



[Google My Business Posts] SOP

How to Post to Google My Business

1. Log into business.google.com (ampacreative@gmail.com)
2. Type in Ampa Events



Find and manage your business

🔍

Can't find your business?

[Add your business to Google](#)

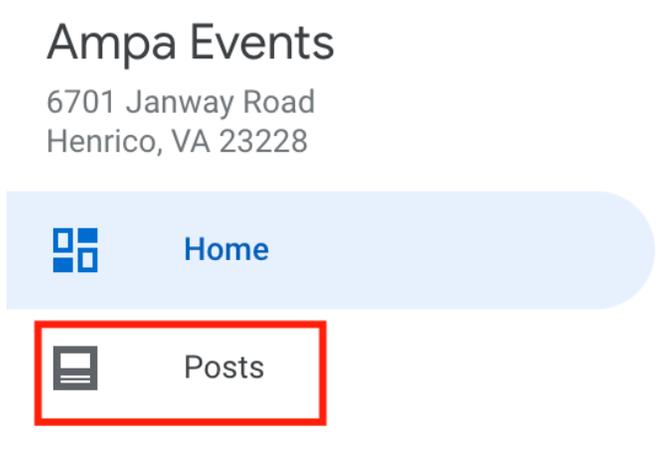
3. Click on Continue

← You already manage this listing

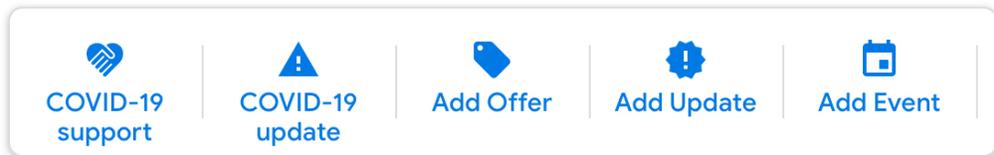
Continue to your existing Google My Business listing

[Continue](#)

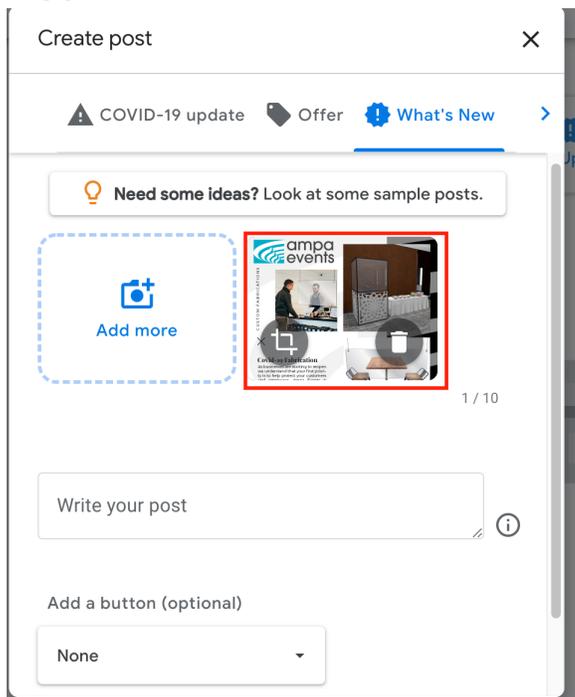
- 4. Click on Posts in the left sidebar



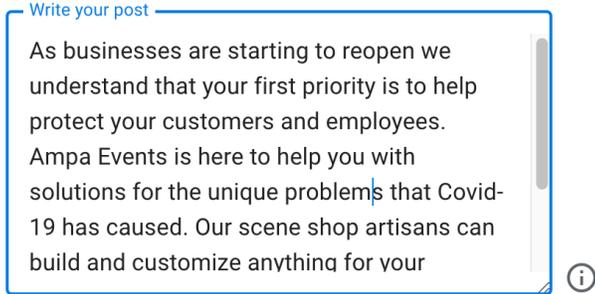
- 5. Select what kind of post you want to create - for this one we're going to Add Update



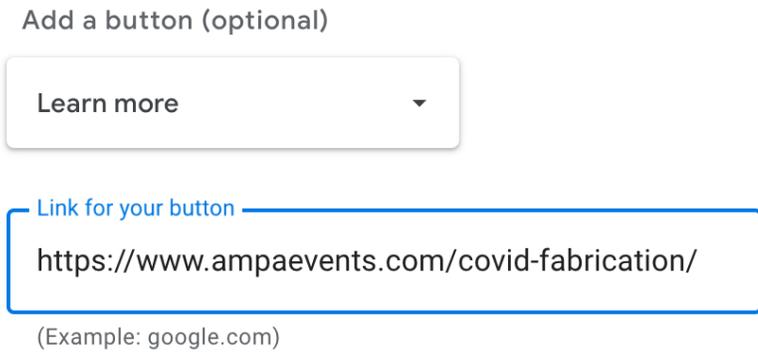
- 6. Add an Image - try to make it at least 500 x 500px but not much bigger than 2000 x 2000 pixed



