVID-19 updates from business**  
Romano Law on Google  
We are open for business, but socially distancing. Please call or email us to arrange a video conference or telephonic appointment.  
5 days ago  
Call now

Questions & answers  
See all questions (1)

Send to your phone

Reviews  
"Thrilled with the service and the outcome."  
"Called with an inquiry and never received a response."  
"I would highly recommend his services!"

From Romano Law  
"Romano Law is a law firm in Beaverton, Oregon. Lawyer and Attorney Michael Romano is president of the corporation."

People also search for

**Minars Dermatology**  
4.5 ★★★★★ 413 Google reviews  
Dermatologist in Hollywood, Florida

COVID-19 info: minarsdermatology.com  
Get online care: minarsdermatology.com  
Located in: Sheridan Hills Professional Plaza  
Address: 4060 Sheridan St suite c, Hollywood, FL 33021  
Hours: Closed - Opens 9AM Mon -  
Health & safety: Mask required - Staff wear masks - Staff get temperature checks - More details  
Phone: (954) 987-7512  
Appointments: minarsdermatology.com

Questions & answers  
Do you see children as patients?  
A: Yes  
See all questions (1)

Reviews from the web  
Healthgrades 4.6/5 116 votes  
WebMD Physician Directory 4.1/5 22 votes  
Angie's List 5/5 7 reviews

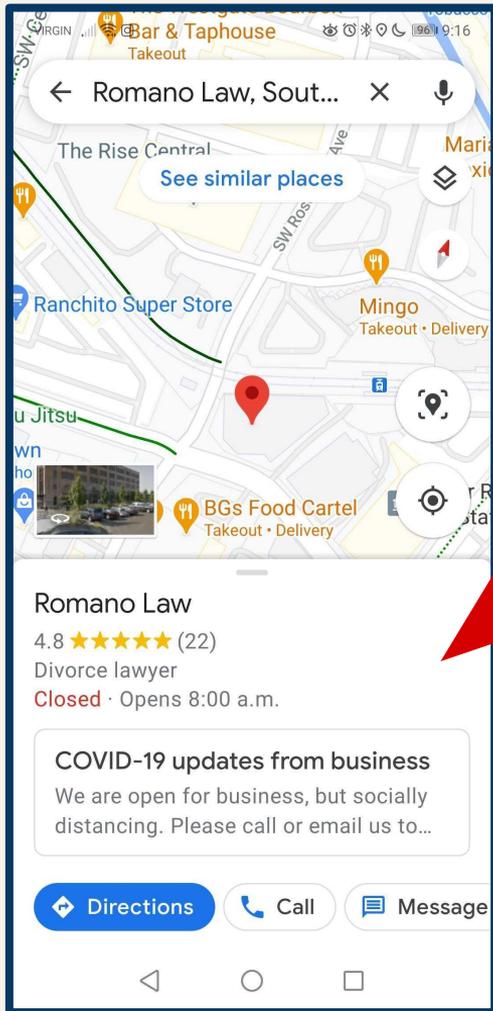
Popular times  
Closed on Sunday  
People typically spend 45 min here

Send to your phone

Reviews  
"Great place friendly staff a little pricey for the area but I still a nice place"  
"Very professional, excellent service, kind people"  
"The doctor came in and immediately gave a ridiculous diagnosis to my skin rash."

From Minars Dermatology  
"Minars Dermatology" is a state of the art dermatology office in Hollywood, Florida since 1975. Our male and female dermatologists surgical, cosmetic, and laser dermatology. We... More

Minars Dermatology on Google  
Book Your Skin Care Appo...  
Make your skin glow this Christmas by making an appointment at Minars...  
Learn more





COVID posts  
stay live for  
28 days.



# EVENT POSTS

Set the date range the post stays live for.



The Handyman Company  
Nov 24, 2020

Should Hire A Handyman for Your Christmas Decorating?  
Nov 24 - Dec 24

Nov. 24 - Dec. 24

mountain of Christmas lights and other need to be put up, you may be overwhelmed. What you may not know is that hiring a handyman to take care of these tasks for you is completely doable, an... More

Learn more

# UPDATE POSTS

Sterling Sky Inc

Toronto, ON, Canada

- Home
- Posts**
- Info
- Insights
- Reviews
- Messages
- Photos
- Products
- Services

Create post ✕

COVID-19 update Offer **What's New**

Need some ideas? Look at some sample posts.

Add photos or videos

Write your post

Add a button (optional)

None ▾

[Preview](#) [Publish](#)

COVID-19 update Add Offer **Add Update** Add Event Add Product

[All](#) [Offers](#) [What's new](#) [Events](#)

Posted 6 days ago COVID-19 update

At Sterling Sky, we help local businesses increase their online presence using a variety of strategies including:

- SEO (Search engine optimization)
- PPC/Google Ads Campaigns
- Social Media Management

[Learn more](#)

166 views 4 clicks [Share post](#) ⋮

Supposed  
to stay live  
for 7  
days...

The image is a screenshot of a Google search for "sterling sky inc". The search bar at the top shows the query and the Google logo. Below the search bar, there are several search results listed with their respective URLs and titles. To the right of the search results, there is a knowledge panel for "Sterling Sky Inc" which includes a "Suggest an edit · Own this business?" link, a "Products" section with three cards for "Local SEO Audit SEO Services", "Monthly SEO Ser... SEO Services", and "SEO Consultations SEO Services", a "Questions and answers" section with a question and answer, a "Reviews" section with a "Write a review" button and "59 Google reviews", a "From Sterling Sky Inc" section with a quote, and an "Updates from Sterling Sky Inc" section with a "View previous updates on Google" link.

Google search results for "sterling sky inc":

- 1. **Sterling Sky Inc - Home | Facebook**  
+1 289-640-1877. Contact Sterling Sky Inc on Messenger. www.sterlingsky.ca. Advertising Agency · Internet Marketing Service · Marketing Agency. Price Range \$\$
- 2. **ca.linkedin.com > company > sterlingskyinc**  
**Sterling Sky Inc | LinkedIn**  
Sterling Sky Inc | 220 followers on LinkedIn. Recommended Local SEO Experts | Sterling Sky was founded by Joy Hawkins in 2017. If you're a local business ...
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- 4. **twitter.com > sterlingskyinc**  
**Sterling Sky Inc (@SterlingSkyInc) | Twitter**  
The latest Tweets from Sterling Sky Inc (@SterlingSkyInc). We are a team of Local SEO & PPC experts/nerds run by @joyannehawkins. Uxbridge, Ontario.
- 5. **localmarketinginstitute.com > author > sterlingsky**  
**Sterling Sky, Author at Local Marketing Institute**  
Sterling Sky, Inc is a Local SEO agency with clients across Canada and the United States founded by Joy Hawkins and based in Toronto, ON. Joy's team of ...
- 6. **www.crunchbase.com > organization > sterling-sky**  
**Sterling Sky - Crunchbase Company Profile & Funding**  
Sterling Sky is an online marketing company offering Local SEO, consulting, PPC management & advanced local SEO training.  
Company Type: For Profit

Related searches

Knowledge Panel for Sterling Sky Inc:

- Suggest an edit · Own this business?
- Products: Local SEO Audit SEO Services, Monthly SEO Ser... SEO Services, SEO Consultations SEO Services
- Questions and answers: Q: What SEO services does your company provide? A: Hi Becky, thanks for asking. We offer a wide range of services to help local businesses grow their online presence including... See all questions (4)
- Reviews: Write a review, Add a photo, 59 Google reviews
- From Sterling Sky Inc: "We are a team of Local SEO & PPC experts/nerds that love anything related to solving ranking issues & getting small businesses more phone calls from their online presence. Did I mention we also love getting rid of spam on Google Maps? Our goal is to... More
- Updates from Sterling Sky Inc: View previous updates on Google

# As of Jan 2021...

Google search results for "td bank south plainfield new jersey". The search bar shows the query and a microphone icon. The results list several links, with the top result being "TD Bank in South Plainfield, NJ 07080 - NJ.com". The listing on the right shows a 5-star rating, a review snippet, and a date "Sep 17, 2020" highlighted with a red box. A red arrow points from a box labeled "6 months old" to this date.

Google

td bank south plainfield new jersey

- 11 [TD Bank in South Plainfield, NJ 07080 - NJ.com](#)  
TD Bank at 2473 Plainfield Ave, South Plainfield, NJ 07080. ... Brought to you by yahoo.local.  
South Plainfield Borough - Middlesex County, New Jersey.
- 12 [www.hours-locations.com > ... > South Plainfield](#)  
13 [www.loc8nearme.com > new-jersey > td-bank](#)  
14 [www.tiendeo.us > Stores > td-bank-plainfield-avenue-pl...](#)  
15 [find-bank.com > All U.S. Banks > TD Bank](#)  
16 [www.mystore411.com > store > view > TD-Bank-South...](#)

**TD Bank South Plainfield, NJ 07080 - 2473 Plainfield Ave ...**  
TD Bank at 2473 Plainfield Ave, South Plainfield NJ 07080 - hours, address, map, directions, phone number, customer ratings and comments.

**TD Bank South Plainfield NJ - 2473 Plainfield Avenue 2473 ...**  
TD Bank stores in South Plainfield NJ - Hours, locations and phones. As one of the United States national chartered banks, TD Bank is a safe choice when it ...

**TD Bank, New Jersey, South Plainfield, 2473 Plainfield ...**  
TD Bank, New Jersey, South Plainfield, 2473 Plainfield Avenue, location, hours, phone, holiday, service information.

**TD Bank Branch & ATM - South Plainfield, New Jersey ...**

**TD Bank**  
5 stars  
View all Google reviews

Learn how we're supporting our Customers and Communities during Covid-19, as well as the latest on our store hours and services.

Sep 17, 2020

View all

Learn more

People also search for

- Unity Bank Bank
- Investors Bank Bank
- Wells Fargo Bank Bank
- Valley Bank Bank
- Columbia Bank Bank

View 15+ more

6 months old

March 17

South Plainfield - US Bank Locations

TD Bank, South Plainfield Branch at 2473 Plainfield Avenue, South Plainfield, NJ 07080 has \$230744K deposit. Check 389 client reviews, rate this bank, find ...

# of Branches: 1232, view all, view on ... Return on Equity: 3%  
Quarterly Return on Equity: 3% Branch Deposit: \$230,744,000

businessfinder.nj.com > td-bank-south-plainfield-nj-1

TD Bank in South Plainfield, NJ 07080 - NJ.com

TD Bank at 2473 Plainfield Ave, South Plainfield, NJ 07080. ... Brought to you by yahoolocal. South Plainfield Borough - Middlesex County, New Jersey.

www.hours-locations.com > ... > South Plainfield

TD Bank South Plainfield NJ: 2473 Plainfield Ave - Hours ...

TD Bank, 2473 Plainfield Ave, South Plainfield, New Jersey locations and hours of operation. Opening and closing times for stores near by. Address, phone ...

banks-america.com > branch > 362908-td-bank-na-sout...

South Plainfield Branch of TD Bank, National Association in ...

★★★★★  
"Bad bankers , bad actitud and bad service .."  
★★★★★  
View all Google reviews

TD Bank on Google

Learn how we're supporting our Customers and Communities during Covid-19, as well as the latest on our store hours and services.

Sep 17, 2020

Learn more

March 20

People typic

Reviews

"Well dignified, Respectable, Excellent Skills, **Outstanding Service !**"  
★★★★★

"The manager at this location is the best!"  
★★★★★

"Bad bankers , bad actitud and bad service .."  
★★★★★

View all Google reviews

Updates from TD Bank

View previous updates on Google

Stay live for 6 months.



Sterling Sky Inc



Enter your email below ...

Analyst & Account Manager ...

### Contact

Sterling Sky Inc is a 100% remote company. While we are based ...

[More results from sterlingsky.ca »](#)

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Google changes something related to Local SEO very ...

2 [www.facebook.com](#) > Places > Uxbridge, Ontario ▾

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You've visited this page many times. Last visit: 07/02/21

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### Reviews <sup>?</sup>

[Write a review](#)

[Add a photo](#)

59 Google reviews

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 Sterling Sky Inc  
on Google



**Boost Your Local Busin...**   
Feb. 26 - Mar. 8  
As a local business, you need...  
Feb 26, 2021  
[View offer](#)



**Grow Your Online Presen...**  
Jan. 20 - Feb. 24  
Search Engine Optimization...  
Jan 20, 2021  
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- 5 [twitter.com](#) › sterlingskyinc ▾

■ [Sterling Sky Inc \(@SterlingSkyInc\) | Twitter](#)  
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- 6 [localmarketinginstitute.com](#) › author › sterlingsky ▾

■ [Sterling Sky, Author at Local Marketing Institute](#)  
 Sterling Sky, Inc is a Local SEO agency with clients across Canada and the United States founded by Joy Hawkins and based in Toronto, ON. Joy's team of ...
- 7 [www.crunchbase.com](#) › organization › sterling-sky ▾

■ [Sterling Sky - Crunchbase Company Profile & Funding](#)  
 Sterling Sky is an online marketing company offering Local SEO, consulting, PPC management & advanced local SEO training.  
 Company Type: For Profit

Related searches

[Suggest an edit](#) · [Own this business?](#)

### Products

[View all](#)

 <p>Local SEO Audit SEO Services</p>	 <p>Monthly SEO Ser... SEO Services</p>	 <p>SEO Consultations SEO Services</p>
---	--	---

### Questions and answers

Q: What SEO services does your company provide? [Ask a question](#)

A: Hi Becky, thanks for asking. We offer a wide range of services to help local businesses grow their online presence including...  
[See all questions \(4\)](#)

### Reviews

[Write a review](#) [Add a photo](#)

59 Google reviews

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### Updates from Sterling Sky Inc

[View previous updates on Google](#)

# Post Type Comparison

Post Type	# of Posts	Clicks (GMB)	Clicks (GA)	Average Conversions
Offer	299	3.06	0.51	0.08
COVID	33	2.48	1.6	0.27
Event	182	1.46	1.42	0.14
Update (7-Day)	523	0.76	1.13	0.06

Average numbers for data set

Do they just perform better because they get more views?



# Post Type Comparison

Post Type	# of Posts	Clicks (GMB)	Views	CTR*
Offer	299	3.06	512	0.6%
COVID	33	2.48	570	0.4%
Event	182	1.46	636	0.2%
Update (7-Day)	523	0.76	277	0.3%

Average numbers for data set ~ \*Average  
GMB clicks/average GMB views

Is it better  
to have a  
post with  
a title?





Title

No Title

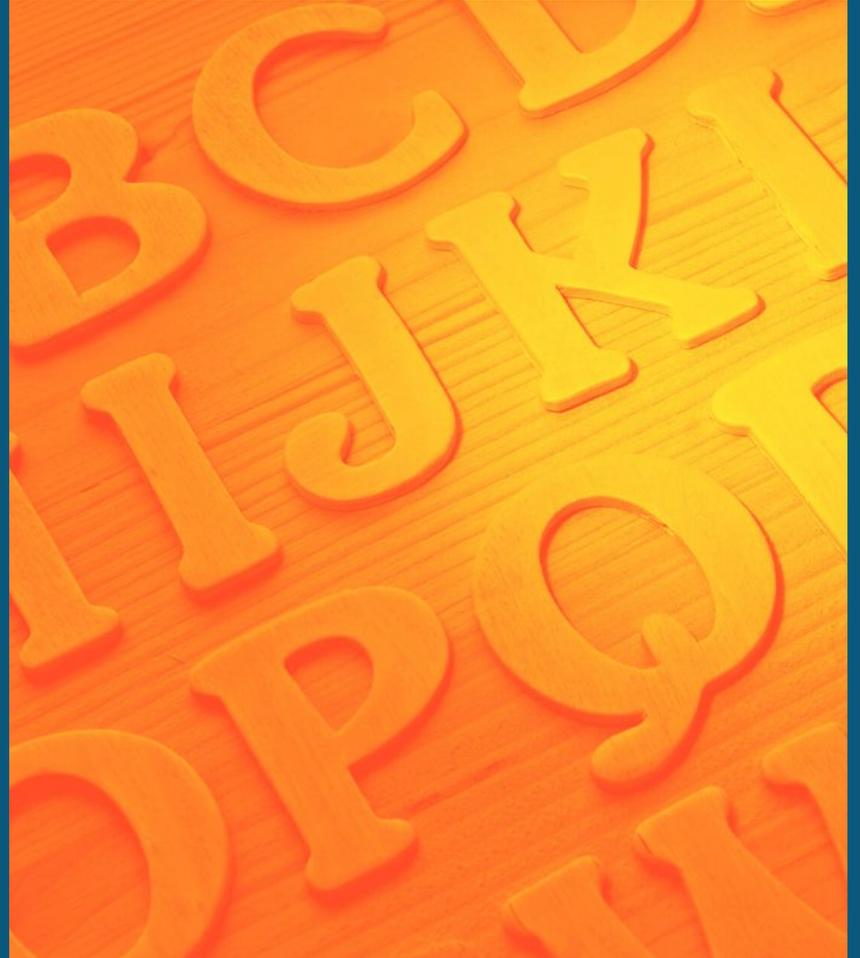


# Post Type Comparison

Title	# of Posts	Clicks (GMB)	Clicks (GA)	Conversions
No	343	0.99	0.97	0.05
Yes	697	1.90	0.84	0.10

Average numbers for data set

Do titles in  
ALL CAPS  
perform  
better?



