GOOGOLPLEX MARKETING

SWIPE FILE

12 MONTHS OF GOOGLE BUSINESS PROFILE POST IDEAS

> One idea a month to keep your profile active. Add a real photo to every post, put the main point in the first line, and use the post's button, or the offer link, for the next step.

YOUR POSTING CALENDAR

Month	Idea	Starter wording
January	Book ahead	New year, fresh start: book your [service] now and beat the [busy season] rush.
February	Meet the team	Meet [Name], our [role] for the past [years] years. Ask for them by name.
March	Before and after	Before and after: [job] in [area], finished in [timescale]. Photos shared with the customer's permission.
April	Question answered	The question we hear most: [question]? The short answer: [answer].
May	Seasonal tip	[Season] tip: [practical advice]. Need a hand? [Call to action].
June	Customer story	[Customer] needed [problem solved]. Here's how we did it.
July	Offer (only if real)	[Offer] on [service] until [end date]. Mention this post when you book.
August	Availability	We're open as normal through August, with appointments from [date].
September	Something new	Now offering [service, product or equipment] across [area].
October	How it works	What happens when you book [service], step by step.
November	Christmas deadlines	Last date to [order or book] before Christmas: [date].
December	Thank you and hours	Thank you to every customer this year. Our Christmas opening hours: [hours].

GOOD HABITS

- Use the Offer or Event post types for anything with dates, and set the start and end
- Post on a steady rhythm; a profile that looks active builds confidence
- Reuse your best posts on social media and in emails
- Only show customers' homes, faces or work with their permission

See how your profile compares with the businesses around you.

GET A FREE GOOGLE BUSINESS PROFILE AUDIT

googolplexmarketing.com/free-google-business-profile-audit