FREE TEMPLATES FROM ZOSSOZ

13 Weeks of Posts for Your Google Profile

One post idea a week for your own Google profile, with a short example for each

For Owners with a Google profile

Takes 10 minutes a week

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A post on your Google profile shows up when someone looks you up. Here are thirteen ideas, one a week for a quarter, all about your own business. Each has a short example from a made-up business. Write yours in your own words, add one real photo and publish.

What Google allows in posts

From Google Business Profile Help: "Create and manage posts" and the posts content policy.

- **Three kinds of post:** Update, Offer and Event. The ideas below are all Updates: news, a photo or video, and an optional button.
- **How to post:** sign in at business.google.com, choose **Posts**, then **Add post**, then **Update**. Google's menu names change now and then. You can schedule a post, and edit or delete it later.
- **No contact details in the text.** Google may remove a post with a phone number, email or social handle it can't verify as yours. Use a button instead. A Call now button uses the number on your profile.
- **Keep it respectful and private.** No offensive language or images, no ID numbers, payment details or anyone's personal contact information, and link only to sites you'd trust.
- **Regulated products:** if you sell alcohol, tobacco, gambling or weapons, Google says you can post, but not about those products themselves.
- **Posts older than six months** are archived unless you set a date range. A weekly habit takes care of itself.

> WATCH OUT
> Don't use a post to offer anything in return for a review. Google's rules on reviews apply here too.

Before you post

- [ ] The photo is yours, and the facts match your profile: hours, address, what you offer.
- [ ] One button at most: Book, Order online, Learn more or Call now.

The 13 weeks

Week 1: Say who you are and what you do

Introduce yourself to someone who has just found you. Say what you do, for whom and where. Photo: your front door or your counter. *Example from Cedar Row Books & Tax, a made-up bookkeeping office:*

> COPY AND PASTE
> Cedar Row Books & Tax is a three-person office in Doral. We keep the books for restaurants, contractors and online sellers, and we explain the numbers in plain English. If you're tired of doing your books at midnight, send us a message and we'll find a time to talk.

Week 2: The thing people ask for most

Your best seller, your most booked service or the job you do most. Say what it is in a way a new customer would understand. Photo: the thing itself. *Example from Doña Mireya, a made-up cafe:*

COPY AND PASTE

The question at our window every morning: what's a colada? It's a big cup of sweet, dark espresso, poured with its foam into thimble cups so a few people can share it. Bring a friend, or the whole office.

Week 3: A recent job or piece of work

Show something you finished this week. Ask the customer first, and leave out names and addresses. Photo: the finished work. *Example from Euclid Lacquer & Lash, a made-up nail and lash business:*

COPY AND PASTE

Fresh from the chair this week: a soft chrome set with thin gold lines. Photo shared with the client's OK. Want something like it? Tap Book and tell us what you have in mind.

Week 4: Meet someone on your team

Introduce one person, with their OK: their name, what they're good at and when they're in. Photo: that person at work. *Example from Brushwork Hair Studio, a made-up salon:*

COPY AND PASTE

Meet Dani, one of our five stylists. Dani specializes in balayage and is in Tuesday through Saturday. Ask her about a color that grows out gracefully, then tap Book to pick a time.

Week 5: Answer a question you hear every week

Pick the question customers ask most, and answer it in three or four sentences. Photo: you or your tools. *Example from Prairie Air & Plumbing, a made-up AC and plumbing company:*

COPY AND PASTE

A question we hear every week: why is my AC running but not cooling? Start with the filter. Turn the system off, pull the filter out and hold it up to the light. If you can't see through it, it needs replacing. If the filter looks fine, send us a message and tell us what you're seeing.

Week 6: Your hours for the next holiday

Post your holiday hours a week or two before the day. Also set them in **Special hours** on your profile (look under Edit profile, then Hours). Google says to confirm holiday hours even when they match your usual ones. Photo: your sign or your door. *Example from Panadería Valdivia, a made-up bakery:*

COPY AND PASTE

Noche Buena hours: on December 24 we open at 6 am and close at 4 pm. We are closed December 25 and back to our regular hours on December 26. Pick up your pan cubano and pastelitos early, and enjoy the night with your family.

Week 7: How a first visit works

Walk a new customer through the first time: how to book, what to bring, what happens. Photo: the entrance or the front desk. *Example from Second Round Boxing and Conditioning, a made-up gym:*

COPY AND PASTE

New to boxing? Here's what your first class looks like at Second Round: a warm-up, bag rounds with a coach beside you and a cool-down. Wear sneakers and bring water. Tap Learn more to see the class times.

Week 8: What's new this week

Something new on the shelf, the menu or the schedule. Keep it to the one or two things you're most glad about. Photo: the new thing. *Example from Sabal & Sill, a made-up plant shop:*

COPY AND PASTE

New this week at Sabal & Sill: pothos in three sizes, snake plants for low light and fresh flowers on Thursday. Our Saturday workshop is this weekend. Stop by and we'll help you pick a plant for your window.

Week 9: A date or season that matters near you

Tie something you do to a date or a season in South Florida: hurricane season, back to school, the holidays. Say what to do, not what to fear. Photo: your own work or place. *Example from Tamiami Ridge Roofing, a made-up roofer:*

COPY AND PASTE

Hurricane season runs June 1 to November 30, according to NOAA. If your roof has loose tiles or an old patch, it's easier to look at it now than during a storm watch. We check roofs in Kendall and South Dade. Send us a message to set up a time.

Week 10: How long you've been here

Say how long you've been in the neighborhood and one thing that hasn't changed. Photo: an old photo of the place, or the place today. *Example from Marigold Counter, a made-up diner:*

COPY AND PASTE

Marigold Counter has served breakfast on Harrison Street in Hollywood since 1958. The counter stools are the same ones. The shakes are still spun by hand. Come for breakfast, stay for a sundae.

Week 11: Say thank you

Thank people for something real, like a busy Saturday, an event or a milestone. Don't ask for anything in the same post. Photo: the event or the room. *Example from Bark and Banyan, a made-up dog grooming business:*

COPY AND PASTE

Thank you to everyone who brought a dog to our open house on Saturday. We loved meeting every one of them, and the playgroup was a hit. We'll do it again.

Week 12: One tip from you

Give away one small thing you know. It should help whether or not they ever buy from you. Photo: the tool, the shelf or you. *Example from Casanova e Hijos, a made-up hardware store:*

COPY AND PASTE

A tip from the counter: when a key sticks, bring us the original, not a copy of a copy. Every copy can be a little less exact than the last. We cut keys while you wait, on Calle Ocho.

Week 13: Show the place

Show what your place looks like when you open. Take three fresh photos this week: the front of the building, the inside and your work. Use one of them for this post. Photo: the place at opening. *Example from Coquina Surf & Paddle, a made-up rental shop:*

COPY AND PASTE

Here's the shop at opening time: boards on the rack, paddles by the door and the first customers of the day signing in. We're on Harding Ave in North Beach, open every day from 9 to 6.

Next

1. Pick a day, set a reminder, and write Week 1 today.
2. Post the same day each week. If you miss one, skip ahead; don't try to catch up.
3. No website yet? Send us your business name and Google Maps link and we'll mock up your homepage, free, so your Learn more button has somewhere to go.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

zossoz.com/mockup

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

Websites your customers can *actually* use.

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