Cowles Nissan  
Oct 15, 2019

NISSAN COWLES NISSAN 703-497-3096



ROTATE, BALANCE AND ALIGNMENT  
NOW ONLY \$159.95

**ROTATE, BALANCE AND  
ALIGNMENT ONLY \$159.95 -  
SAVE \$20.00**

Valid Oct. 15 - Oct. 18

Help extend the life of your tires while improving your fuel economy, come into Cowles Nissan for a complete tire rotation, wheel balance, and four wheel alignment. Our experienced and certified technicians will treat your vehicle rig... More

[View offer](#)

# Post Comparison All Caps Vs Not

All Caps Title	# of Posts	Clicks (GMB)
No	679	1.92
Yes	15	1.13

Average numbers for data set



Pamela Miller, MCMS, PA - C  
Aug 18, 2020

Love Your Skin Again

Book Now

MINARS  
DERMATOLOGY

www.minarsdermatology.com

♥ Book Your No Wait Appointment! ♥

Valid Aug. 18 - Sep. 2

At Minars Dermatology we have helped countless people fall in love with their skin again. Whether you are dealing with acne scars, moles, wrinkles and fine lines, dark circles, rosacea, or a myriad of other skin issues we can help. At ou... More

View offer

Pamela Miller, MCMS, PA - C  
Aug 4, 2020

ON-TIME DOCTOR

MINARS  
DERMATOLOGY

www.minarsdermatology.com

🌸 Get Seen - No Wait - Book Today 🌸

Valid Aug. 4 - Aug. 18

Here at Minars Dermatology, when you book an appointment at our state-of-art dermatology clinic you will be seen at your scheduled time. We pride ourselves on caring for our patients and delivering excellent customer service every time... More

View offer

Pamela Miller, MCMS, PA - C  
Oct 17, 2020

'IT'S SPOOKY HOW ON-TIME WE ARE.'

Be Seen On-Time Every Time

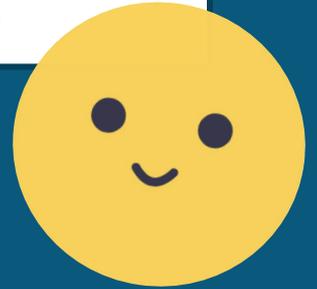
Valid Oct. 17 - Nov. 1

It's scary how long you can wait at some doctor's offices to be seen, but here at Minars Dermatology, we pride ourselves on seeing our patients at their scheduled times. We know you have more important things to do than sit in a... More

View offer

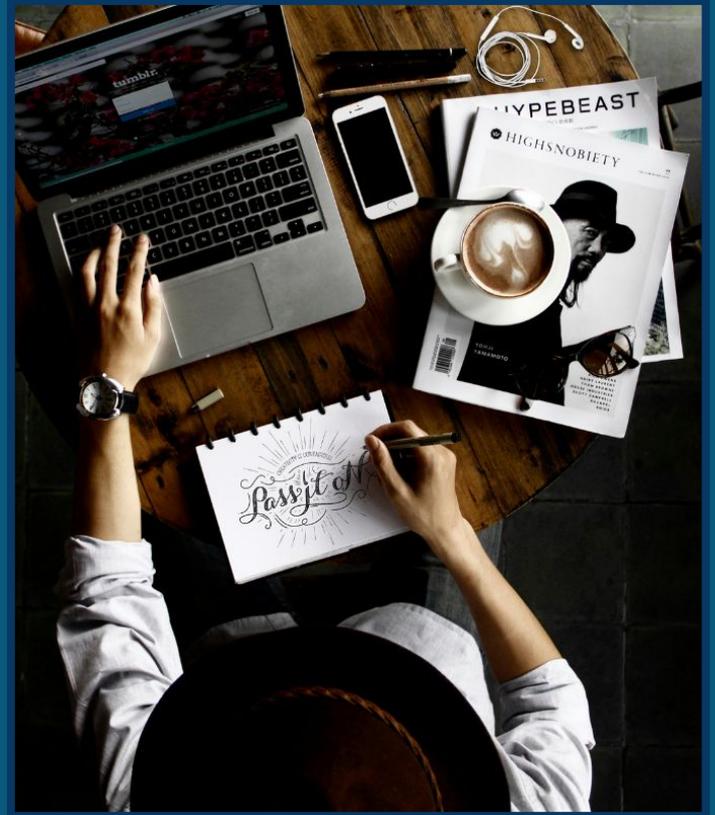
# Post Comparison Emojis Vs None

Emojis	# of Posts	Clicks (GMB)	Clicks (GA)	Conversions
Yes	50	3.06	0.62	0.13
No	987	1.53	0.89	0.09

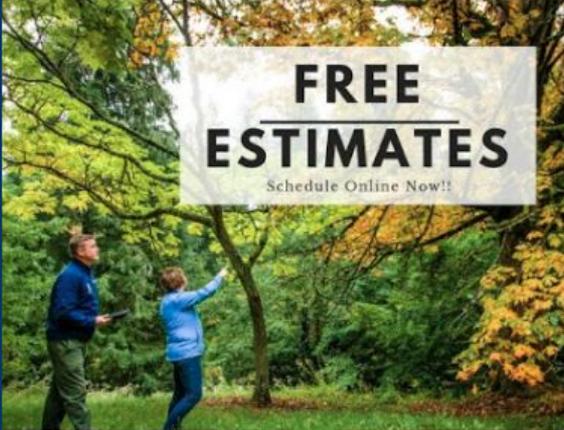


Average numbers for data set

Do posts with  
text in the  
image  
perform  
better?



Urban Forest Pro  
Jan 30, 2019



**FREE ESTIMATES**  
Schedule Online Now!!

Book Your Free Estimate Online Now!

[Book](#)



The Handyman Company  
Sep 10, 2019



**Is Your Home Ready for Hurricane Season?**  
Sep. 10 - Sep. 24

As Florida residents, we know how much damage hurricane season can cause to your home or business. Hurricane Dorian might have blown by, but hurricane season is not over. If you experience any damage from Hurricane Dorian or yo... [More](#)

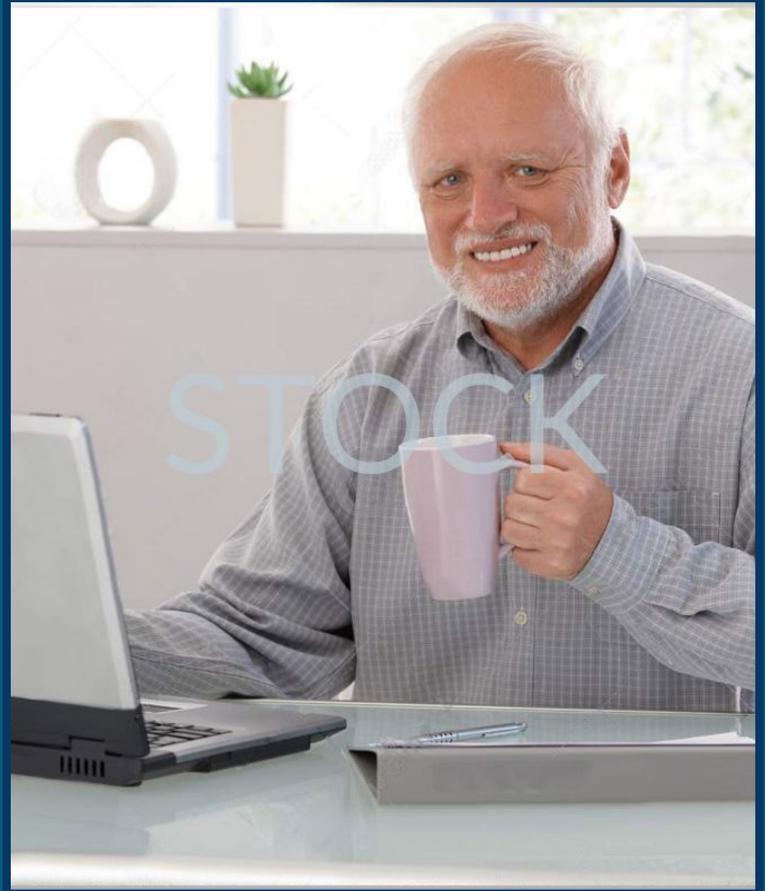
[Call now](#)

# Post Comparison Text Inlay Vs None

Text in Image	# of Posts	Clicks (GMB)
Yes	688	2.03
No	306	0.59

Average numbers for data set

Do posts with  
stock photos  
perform  
better?



