JP MARKETING

SWIPE FILE

30 Google Business Profile Post Examples

Post ideas, fill-in starters, and ready-to-post examples for towing & roadside services

Free resource from JP Marketing · jpmarketing.co · Updated November 2026

Why Google posts are worth 10 minutes a week

Your Google Business Profile is often the first thing a new driver sees. Posts are little updates that show up on it.

Posts help in 3 ways:

1. **They show you're open and active.** An old, empty profile makes people wonder.
2. **They give people a reason to act.** A button to book, call, or learn more.
3. **They give Google more to read.** Google's AI and the new 'Ask' feature in Maps use info from your profile.

How often? Once a week is great. Twice a week is even better. Don't go months with nothing.

Words to know

Word	What it means
Google post	A short update you add to your Google Business Profile. It shows on Google Maps and search.
Update post	A regular post: news, tips, team, photos.
Offer post	A post with a deal. It can show a start and end date and a coupon code.
Event post	A post about something with a date and time, like an open house or workshop.
Button / CTA	The button on your post, like Book, Call now, or Learn more. CTA means 'call to action.'
Landing page	The page on your website the post sends people to.

How to post (step by step)

1. Go to Google and search your business name (logged in), or open google.com/business.
2. Click **Add update** (sometimes called **Create post**).

3. Pick the type: **Update**, **Offer**, or **Event**.
4. Add a **photo**. Your own photo, not a stock picture.
5. Write your text. Keep it short: 50 to 150 words.
6. Add a **button** and paste the link to the right page on your website.
7. Click **Post**. Check back in a few hours to make sure it went live.

The 7 rules of a great post

1. **First line = the point.** Only the first bit shows before 'more.'
2. **One idea per post.** Don't cram everything in.
3. **Mention Sugar Land or your area** once, if it fits.
4. **Real photos win.** Bright, clear, no tiny text on top.
5. **No phone numbers in the text.** Google may reject it. Use the Call button.
6. **Link to the matching page,** not just your homepage.
7. **Follow privacy rules:** Blur license plates and faces unless you have permission. Don't post accident scenes in a way that's graphic or shows victims.

30 post ideas, each with a starter

Fill in the [brackets] with your real info. Don't make up prices, dates, or facts.

1. 24/7 towing, real people answer

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Fort Bend Fast Towing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Sugar Land and nearby."

2. Average arrival time this month

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more

- **Starter text:** "[Topic] at Fort Bend Fast Towing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Sugar Land and nearby."

3. Meet driver [Name]

- **Post type:** Event
- **Photo:** Photo of the place or a past event (with permission)
- **Button:** Sign up
- **Starter text:** "Join us for [event name] on [date] at [time]! [What happens in 1 to 2 sentences]. [Who it's for]. Spots are limited."

4. New flatbed in the fleet

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Fort Bend Fast Towing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Sugar Land and nearby."

5. What to do when your car breaks down on the highway

- **Post type:** Update
- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Fort Bend Fast Towing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Sugar Land."

6. Jump start vs. tow: when do you need which?

- **Post type:** Update
- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Fort Bend Fast Towing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Sugar Land."

7. Locked out? We can help

- **Post type:** Update

- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Fort Bend Fast Towing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Sugar Land."

8. Flat tire help in [City]

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Fort Bend Fast Towing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Sugar Land and nearby."

9. Hurricane season: what to keep in your car

- **Post type:** Update
- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Fort Bend Fast Towing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Sugar Land."

10. Freeze warning: battery tips

- **Post type:** Update
- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Fort Bend Fast Towing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Sugar Land."

11. Heavy-duty towing for trucks and RVs

- **Post type:** Update
- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Fort Bend Fast Towing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Sugar Land."

12. Motorcycle towing done right (flatbed)

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Fort Bend Fast Towing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Sugar Land and nearby."

13. Accident towing: what happens next

- **Post type:** Update
- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Fort Bend Fast Towing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Sugar Land."

14. Long-distance tows (to Austin, Dallas, San Antonio)

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Fort Bend Fast Towing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Sugar Land and nearby."

15. Customer review spotlight

- **Post type:** Update
- **Photo:** Graphic of the review (first name only) or a team photo
- **Button:** Learn more
- **Starter text:** "Thank you, [first name]! [Short quote from the review]. We love helping drivers in Sugar Land."

16. Holiday travel safety tips

- **Post type:** Update
- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more

- **Starter text:** "Quick tip from Fort Bend Fast Towing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Sugar Land."

17. Fuel delivery: ran out of gas?

- **Post type:** Update
- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Fort Bend Fast Towing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Sugar Land."

18. Winch-out after a flood or ditch

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Fort Bend Fast Towing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Sugar Land and nearby."

