

# Blog and GBP Alignment Audit

Companion worksheet to "Why GBP Posts Should Match Your Blog Content Themes"

Your blog and your Google Business Profile feed are two parallel surfaces, and AI cross-references them. When they share themes, they read as one coherent practice; when they diverge, the inconsistency itself becomes the signal. Use this worksheet to measure the gap, then build a companion-post habit that closes it.

## 1. Audit the last six weeks

Put your last six blog posts and six GBP posts side by side. For each week, note the theme of each and whether they shared one. Most realtors find alignment closer to zero than expected.

| Week | Blog theme | GBP post theme | Same theme? |
|------|------------|----------------|-------------|
| 1    |            |                | Y / N       |
| 2    |            |                | Y / N       |
| 3    |            |                | Y / N       |
| 4    |            |                | Y / N       |

## 2. Pick a companion pattern

A companion is not a summary. It is a related observation in 120 words or so that ties to the same theme and points to the full piece. Three patterns work well.

- ☐ **Teaser and link**  
A short excerpt of the most interesting observation from the blog post, with a link to the full piece.
- ☐ **Complementary observation**  
A related note that adds something, like a recent showing detail that did not make the blog post.
- ☐ **Follow-up question**  
A short note posing a question the blog post raises, with a link back to the full analysis.

## 3. Draft one companion

Take this week's blog theme and shape a profile companion that publishes the same week.

**Blog theme this week (topic and neighborhood):**

**GBP companion (about 120 words, same theme, with a link back):**

## 4. Your commitments

**This week.**

Lay your last six blog and GBP posts side by side and count how many weeks shared a theme. The number I found:

**This month.**

Build a simple template that derives a GBP companion from each blog post at planning time, in the same calendar entry. Where the template lives:

**Ongoing.**

Treat the two surfaces as one editorial program; publish the blog post and its companion in the same week. My publishing days: