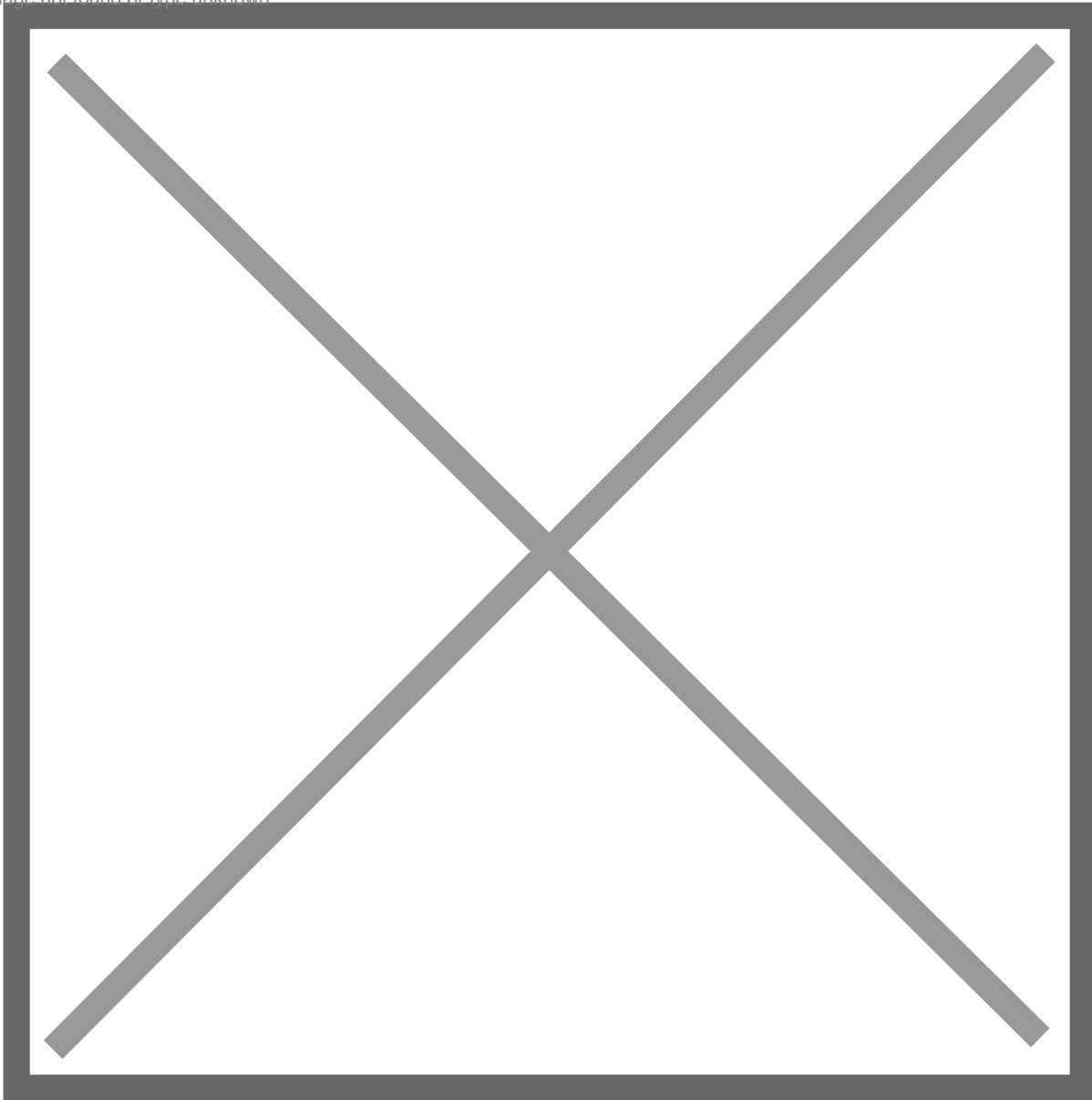


Publish content to your listings at scale.

The **Rich Content** tab allows you to define your content once and associate it with all locations necessary to then publish out at scale.

Ensure roles have **Rich Content** permissions enabled to view, edit, add, and/or delete content.

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Rich Content does not support images at this time.