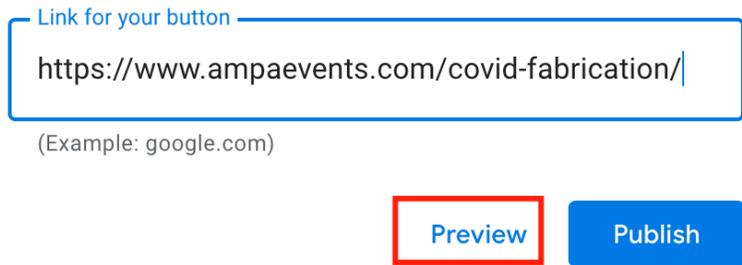
- 7. Add content on the “Write Your Post” section - I used the same content that is in the image that I added plus a little bit extra so that it’s no too redundant



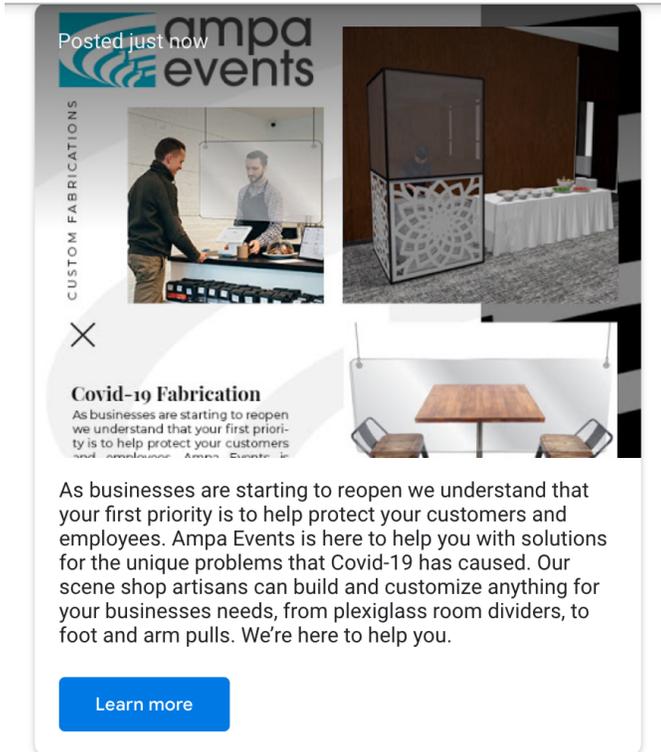
- 8. Add a Button (link) - for this example I’m going to choose “Learn More” and link to the covid-fabrication page of the website



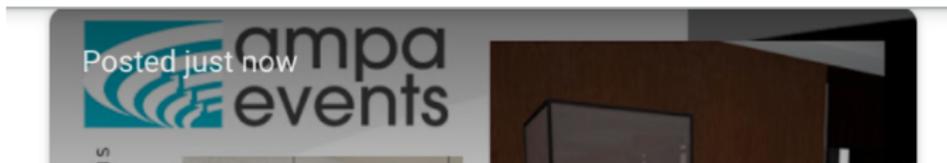
- 9. Click Preview to see how your post is going to look.



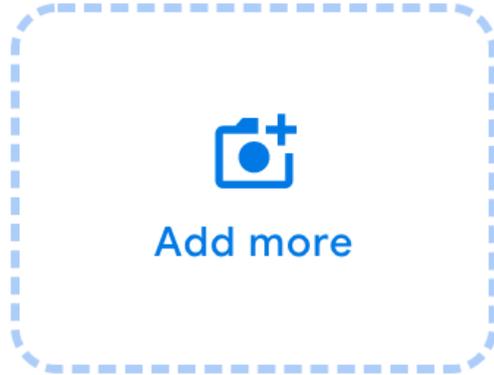
← Preview



10. I don't like how the image looks in this preview - so I'm going to hit the arrow to go back to my post and edit the image



11. Then I'm going to click on the little crop symbol on the image and then adjust the crop so that the whole image is seen. Then click on Upload Photos to save the changes.



1 / 1

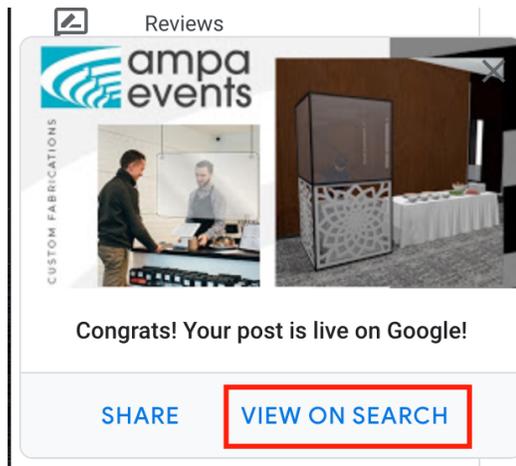


12. Click Preview again to make sure you like what you see - the image looks much better! Now you can click on “Publish” foot and arm pulls. We’re here to help you.

Learn more

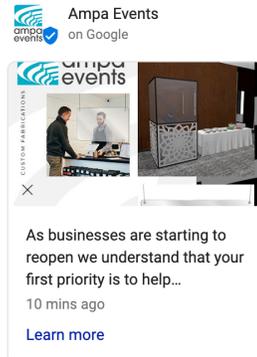
Publish

13. If you want to see what it looks like on Google you can click on “View on Search” (note, this can take some time to show up.)



From Ampa Events

"Ampa Events, a complete source of production services and equipment for entertaining, branding, to support a message, heighten awareness of a cause, and gather people for purpose and fun."



Things to Post to Google My Business

1. New Products/Services
2. Sales/Offer
3. Events

When To Post to Google My Business

1. 3x a week