The Handyman Company  
Dec 3, 2019



Give the Gift of an Experienced Handyman!

Dec. 3 - Dec. 17

Looking for unique Christmas gift ideas this year? Give your friends and family the gift of time by scheduling us to tackle their to-do list. We all have home improvement tasks we would love to get done, especially around the holidays,...

More

Call now

Not Stock

Stock

The Handyman Company  
Oct 9, 2019



Stay Safe This Halloween with These Home Safety Tips

Oct. 9 - Oct. 24

Its that time of year again when the spooks come out to play, and home maintenance is extremely important to make sure your friends and neighbors are safe. Before you open your home up for trick-or-treaters make sure your prope...

More

Learn more

# Post Comparison Stock Photo Vs Not

Stock Photo	# of Posts	Clicks (GMB)
Yes	314	0.38
No	680	2.13

Average numbers for data set

Do posts  
with logos  
perform  
better?





Stewart J. Guss, Injury Accident Lawyers

Apr 15, 2020



## Free Virtual Consultations!

Apr. 15 - May 31

Our legal specialists are available for virtual case evaluations 24 hours a day, and our team is fully capable of handling all aspects of your case via phone and email! Contact us today for your free virtual consultation!

[Learn more](#)

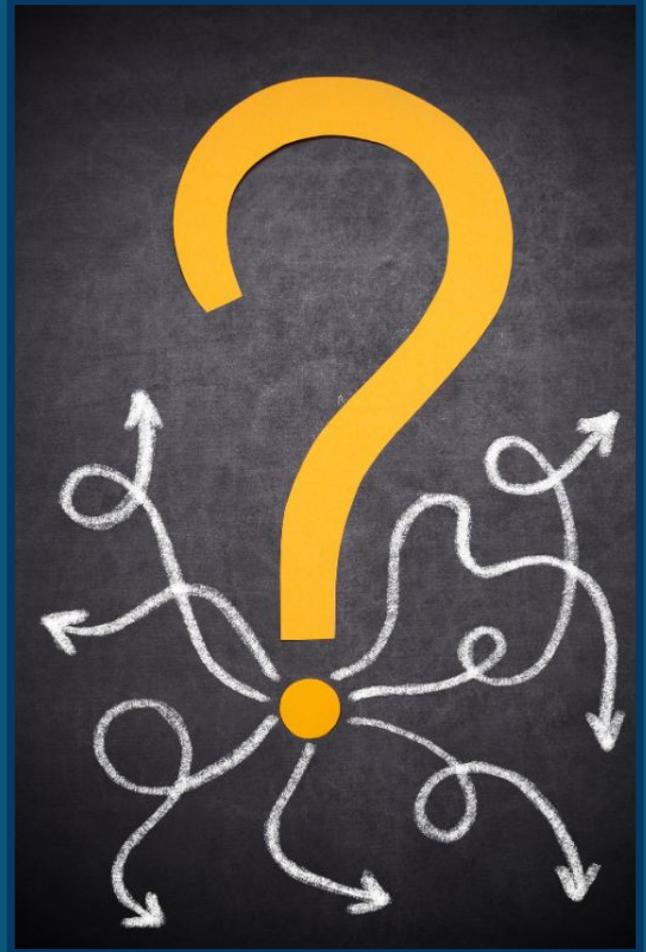


# Post Comparison Logo Vs None

Logo	# of Posts	Clicks (GMB)
Yes	577	1.57
No	417	1.60

Average numbers for data set

What types of content perform best in posts?





# Sense of Urgency



Hawley Lane Dental  
Oct 24, 2019

**Having a Dental Emergency?**

**Call Us Today for a Same Day Appointment!**

Having A Dental Emergency?  
Oct. 1 - Nov. 30

Dental Emergencies are never comfortable or convenient. Most emergency situations result in extreme pain or swelling. Their occurrence normally requires you to rearrange prior commitments such as work, meetings or school.... More

Call now



25  
Posts

Average  
2.68  
clicks

Average numbers for data set



LawnSavers Plant Health Care Inc.  
6, 2020

Before After

**Contact Us Today!**  
**1-888-503-5296**

**Lawn Care in Toronto!**  
Mar. 1 - Aug. 31

Repair, restore & rejuvenate lawns in bad shape! Check out our different lawn care packages and how we can help you save your lawn!

With our customers partnership, we can guarantee visible results! For over 29 years, LawnSavers... More

# Simple Call To Action

Are You Doing Home Remodeling this Summer?

**The Handyman Company™**

Home Remodeling Services in Florida!  
Mar 1 - Dec 31, 2020

Do you want top-quality handyman service for home remodeling and renovations? At The Handyman Company, we specialize in residential remodeling services, room additions, kitchen renovations, bathroom renovations, whole home renovations as well as custom home services. When working with The Handyman Company you can expect top quality and guaranteed satisfaction from start to finish.

The Handyman Company offers a wide variety of home remodeling services. From internal to external remodeling, we do it all. No project is too big or small for our trusted and professional handyman remodelers. Some of the remodeling services that we offer include Home Remodeling, Additions, In-law suites, Whole house remodels, Outdoor living Remodeling, Kitchen remodels, and more!

**Contact Us Today!**

[Learn more](#)



350  
Posts

Average  
2.73  
clicks

Average numbers for data set



# Specials

Cowles Nissan  
Oct 20, 2020

**\$10 off  
Oil Change**

[BOOK NOW](#)

COWLES NISSAN 866-454-2905

**\$10 off Your Next Oil Change**

Valid Oct. 7 - Oct. 31

Regular oil changes can keep your car running smooth and clean. And now at Cowles Nissan get \$10 off your next oil change. Call today to book your appointment and see our website to print your coupon.

Offer Expires... [More](#)

[View offer](#)



52  
Posts

Average  
6.04  
clicks

Average numbers for data set

# Best Performing Post Summary

Type of Post	Number of Posts	Number of Clicks
1. Specials	52 Posts	6.04 Clicks
2. Call to Action	350 Posts	2.73 Clicks
3. Sense of Urgency	25 Posts	2.68 Clicks

Average numbers for data set

What types of  
content  
perform worst  
in posts?





3rd (Tied)

Updated Oct 13, 2020

**HIGSON DENTAL GROUP** Google Review ★★★★★

**A Family Dentist You Can Trust!**

A Family Dentist You Can Trust!  
Jan 1 - Dec 30, 2020

Our dentists have been serving Grande Prairie and the surrounding communities' dental needs for over 20 years. We want to provide a pleasant experience in a comfortable environment so that our clients are always happy. This allows us to build a strong lasting relationship with our patients in our community. If you are looking for a great family dentist in the Grande Prairie area contact our office today!

[Learn more](#)

Who  
We Are  
(Bios)



105  
Posts

Average  
1.04  
clicks

Average numbers for data set



3rd (Tied)

Updated Oct 22, 2020

 COWLES NISSAN 703-497-3000



2020 NISSAN ALTIMA 2.5 S  
**COWLES PRICE: \$19,431**

Save \$6,004 off MRSP - Recent Price Drop - Don't Miss It!  
Oct 7 - 21, 2020

The Nissan Altima is the perfect vehicle for your daily commute or going for a cruise. This 4 CYL, automatic, front wheel drive car comes with a ton of safety features including Intelligent Forward Collision Warning with AEB. With excellent gas mileage and NissanConnect featuring Apple CarPlay, Android Auto, 8" color display w/multi-touch control, and SiriusXM satellite radio w/advanced audio features, this is a car not to be missed!

Contact us today to set up your test drive.

 703-497-3000

[REDEEM ONLINE](#)

# Products (or Services)



210  
Posts

Average  
1.04  
clicks

Average numbers for data set



2nd

Posted Dec 15, 2020

# Enjoy Beautiful Skin This Christmas!



**MINARS**  
DERMATOLOGY

[www.minarsdermatology.com](http://www.minarsdermatology.com)

Make your skin glow this Christmas by making an appointment at Minars Dermatology. We offer a wide range of services from facials and peels to botox and laser hair removal. Everything you need to look your very best this holiday season. Contact us today to book your appointment. And rest assured you will be seen at your appointed time!

[Learn more](#)

1.42K views 1 click [Share post](#)

# Seasonal/ Holiday



36  
Posts

Average  
0.75  
clicks

Average numbers for data set



Worst

**HAWLEY LANE**  
DENTAL

**Google**  
★★★★★

Very pleasant first visit, Dr Gretzula was very thorough explaining my concerns, everyone was friendly and professional, Highly recommended

~ Glenn Herde

---

Check Out Our Reviews!  
Jan 1 – Dec 31, 2020

At Hawley Lane Dental we love our clients, and they love us! With more than 177 stellar reviews on Google we take pride in the customer satisfaction we aim to provide to each everyone person that comes to our office. If you are looking for a dentist in the Stratford area of CT, check us out! You can read more reviews of our services on our website.

[Learn more](#)

# Reviews



14  
Posts

Average  
0.71  
clicks

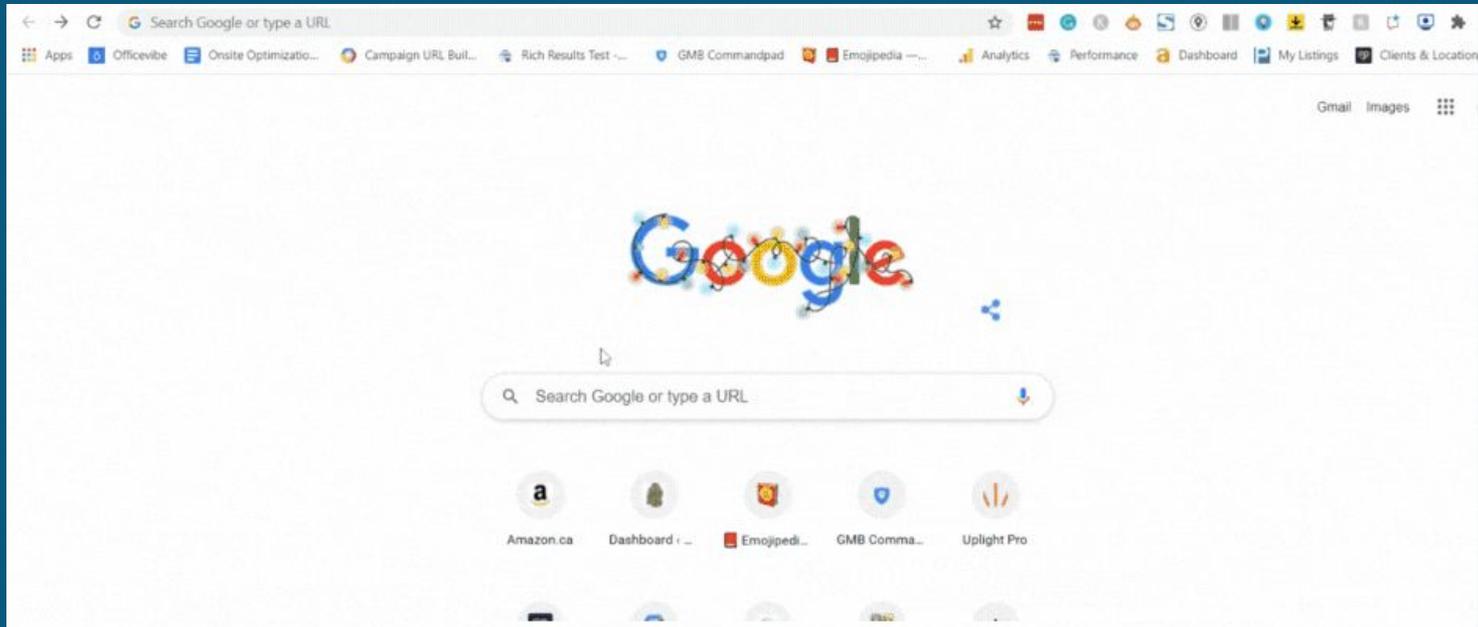
Average numbers for data set

# Worst Performing Post Summary

Type of Post	Number of Posts	Number of Clicks
1. Reviews	14 Posts	0.71 Clicks
2. Seasonal/Holiday	36 Posts	0.75 Clicks
3. Products (or Services)	210 Posts	1.04 Clicks
4. Who We Are (Bios)	105 Posts	1.04 Clicks

Average numbers for data set

# Subscribe for the Full Results:



<https://www.sterlingsky.ca/newsletter/>

Did the presence of Google Posts impact ranking?



# The Candidates

- 3 GMB listings
- No SEO efforts going on
- 2 marketing companies,  
1 physical therapist
- Small towns





PlacesScout

- Scheduled posts
- 1 post a week for 9 weeks
- 441 keywords (per location)
- Tracking local rankings in the top 10