19. Fleet towing accounts for businesses

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Fort Bend Fast Towing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Sugar Land and nearby."

20. Dealer and body shop partners

- **Post type:** Offer
- **Photo:** Real photo of your team or work
- **Button:** Book
- **Starter text:** "[Season] special at Fort Bend Fast Towing! [What they get] for [price/deal]. Good through [date]. [1 line on why it's a good deal]. Serving Sugar Land and nearby."

21. How much does a tow cost? (ranges)

- **Post type:** Update

- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Fort Bend Fast Towing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Sugar Land."

22. Night tow photo

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Fort Bend Fast Towing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Sugar Land and nearby."

23. Safety: Move Over law reminder

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Fort Bend Fast Towing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Sugar Land and nearby."

24. Back-to-school traffic safety

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Fort Bend Fast Towing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Sugar Land and nearby."

25. We tow EVs on flatbeds

- **Post type:** Update
- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Fort Bend Fast Towing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Sugar Land."

26. Classic car towing

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Fort Bend Fast Towing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Sugar Land and nearby."

27. Tips for teen drivers

- **Post type:** Event
- **Photo:** Photo of the place or a past event (with permission)
- **Button:** Sign up
- **Starter text:** "Join us for [event name] on [date] at [time]! [What happens in 1 to 2 sentences]. [Who it's for]. Spots are limited."

28. Truck maintenance day

- **Post type:** Event
- **Photo:** Photo of the place or a past event (with permission)
- **Button:** Sign up
- **Starter text:** "Join us for [event name] on [date] at [time]! [What happens in 1 to 2 sentences]. [Who it's for]. Spots are limited."

29. Community event / sponsor

- **Post type:** Event
- **Photo:** Photo of the place or a past event (with permission)
- **Button:** Sign up
- **Starter text:** "Join us for [event name] on [date] at [time]! [What happens in 1 to 2 sentences]. [Who it's for]. Spots are limited."

30. Thank you, Sugar Land

- **Post type:** Update
- **Photo:** Graphic of the review (first name only) or a team photo
- **Button:** Learn more

- **Starter text:** "Thank you, [first name]! [Short quote from the review]. We love helping drivers in Sugar Land."

Ready-to-post examples

These are fully written. Change the details to match your business.

Ready-to-post example 1: Emergency post

> Stuck on 59 or the Grand Parkway? We tow 24/7 in Sugar Land, Missouri City, and Stafford. Real people answer, and we text you the driver's ETA. Button: Call now

Ready-to-post example 2: Tip post

> Broke down on the highway? 1) Hazards on. 2) Pull as far right as you can. 3) Stay in the car with your seatbelt on if traffic is heavy. 4) Call us. Button: Call now

Ready-to-post example 3: Service post

> We tow EVs the right way: flatbed only, wheels off the ground. Tesla, Rivian, Ford Lightning, and more. Button: Call now

Ready-to-post example 4: Team post

> Meet Marcus! 10 years towing, never scratched a car. He's the guy you want showing up at 2am in the rain. Button: Learn more

Ready-to-post example 5: Fleet post

> Run a business with vehicles? Set up a fleet towing account for priority dispatch and monthly billing. Button: Learn more

Your first 3 months of posts

Month	Week 1	Week 2	Week 3	Week 4
1	24/7 towing, real people answer	Average arrival time this month	Meet driver [Name]	New flatbed in the fleet
2	What to do when your car breaks down on the highway	Jump start vs. tow: when do you need which?	Locked out? We can help	Flat tire help in [City]
3	Hurricane season: what to keep in your car	Freeze warning: battery tips	Heavy-duty towing for trucks and RVs	Motorcycle towing done right (flatbed)

Then keep going down the list of 30. When you reach the end, start over with new photos and new details.

Photo guide

Do	Don't
Bright, natural light	Dark or blurry photos
Real team, real place, real work	Stock photos
Hold your phone sideways	Tiny text on top of the photo
Ask permission for any face	Photos that show private info

Photo ideas for towing & roadside services:

- Your trucks (every one, with logo)

- Flatbed loading a car
- Heavy-duty wrecker
- Drivers in uniform
- Your yard (if you have one customers visit)
- Night tows (shows you work late)
- Happy customer next to their car (permission)

How to see if posts work

1. In your Google profile, open **Performance**.
2. Look at calls, website clicks, and bookings each month.
3. Note which months you posted every week vs. skipped.
4. Look at which posts get the most clicks. Do more like those.

Your weekly posting checklist

- [ ] Picked this week's idea
- [ ] Took a real photo
- [ ] Wrote a strong first line
- [ ] Kept it under 150 words
- [ ] No phone number in the text
- [ ] Added a button + the right link
- [ ] Posted and checked that it's live

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.