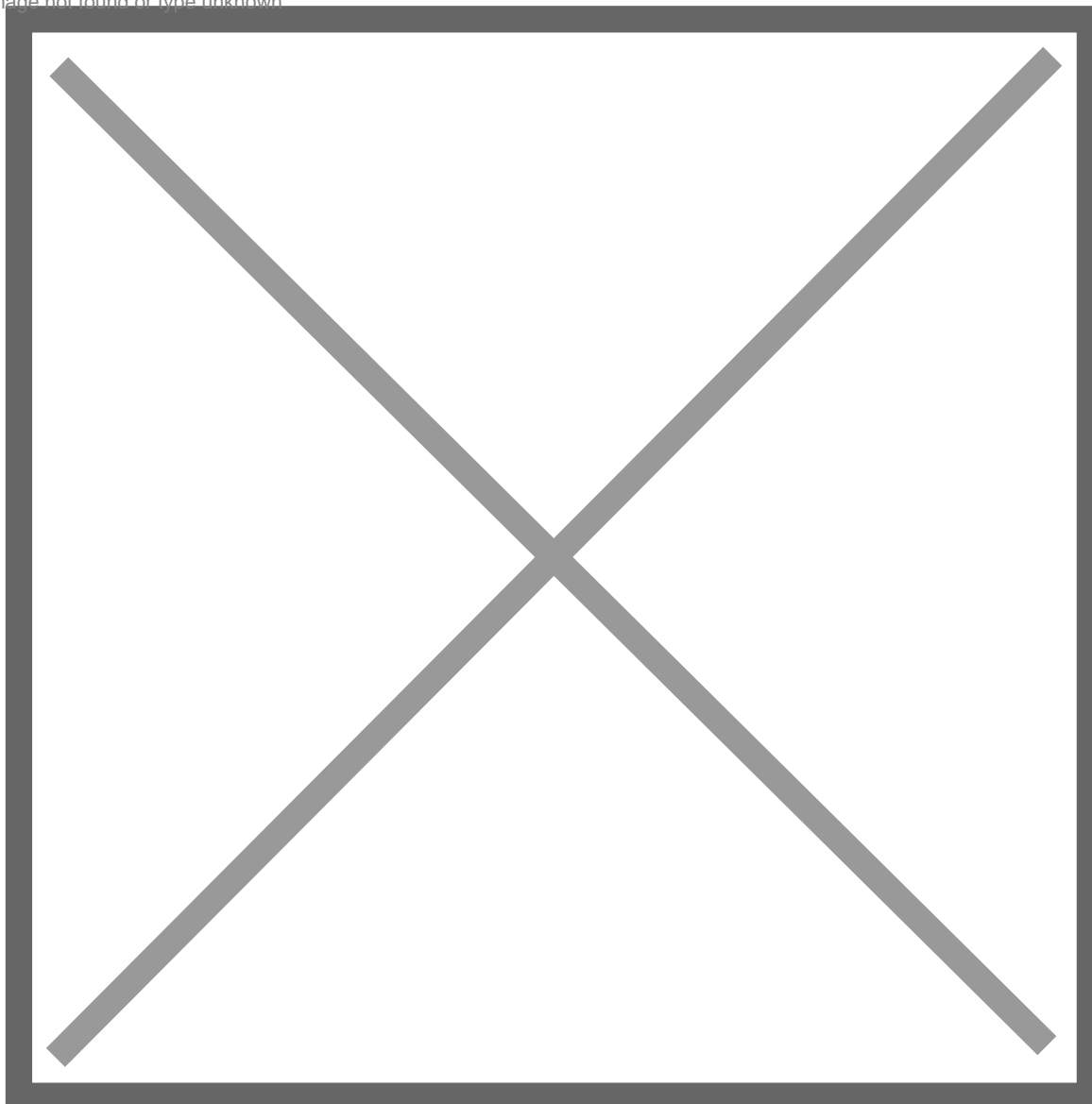
Rich Content contains three tabs: **FAQs**, **Menus**, and **Products**.

FAQs

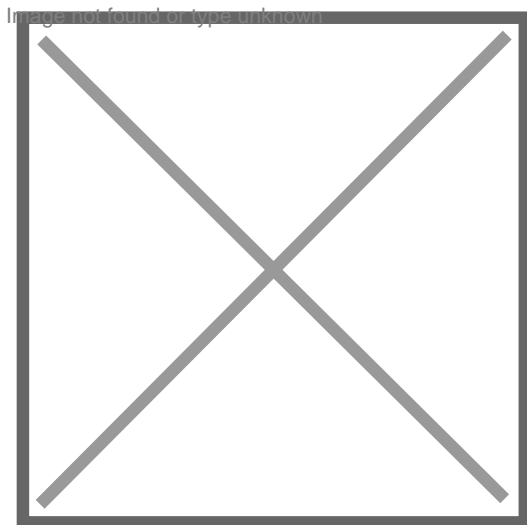
Gain control over your brand by proactively compiling one list of frequently asked questions and answers

that apply to groups of locations to publish online at scale.