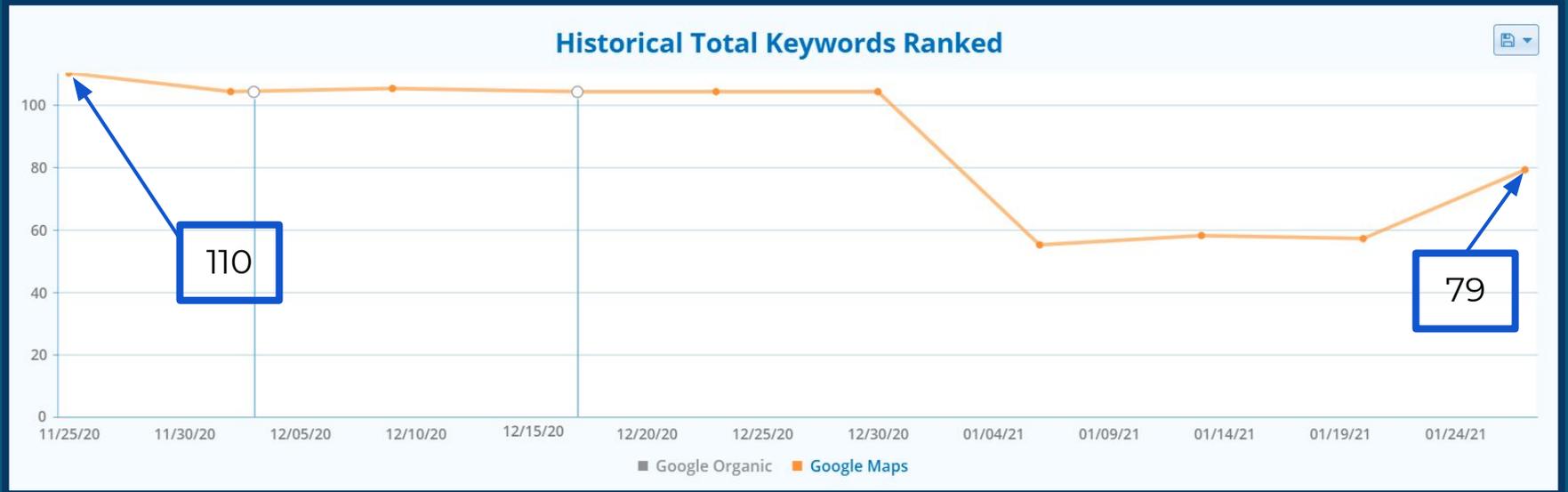


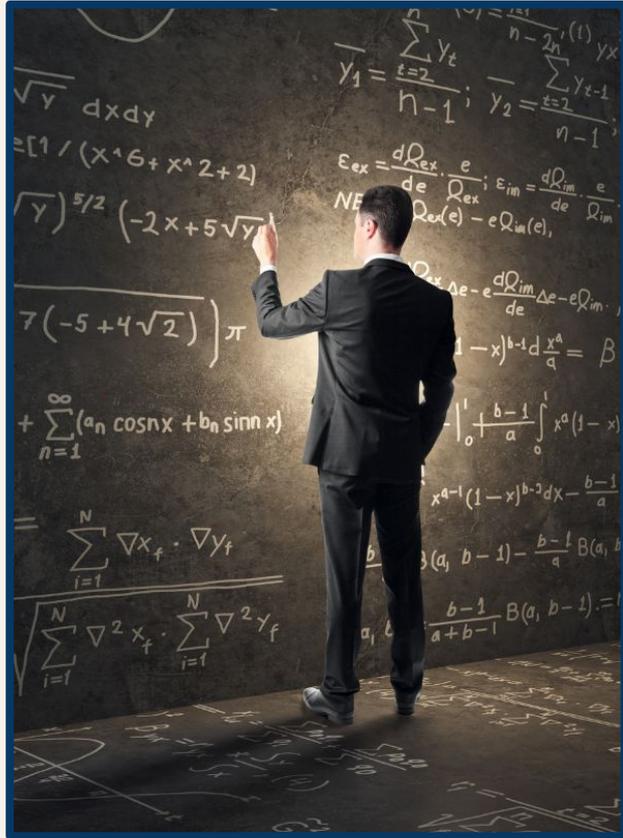
# METHODOLOGY

# Listing 1: Physical therapy business



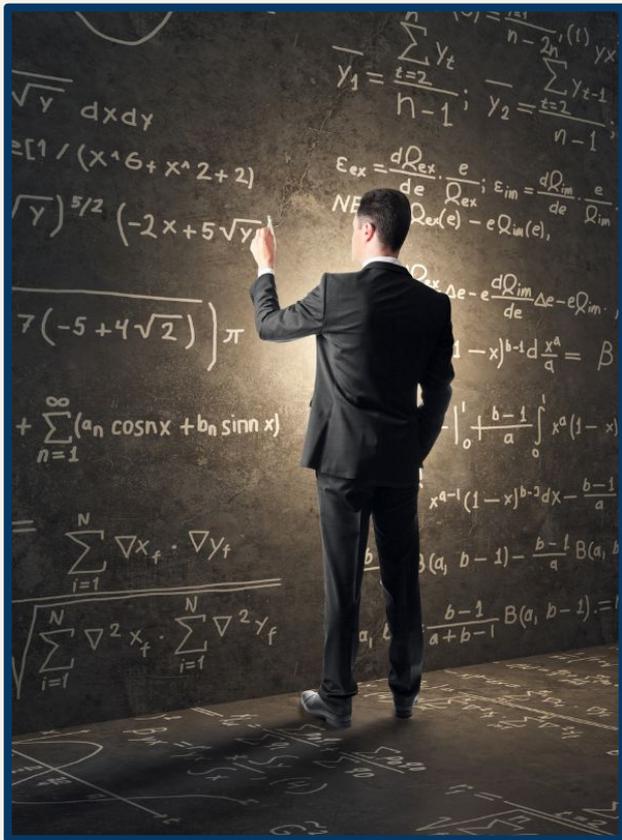
# Listing 2: Marketing company listing





Both marketing listings were verified using the same address.

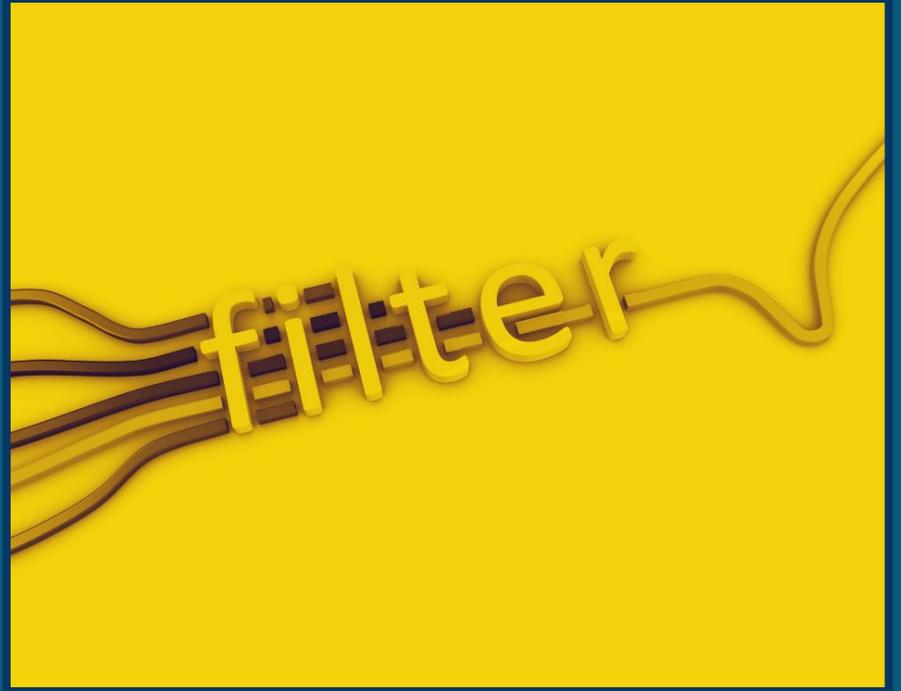
<https://www.sterlingsky.ca/google-local-filter/>



After the December 9th algorithm update, listing 1 stopped showing and listing 2 started displaying instead for some keywords.

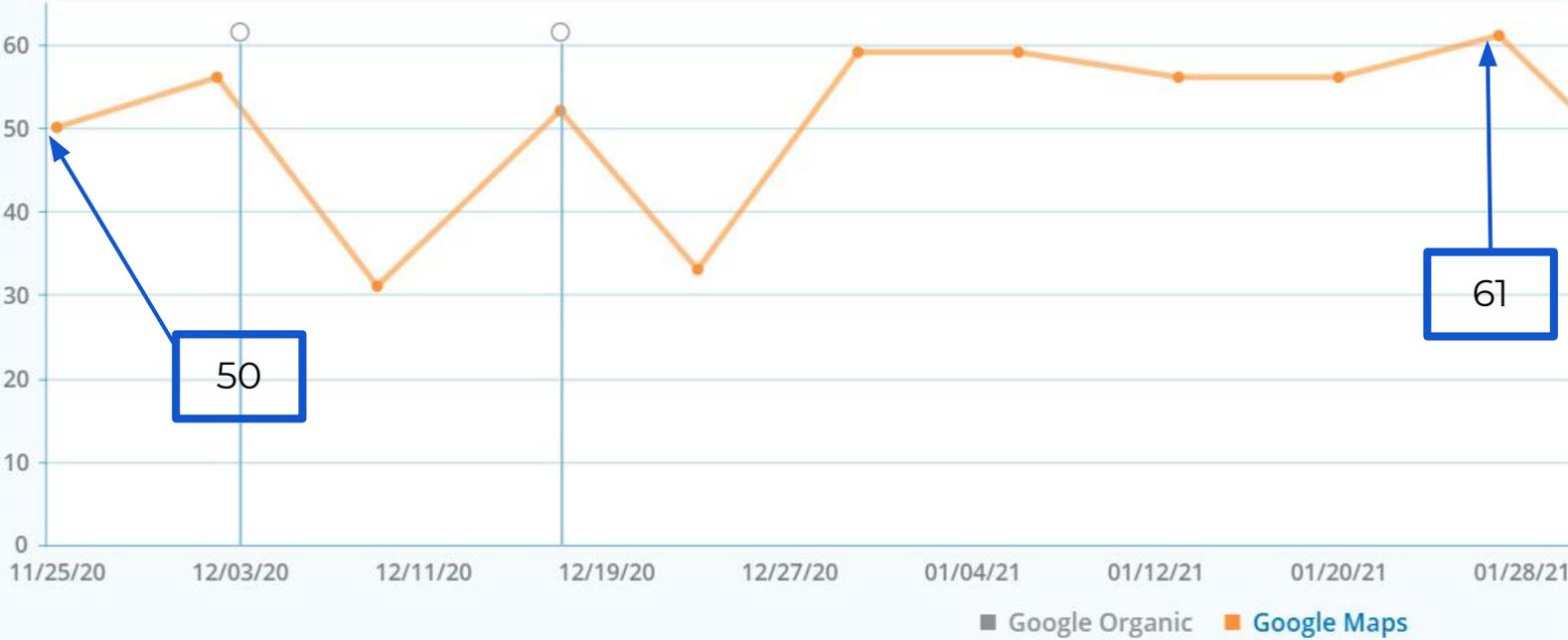
<https://www.sterlingsky.ca/google-local-filter/>

# The Filter



[www.sterlingsky.ca/google-local-filter/](http://www.sterlingsky.ca/google-local-filter/)

# Historical Total Keywords Ranked



internet marketing companies haworth nj

[All](#)
[Maps](#)
[News](#)
[Images](#)
[Shopping](#)
[More](#)
[Settings](#)
[Tools](#)

About 45 results (1.58 seconds)

Rating ▾
 Hours ▾
 Your past visits ▾

**Bizmap LLC | NJ SEO Agency**  
 No reviews · Internet marketing service  
 294 Spring Ln · (201) 357-6289  
 Open · Closes 6PM
 [Website](#)
[Directions](#)

**Level Up Digital Marketing**  
 No reviews · Marketing agency  
 (201) 835-6002  
 Open · Closes 6PM
 [Website](#)

**New Jersey SEO For Small Businesses**  
 5.0 ★★★★★ (2) · Marketing agency  
 (201) 497-0293  
 Open · Closes 5PM
 [Website](#)

→ View all

internet marketing companies haworth nj

**Jobs**

• Work from home

[Past 3 days](#)
[Full-time](#)
[Advertising & Marketing](#)
[Management](#)
[Business Operations](#)

**Digital Marketing Specialist**  
 Blue Corona  
 Anywhere  
 via Blue Corona  
 25 days ago 🏠 Work from home 📅 Full-time

**Appointment & Demo Specialist**  
 Internet Marketing  
 Anywhere  
 via ZipRecruiter  
 17 days ago 💰 30K-35K a year 🏠 Work from home 📅 Full-time

**Internet Marketing Manager**  
 Scorpion  
 Anywhere  
 via Built In Los Angeles  
 Over 1 month ago 🏠 Work from home 📅 Full-time

→ 100+ more jobs

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Google  X

[All](#) [News](#) [Shopping](#) [Maps](#) [Images](#) [More](#) [Settings](#) [Tools](#)

About 28,700,000 results (1.06 seconds)

[www.sterlingsky.ca](http://www.sterlingsky.ca)

### Recommended Local SEO Experts | Sterling Sky Inc

Sick of seeing competitors beat you? **Sterling Sky Inc** is owned by Joy Hawkins, who has been working in the Local SEO space since 2006. Our team of experts ...

<h4>Blog</h4> <p>Local SEO? Enter Your Email Below To Get Access To Our ...</p>	<h4>Contact</h4> <p>Sterling Sky Inc is a 100% remote company. While we are based ...</p>
<h4>About Us</h4> <p>About Us. Sterling Sky Inc was founded in 2017 by Joy ...</p>	<h4>We're Hiring!</h4> <p>We're Hiring! - Job Title: Local SEO Analyst &amp; Account Manager ...</p>
<h4>Local SEO</h4> <p>If you're a local business that needs help ranking on Google ...</p>	<h4>Timeline of Local SEO ...</h4> <p>Google changes something related to Local SEO very ...</p>

[More results from sterlingsky.ca »](#)

[www.facebook.com](http://www.facebook.com) > Places > Uxbridge, Ontario

### Sterling Sky Inc - Home | Facebook

+1 289-640-1877. Contact **Sterling Sky Inc** on Messenger. [www.sterlingsky.ca](http://www.sterlingsky.ca). Advertising Agency · Internet Marketing Service · Marketing Agency. Price Range \$\$  
★★★★★ Rating: 5 - 6 votes · Price range: \$\$

[twitter.com](http://twitter.com) > sterlingskyinc

### Sterling Sky Inc (@SterlingSkyInc) | Twitter

The latest Tweets from **Sterling Sky Inc (@SterlingSkyInc)**. We are a team of Local SEO & PPC experts/nerds run by @joyannehawkins. Uxbridge, Ontario.

[ca.linkedin.com](http://ca.linkedin.com) > company > sterlingskyinc

### Sterling Sky Inc | LinkedIn

**Sterling Sky Inc** | 221 followers on LinkedIn. Recommended Local SEO Experts | Sterling Sky was founded by Joy Hawkins in 2017. If you're a local business ...

[www.crunchbase.com](http://www.crunchbase.com) > organization > sterling-sky

### Sterling Sky - Crunchbase Company Profile & Funding

**Sterling Sky** is an online marketing company offering Local SEO, consulting, PPC management & advanced local SEO training. Uxbridge, Ontario, Canada ...  
Company Type: For Profit



# Look at SERPs

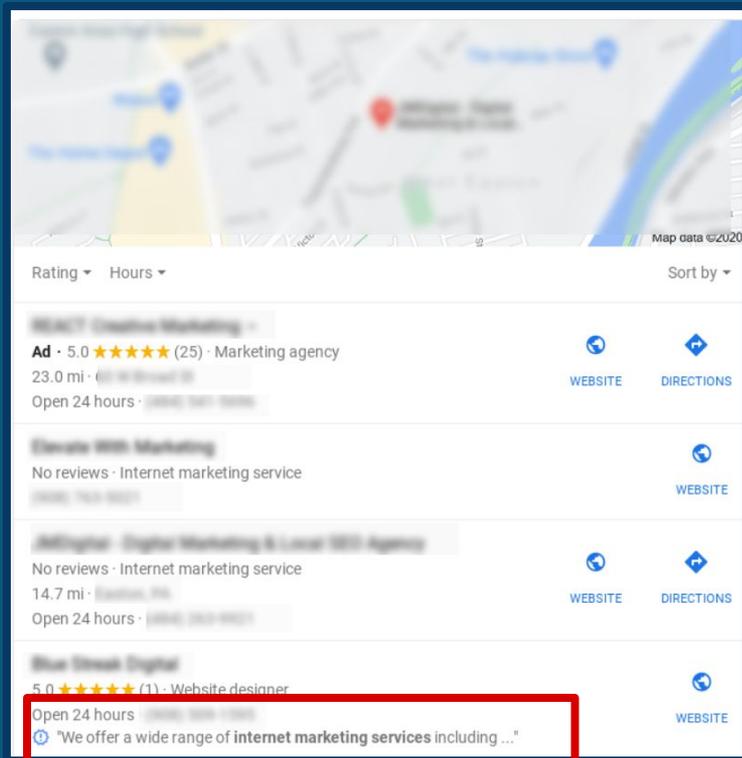
**CONCLUSION**

POSTING HAD NO  
MEASURABLE  
IMPACT ON  
RANKINGS



# Why utilize posts?

# Posts justifications



[moz.com/blog/influence-local-justifications](https://moz.com/blog/influence-local-justifications)

# Newer posts take priority

SERP on Dec 16 showing Dec 13 post

Rating ▾ Hours ▾ Sort by ▾

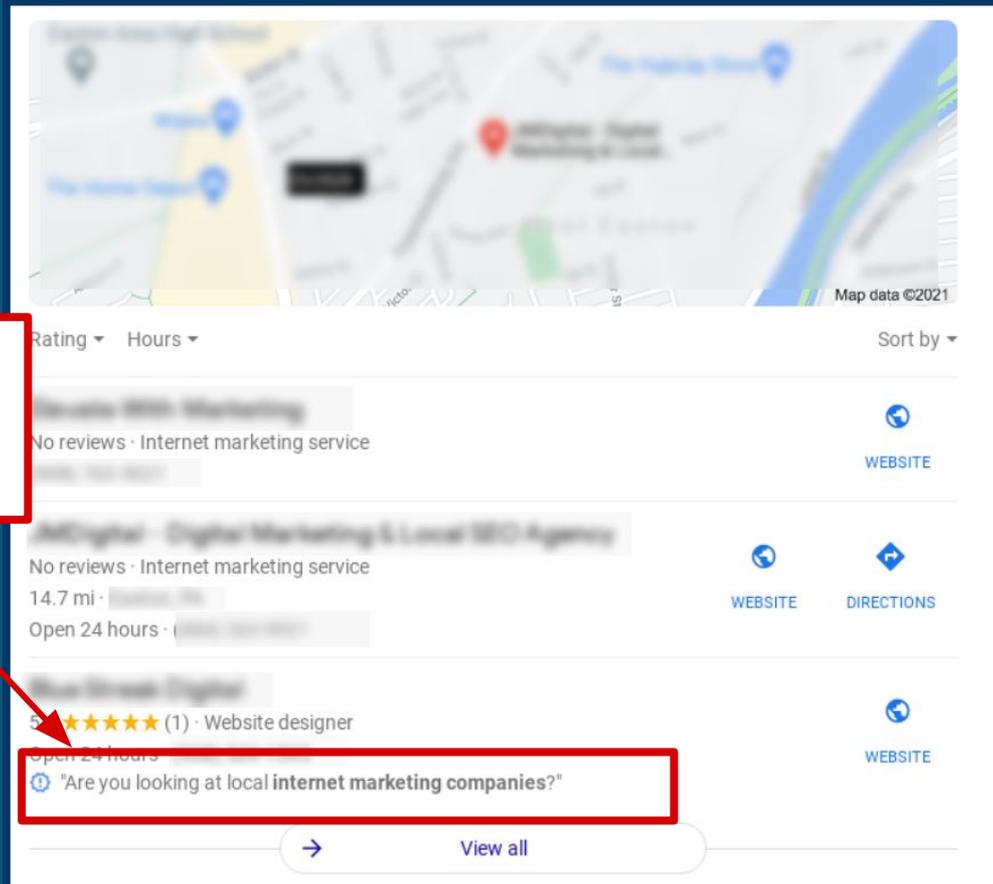
**REACT Creative Marketing**  
Ad • 5.0 ★★★★★ (25) · Marketing agency  
23.0 mi · [Call for hours](#)  
Open 24 hours · [\(904\) 261-9999](#) [WEBSITE](#) [DIRECTIONS](#)

**Elevate With Marketing**  
No reviews · Internet marketing service  
[\(904\) 261-9999](#) [WEBSITE](#)

**J&J Digital - Digital Marketing & Local SEO Agency**  
No reviews · Internet marketing service  
14.7 mi · [Call for hours](#)  
Open 24 hours · [\(904\) 261-9999](#) [WEBSITE](#) [DIRECTIONS](#)

**Five Street Digital**  
★★★★★ (1) · Website designer  
Open 24 hours · [\(904\) 261-9999](#)  
🕒 "We offer a wide range of internet marketing services including ..."

SERP on Jan 6 showing  
Jan 3 post



Justifications pull posts from the last 60 days.

## Introlift Medical Spa

4.7 ★★★★★ (111) · Medical spa

Plantation, FL, United States

Open · Closes 6 p.m.

 "Enjoy 10% off **Botox** & Dysport for the month of April!"



CALL



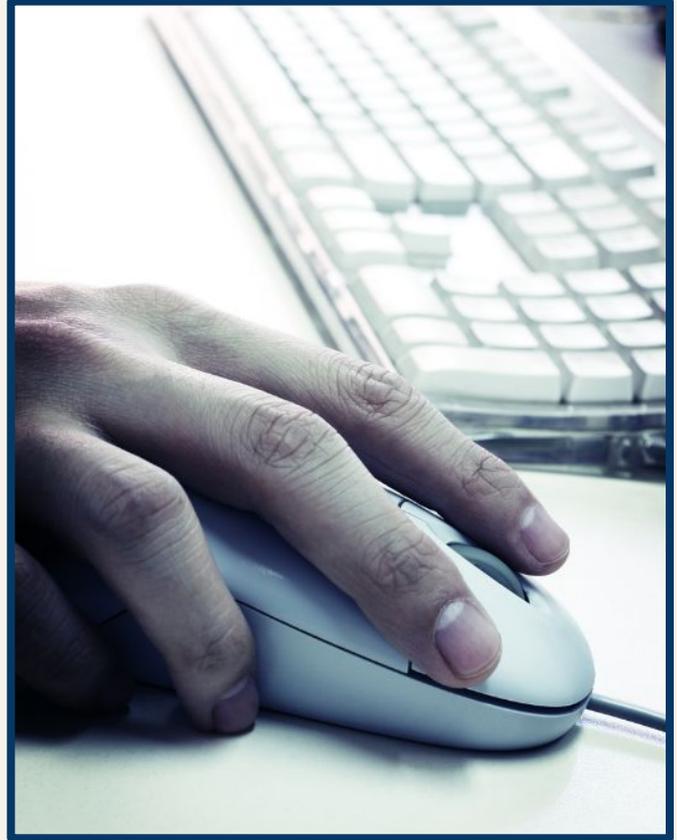
# Other things we learned...

# Views in GMB Insights include searches from rank trackers



1	technical seo consultant	39
2	internet marketing companies	36
3		16
4	marketing consultant	16
5		< 15
6		< 15
7	internet marketing companies near me	< 15

Average CTR  
was **0.50%**



You need **200**  
views before  
you're likely to  
get clicks.



# Post Comparison Practitioner Vs Not

Practitioner	# of Posts	Clicks (GMB)	Views	CTR*
Yes	58	0.81	79	1%
No	979	1.65	437	0.4%



Average numbers for data set ~  
\*Average GMB clicks/average GMB views

# Tracking Posts in Google Analytics

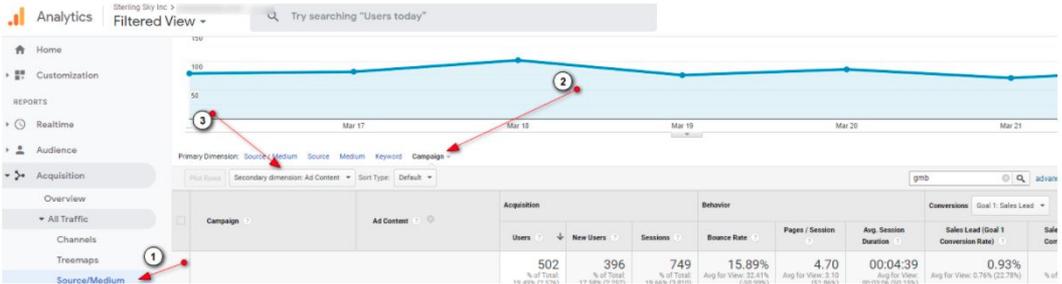
**STERLINGSKY** HOME SERVICES ▾ FREE RESOURCES ▾ BLOG UPCOMING EVENTS ABOUT US ▾

LOCAL SEO CONSULTING PAY-PER-CLICK SOCIAL MEDIA Search ...

multiple posts on the same listing on the same day (which isn't something I'd recommend).

### How to See the Traffic inside Google Analytics

In order to see the traffic from a specific post inside Google Analytics, you want to open the Source/Medium report, use "Campaign" as the first dimension, and "Ad Content" as the secondary dimension, as illustrated in the image below.

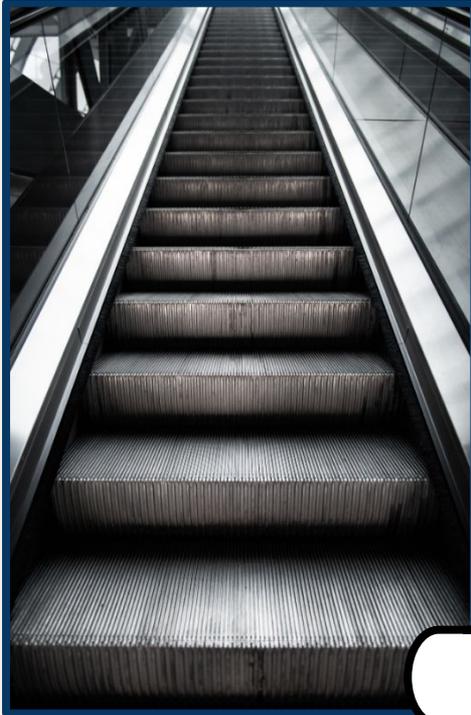


The screenshot shows the Google Analytics interface for Sterling Sky Inc. The primary dimension is set to 'Source/Medium' and the secondary dimension is 'Ad Content'. The chart shows traffic from March 17 to March 21. The table below provides detailed metrics for acquisition and behavior.

Acquisition			Behavior			Conversions	
Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Sales Lead (Goal 1 Conversion Rate)	Sale Cost
502	396	749	15.89%	4.70	00:04:39	0.93%	% of

[www.sterlingsky.ca/tracking-google-my-business-posts](http://www.sterlingsky.ca/tracking-google-my-business-posts)

# Successful Google Post Blueprint



1. Use offer posts & COVID posts
2. Include a title on the post and make sure it's not all caps.
3. Use emojis
4. Include photos that:
  - a. Use text in the photo
  - b. Are not stock photos
5. Make sure the following is included in the post:
  - a. Specials
  - b. Calls-to-action
  - c. Sense of urgency

[bit.ly/mozcon2021](https://bit.ly/mozcon2021)





Dave DiGregorio  
@deegs20

Welp, it finally happened. @JoyanneHawkins beat me in Mario Kart.

Blue Yoshi must be retired.

We had a good run.

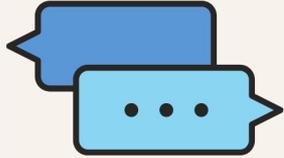


Craig Mount and 6 others

9:21 PM · Mar 8, 2021 · Twitter Web App

14 Likes





Forum:  
[www.localsearchforum.com](http://www.localsearchforum.com)



LinkedIn:  
<https://www.linkedin.com/in/joyhawkins/>



Twitter:  
<https://twitter.com/JoyanneHawkins>



Facebook Group:  
<https://www.facebook.com/groups/localsearchforum>



Email:  
<https://www.sterlingsky.ca/newsletter>

**Thank You!**