

# GOOGLE Q&A RESOURCE GUIDE

## GOOGLE Q&A FAST FACTS

- ✓ Google Q&A launched in Aug. 2017 and became available in their API in Nov. 2018.
- ✓ Questions can be answered once per user. Answers are
- ✓ ranked by the number of upvotes. The character max
- ✓ of answers is 4,096.
- ✓ It is not possible to add images or hyperlinks.
- ✓ Email addresses are not allowed in answers, but phone numbers are allowed if it comes from the “owner”.

## GOOGLE Q&A BEST PRACTICES

- ✓ Quickly respond to all questions to be the authoritative source and to minimize additional users needing to provide answers.
- ✓ Respond with more than a yes/no, or “see website.” This is an opportunity for your business to strategically place important information that consumers will see in an authentic way.
- ✓ Be proactive by asking and providing answers to commonly asked questions through publishing FAQs. Flag
- ✓ inappropriate answers. Ensure that your business is following Google’s Q&A policies.
- ✓ Use a tool to monitor all GMB pages/Q&A. Listen, monitor and publish FAQs within the Chatmeter Social Suite.

## A SUCCESSFUL GOOGLE Q&A STRATEGY

# 1

BEGIN WITH ANSWERING  
QUESTIONS ACROSS  
ALL YOUR GOOGLE MY  
BUSINESS (GMB) PAGES.

# 2

PROACTIVELY PUBLISH COMMON  
QUESTIONS TO EACH OF YOUR GMB  
PAGES.

# 3

BUILD YOUR VOICE STRATEGY BY  
PUBLISHING KEYWORD OPTIMIZED  
GOOGLE Q&AS.

## TOP QUESTIONS TO POST ABOUT YOUR CLINIC IMMEDIATELY

1. What are your regular hours?
2. Is your business ADA compliant?
3. Is your business kid-friendly?
- 4.
5. Do you have Wi-Fi?
6. Where is the best place to park?
7. What is the quickest way to get there?
8. Pricing information about visiting your business.
9. Information about the amenities of your business.
10. Information about new products or services.