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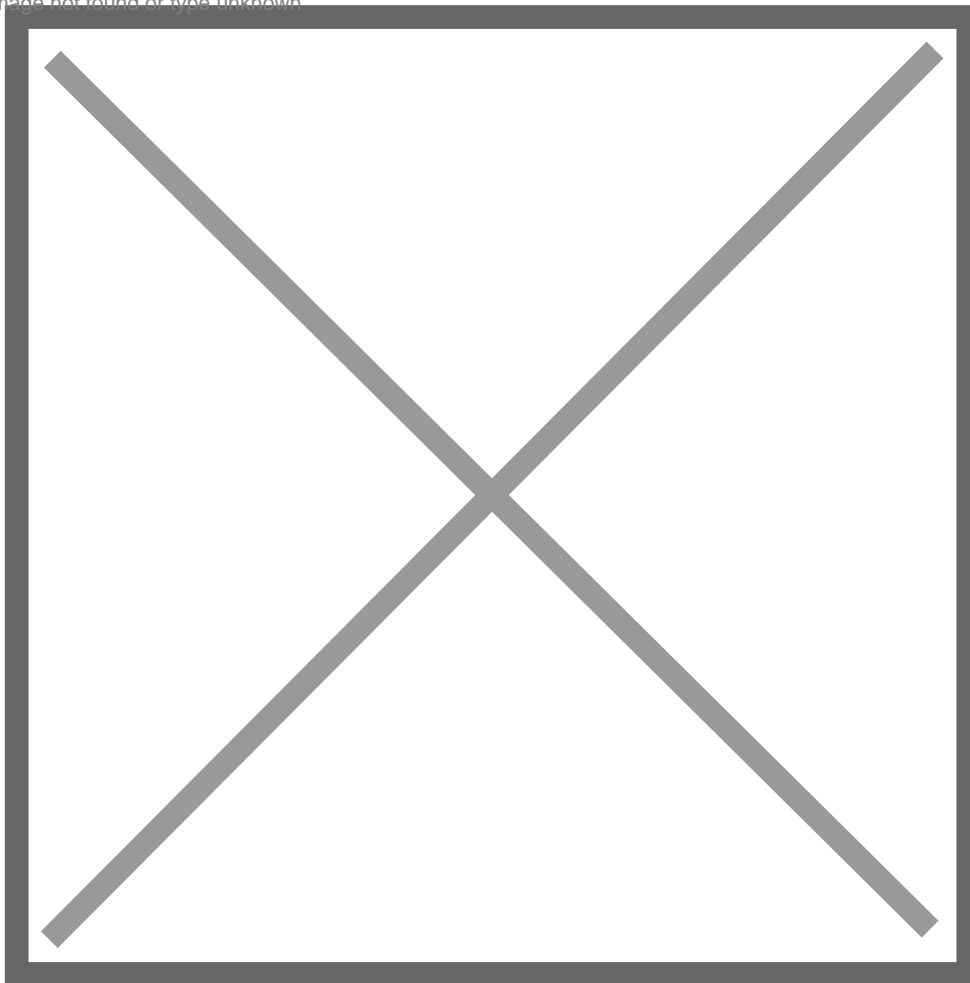


Create an FAQ for each group of your locations, such as Northern AZ and Southern AZ, to designate which questions should publish to each group of location's listings.

To add an FAQ:

1. From the platform, click **Listings**.
2. Click **Rich Content**.
3. Click the **FAQs** tab.
4. Click **Add FAQ**.
FAQs cannot be imported in bulk at this time.
5. Adjust FAQ settings:
 - **Title:** Name your FAQ.
 - **Start-End Date:** Optionally enter a start and end date. Questions and answers associated with this FAQ will be published on the start date and automatically deleted on the end date. If blank, questions associated with this FAQ will not be removed unless they are individually deleted.
 - **Associate With:** Select a filter to associate by. Options include: State, City, Location, and custom filters. Once selected, check the box next to each location or group of locations to associate with the FAQ.
 - **Sources:** Select where the FAQs will be published. This feature only includes Google at this time.

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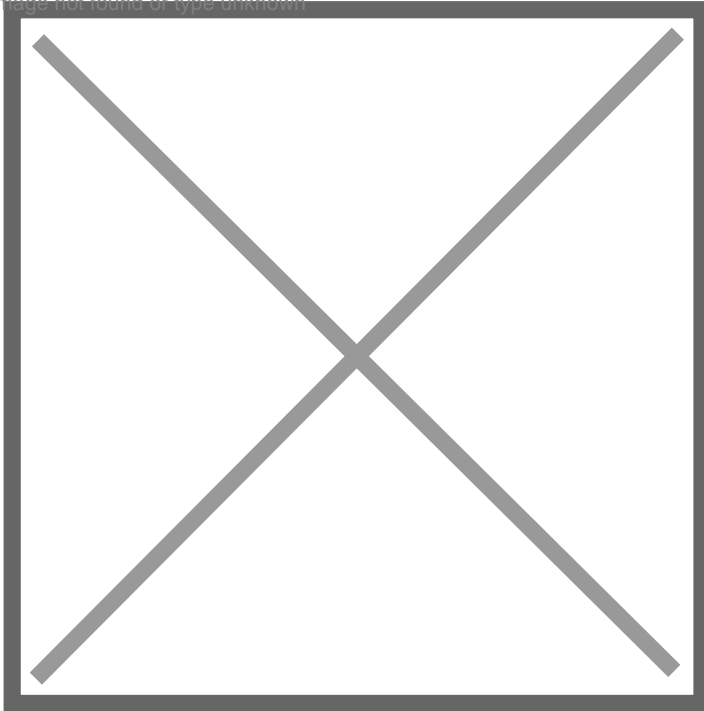


6. Click **Save**.

Use groups to organize your questions into categories, such as After Sales Service or Insurance Accepted, for simplified management.

Groups are only displayed within the platform; groups are not published to listings.

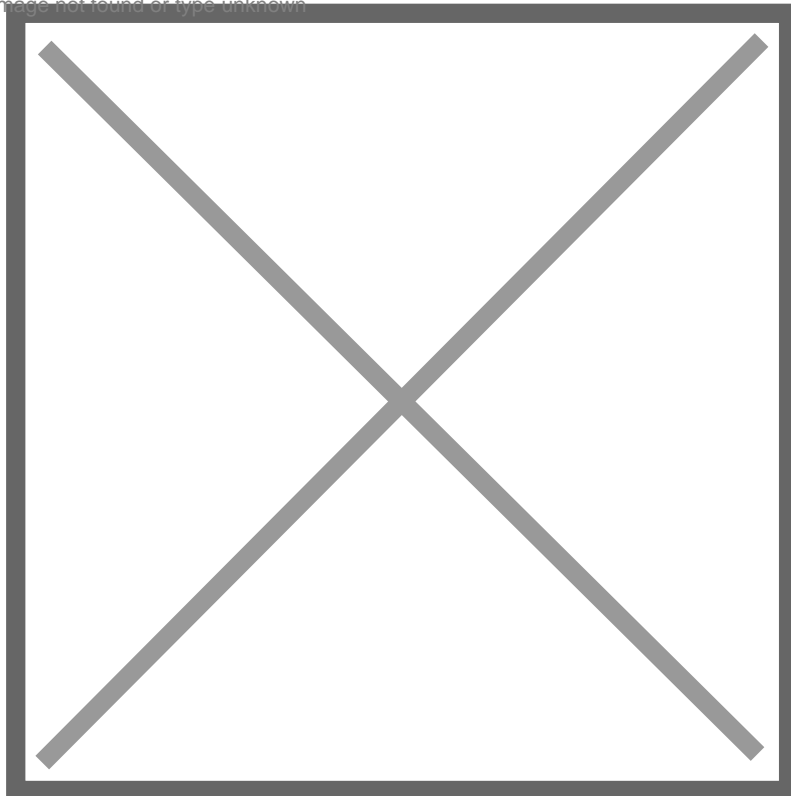
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To add groups:

1. From the **FAQs** tab, click the desired FAQ.
2. Click **Add Group**.
3. Enter a title and click **Submit**.

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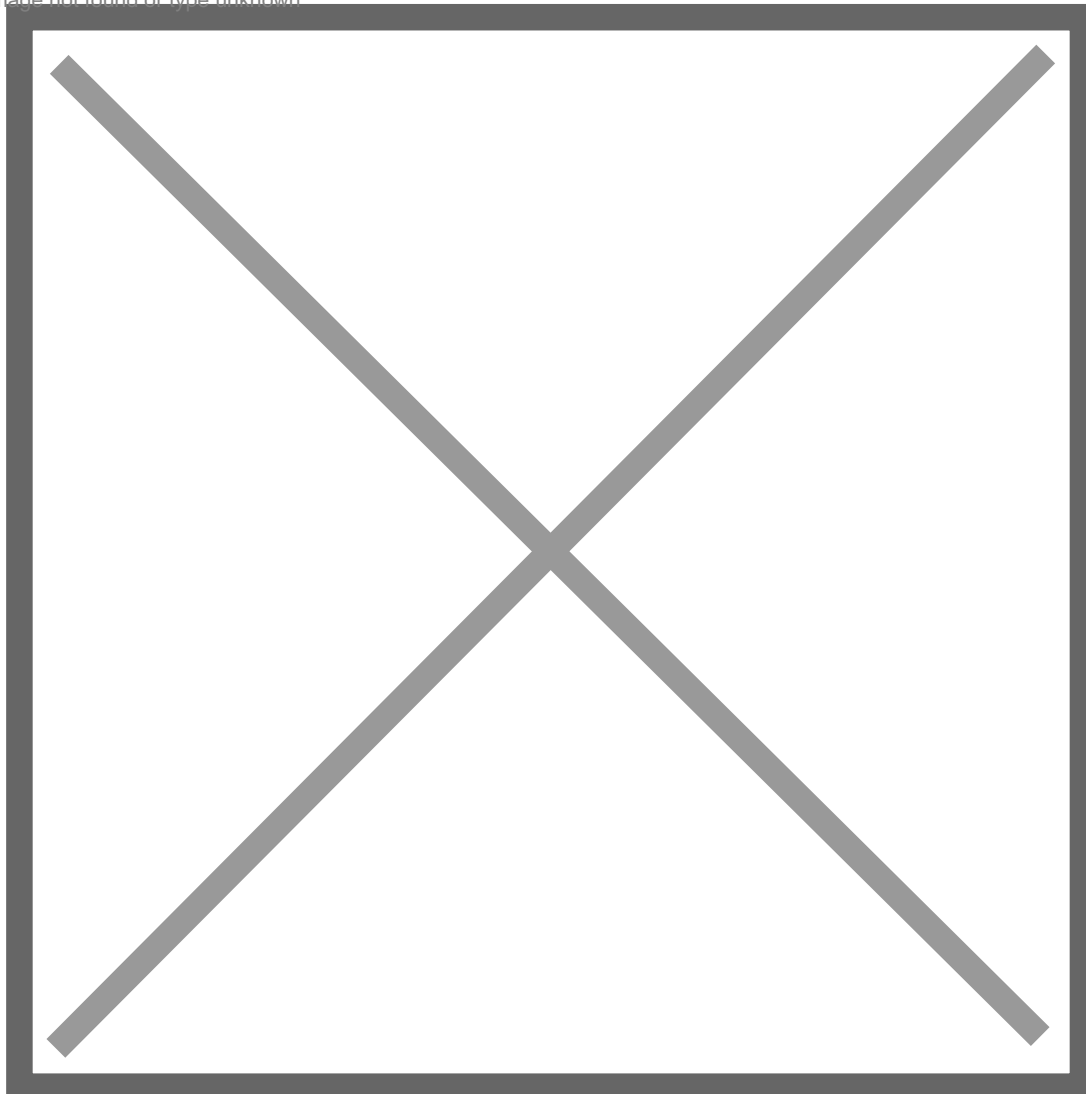


