

Keep it Fresh. Get Results.

 PostEngine Agency for GBP

PostEngine is a Registered Google Business Profile Agency. Our services **eliminate the time, effort and burden** of completing, optimizing and updating your Google Business Profiles, so your community can:

- Get discovered in local search results.
- Generate more website traffic.
- Drive community engagement + leads.
- Build a positive brand image.

**“Google is the
new homepage”**

–Mike Blumenthal,
Co-Founder GatherUp

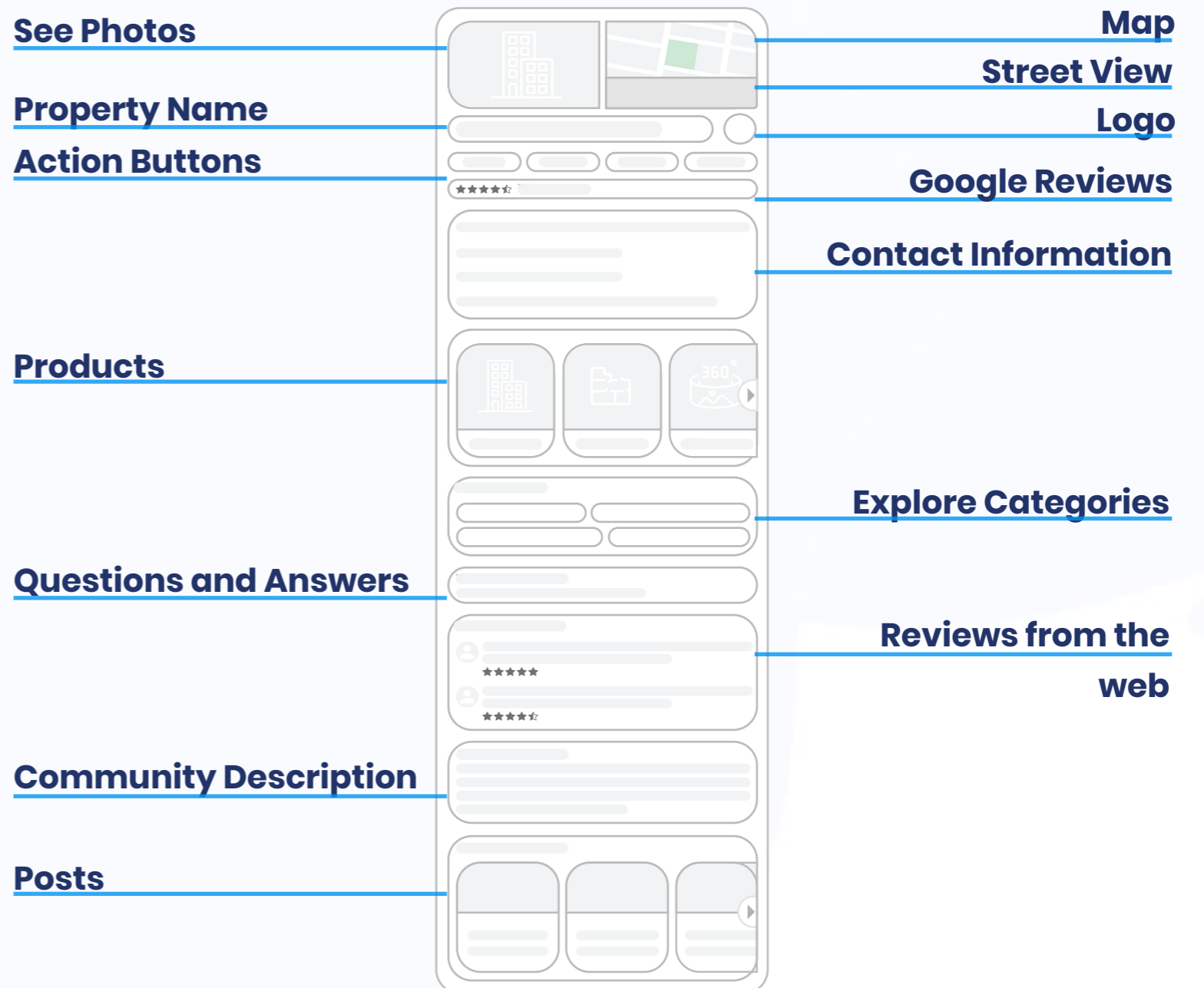
Our 8 Core Services

- ✓ **Review** GBP profile and complete missing or incomplete information.
- ✓ **Update** GBP profile with current content, such as: photos, copy, media, vital contact info, links and branding.
- ✓ **Post** high-quality content and media weekly.
- ✓ **Syndicate** GBP post content to social media (Facebook + Twitter) weekly.
- ✓ **Implement** marketing attribution by adding tracking links to call-to-action buttons to track how your profile performs.
- ✓ **Respond** to, and optimize the GBP Q&A.
- ✓ **Monitor** and report profile violations that are harmful to your reputation so that you may take action.
- ✓ **Report** quarterly on the performance of your GBP profile.

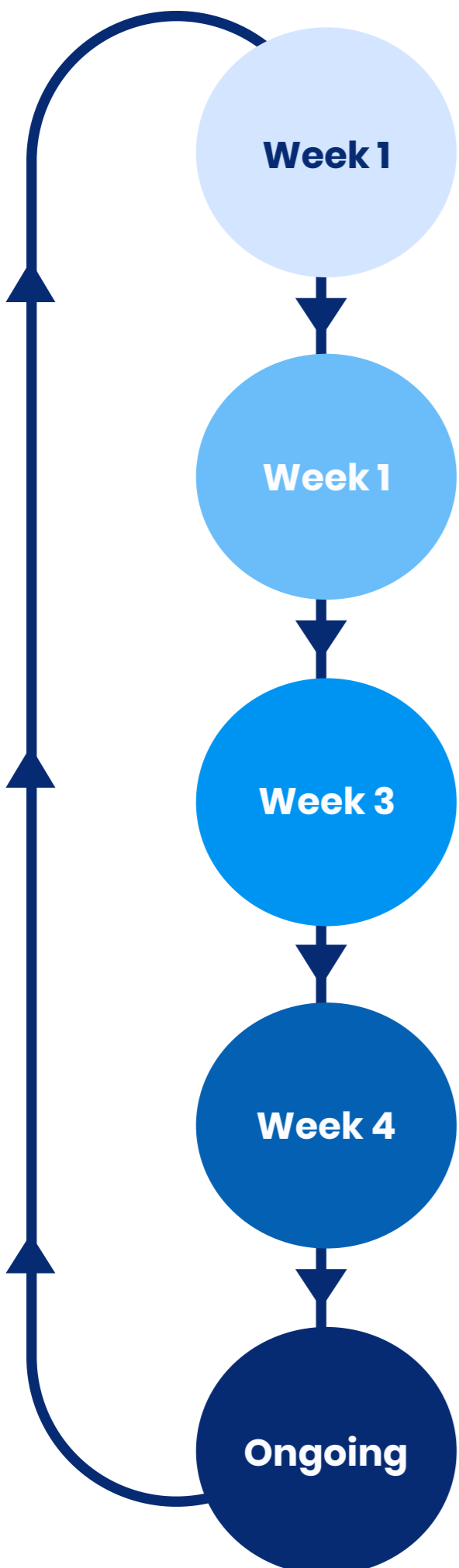
Why Outsource?

Better Results. Less Effort.

There's a lot of time and effort that goes into generating results from your GBP profiles. A neglected GBP profile can put your community at a competitive disadvantage because it's less likely to appear in the search or map results. If your organization is struggling to hire in-house staff, there's limited internal search marketing expertise, or there's simply not enough bandwidth to do everything, then outsourcing is likely a good choice.



Our Process



- We assign an account manager and work with you to identify GBP community profiles to be managed.
- Client provides "agency" access to GBP profiles.
- Client provides access to Google Analytics for reporting.
- We set up the PostEngine agency client account.

- We conduct a GBP checklist assessment + recommendations across your communities.
- We prepare community assets, UTM website tracking links (for attribution), images and content for posting.

- We review our findings and + approve a go-forward plan.
- We implement GBP profile improvements + optimization across the portfolio.

- We begin weekly posting and content moderation.
- We set up reporting to track performance.

- Quarterly report and account review.
- Client check-in point to review posting activity.
- Education and GBP updates are communicated.
- Profile enhancements are made.