Curate frequently asked questions and their corresponding answers for each group or category within the FAQ. Questions and answers are published to all location listings included in the FAQ.

To add questions:

1. From the **FAQs** tab, click the desired FAQ.
2. Click **Add Question**.
3. Enter a title, the question, the answer, and select or add a group.
Google's character limit is 250 for questions and 440 for answers.
4. Click **Submit**.

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Keep in mind:

- Submitted questions and answers are published daily.
- Google My Business pages must be connected to the platform to publish FAQs to location listings.
- FAQs can be edited and deleted, whereas Groups and Questions/Answers can only be edited.

Menus

Conveniently define and publish menus to GMB listings from the platform at scale.

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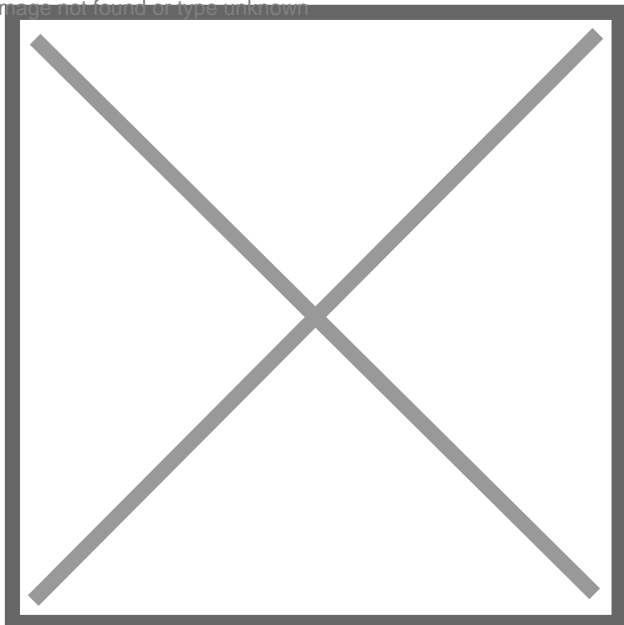
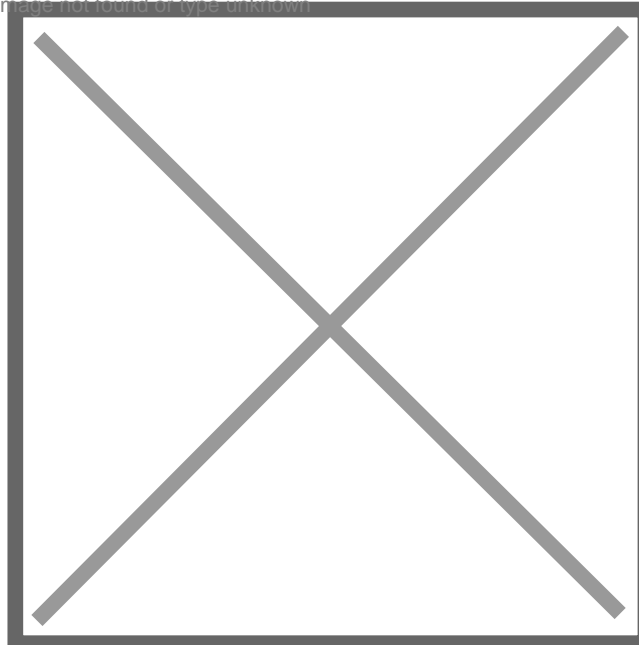


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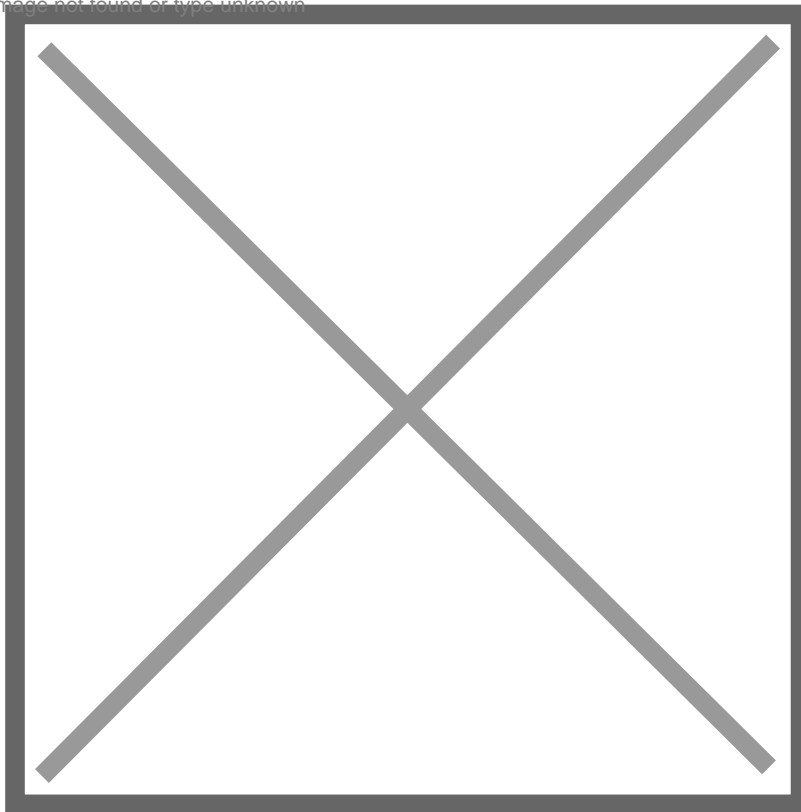
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Create a menu for each season or occasion, such as a Fall Menu and Winter Menu, to designate which menu items should publish to each group of location's listings.

To add a menu:

1. From the platform, click **Listings**.
2. Click **Rich Content**.
3. Click the **Menus** tab.
4. Click **Add Menu**.
Menus cannot be imported in bulk at this time.
5. Adjust Menu settings:
 - **Title:** Name your Menu.
This is the only required field for Menu settings.
 - **Start-End Date:** Optionally enter a start and end date for menu publishing. For example, my Fall Menu ended November 30th and my Winter Menu replaced it, beginning on December 1st. If a menu ends without another menu to replace it, the expired menu will remain on GMB. If two menus have the same start date, both menus will be published.
 - **Associate With:** Select a filter to associate by. Options include: State, City, Location, and custom filters. Once selected, check the box next to each location or group of locations to associate with the FAQ.
 - **Sources:** Select where the menu will be published.
This feature only includes Google at this time.
 - **Content URL:** Include a link to your menu from your website for publishing.

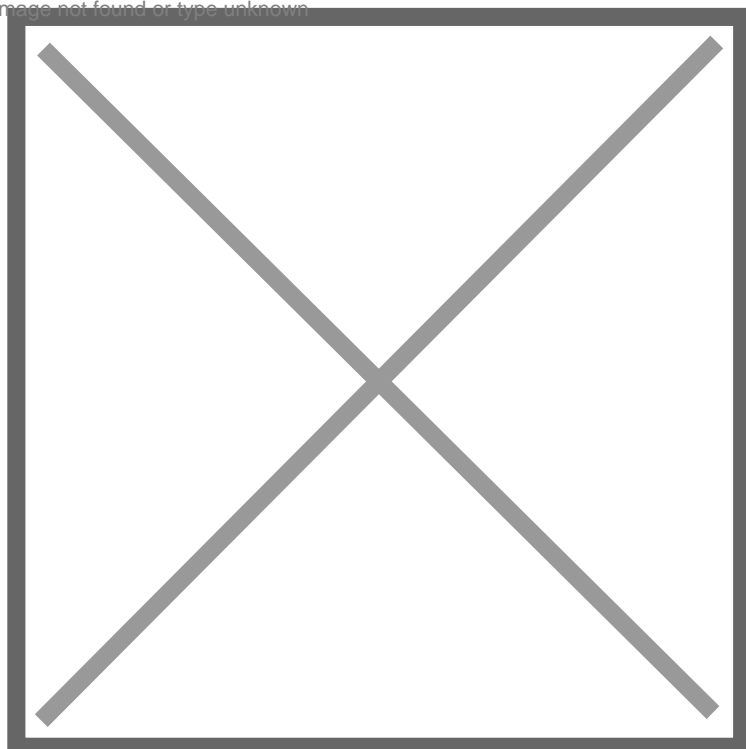
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6. Click **Save**.

Use sections to organize your menus and group items together, such as Appetizers, Pasta, and Desserts.

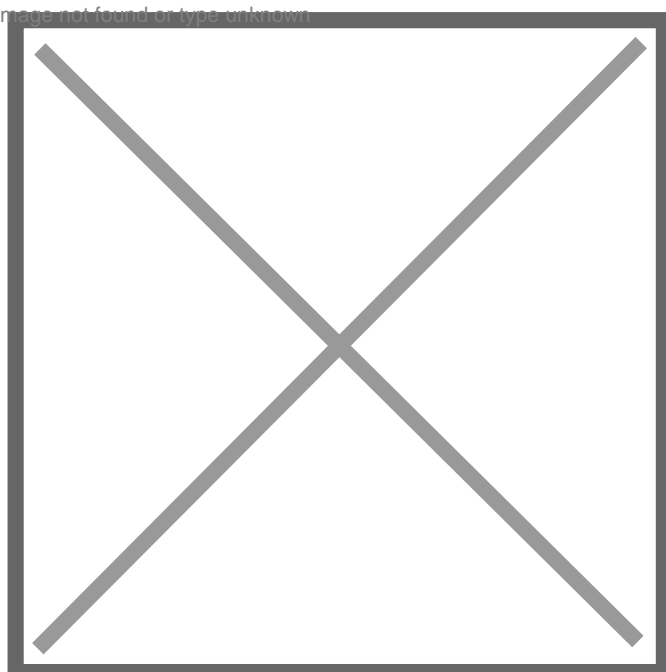
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To add sections:

1. From the **Menus** tab, click the desired Menu.
2. Click **Add Section**.
3. Enter a title and click **Submit**.

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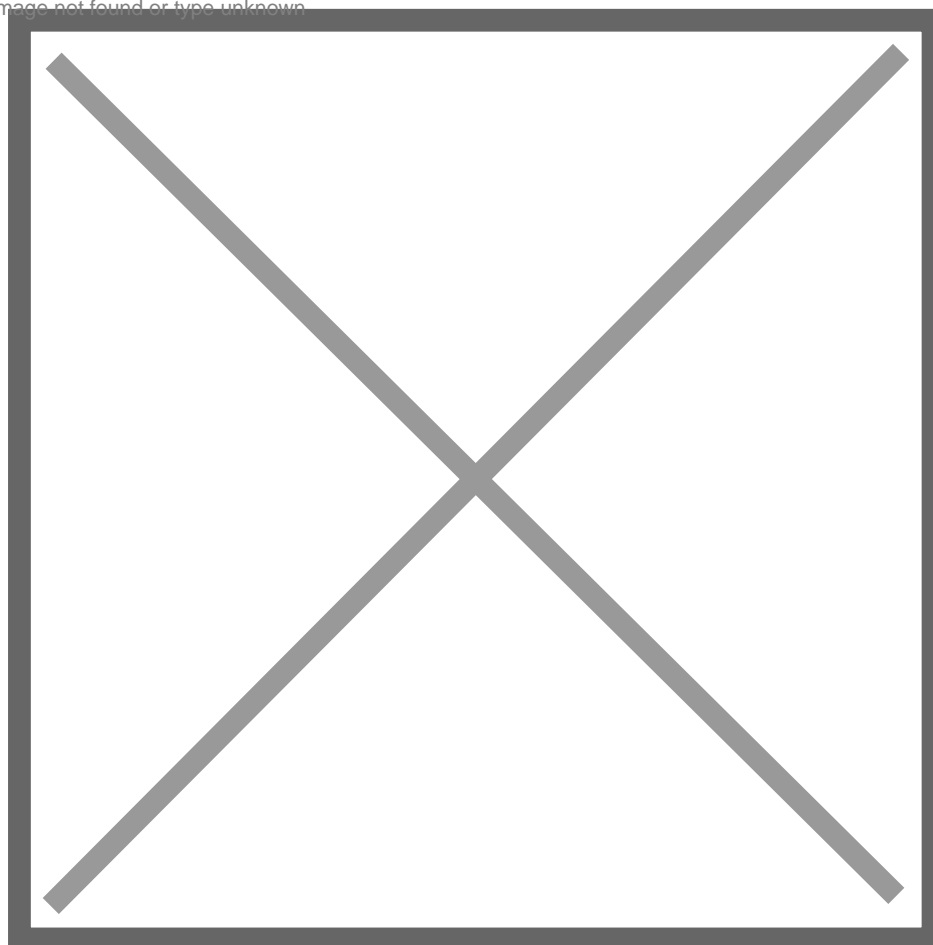


Compile specific details about menu items included in each section within the menu.

To add items:

1. From the **Menus** tab, click the desired Menu.
2. Click **Add Item**.
3. Enter item details. Options include: Title, Description, Price, Spiciness, Allergens, Dietary Restrictions, Cuisines, Section.
Title and Section are the only required fields. Item detail fields available match what Google supports for Menu publishing.
4. Click **Submit**.

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Keep in mind:

- Menu content is published daily.
- Google My Business pages must be connected to the platform to publish Menus to location listings.
- Google shows menus every time someone searches on a mobile device, while minimally or not showing menus at all when searches happen on desktop.
- Menus in Reputation is available for all industries, however Google may or may not publish non-hospitality or restaurant industry menus.

- Menus, Sections, and Items can be edited and deleted.

Products

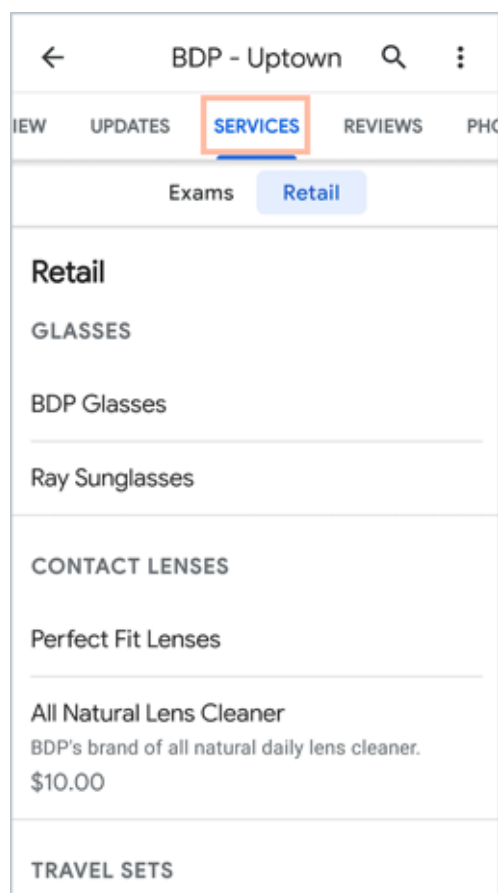
Certain businesses can now display their services on GMB in a fast and scalable manner, resulting in a more robust mobile search experience for potential customers.

Retail

Title	Retail
Start - End Date	-
Sources	Google
Content URL	https://sites.google.com/view/bdpuptown/home
Associate With	Location <ul style="list-style-type: none">• BDP - Uptown
Sections	<p>Glasses</p> <ul style="list-style-type: none">BDP GlassesRay Sunglasses <p>Contact Lenses</p> <ul style="list-style-type: none">Perfect Fit LensesAll Natural Lens Cleaner <p>Travel Sets</p> <ul style="list-style-type: none">Contact Lens Travel SetGlasses Travel Set

[Add Section](#) [Add Item](#)

?



Create a Product for each product or service type offered, such as one product for exams and another for retail items, to designate which products should publish to each group of location's listings.

To add an Product:

1. From the platform, click **Listings**.
2. Click **Rich Content**.
3. Click the **Products** tab.
4. Click **Add Product**.
Products cannot be imported in bulk at this time.
5. Adjust Product settings:
 - **Title:** Name your Product.
 - **Start-End Date:** Optionally enter a start and end date. Items associated with this Product will be published on the start date and automatically deleted on the end date.
If blank, items associated with this Product will not be removed unless they are individually deleted.
 - **Associate With:** Select a filter to associate by. Options include: State, City, Location, and custom filters. Once selected, check the box next to each location or group of locations to associate with the Product.
 - **Sources:**

Select where the Product will be published.
This feature only includes Google at this time.

- **Content URL:** Include a link to your products from your website for publishing.

Product

Title*

Start - End Date -

Associate With Associate By:

Selected Locations (1):

[All](#) | [None](#)

- BDP - Chandler
- BDP - East Mesa
- BDP - Flagstaff
- BDP - Globe
- BDP - Goodyear
- BDP - Green Valley
- BDP - Lake Havasu
- BDP - Lakeside

[Reset Selections](#)

Sources

Content URL

6. Click **Save**.

Use sections to organize your Products and group items together, such as Glasses, Contact Lenses, and Travel Sets.

Retail

Title	Retail
Start - End Date	-
Sources	Google
Content URL	https://sites.google.com/view/bdpuptown/
Associate With	Location <ul style="list-style-type: none">BDP - Uptown
Sections	<ul style="list-style-type: none">Glasses<ul style="list-style-type: none">BDP GlassesRay SunglassesContact Lenses<ul style="list-style-type: none">Perfect Fit LensesAll Natural Lens CleanerTravel Sets<ul style="list-style-type: none">Contact Lens Travel SetGlasses Travel Set

To add sections:

1. From the **Products** tab, click the desired Product.
2. Click **Add Section**.
3. Enter a title and click **Submit**.

Add Section

Product Title	Retail
Title*	<input type="text" value="Contact Lenses"/>

Compile specific details about items included in each section within the Product category.

To add items:

1. From the **Products** tab, click the desired Product.
2. Click **Add Item**.

3. Enter item details. Options include: Title, Description, Price, Section. Title and Section are the only required fields. Item detail fields available match what Google supports for publishing.
4. Click **Submit**.

Add Product Item ✕

Product Title	Retail
Title*	<input type="text" value="All Natural Lens Cleaner"/>
Description	<input type="text" value="BDP's brand of all natural daily lens cleaner."/>
Price	<input type="text" value="10"/> <input type="text" value="US Dollar (USD)"/>
Section*	<input type="text" value="Contact Lenses"/> Add Section

Keep in mind:

- Product content is published daily.
- Google My Business pages must be connected to the platform to publish Products to location listings.
- Products are only supported through Google on Mobile.
- Products, Sections, and Items can be edited and deleted.