JP MARKETING

SWIPE FILE

30 Google Business Profile Post Examples

Post ideas, fill-in starters, and ready-to-post examples for law firms

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Why Google posts are worth 10 minutes a week

Your Google Business Profile is often the first thing a new client 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 Edison 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:** Follow your state bar's advertising rules. No promises of results. Add required disclaimers. Don't give individual legal advice in comments. Never share client info.

30 post ideas, each with a starter

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

1. Free consultation offer

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

2. What to do after a car accident (5 steps)

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

- **Starter text:** "Quick tip from Garden State Law Group: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Edison."

3. Truck accident: why these cases are different

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

4. Hurt at work? Workers' comp vs. third-party claim (general info)

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

5. Estate planning seminar dates

- **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."

6. Will vs. trust: quick answer

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

7. Meet attorney [Name]

- **Post type:** Update

- **Photo:** Smiling photo of the person (with permission)
- **Button:** Learn more
- **Starter text:** "Meet [Name], our [role]! [Years] years of experience. [Fun fact]. [What they love about helping clients]. Say hi next time!"

8. Office now open on Saturdays

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Garden State Law Group: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Edison and nearby."

9. We speak Spanish (if true)

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Garden State Law Group: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Edison and nearby."

10. Community event or scholarship

- **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."

11. Holiday safety on the road

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Garden State Law Group: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Edison and nearby."

12. Winter driving tips

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

13. Probate: what happens when someone dies without a will

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

14. Power of attorney: why every adult needs one

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

15. Client review spotlight (no details)

- **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 clients in Edison."

16. New attorney joins the firm

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

- **Starter text:** "[Topic] at Garden State Law Group: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Edison and nearby."

17. Award or recognition (follow bar rules)

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Garden State Law Group: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Edison and nearby."

18. Statute of limitations reminder (general)

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Garden State Law Group: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Edison and nearby."

19. Questions to ask a lawyer before you hire

- **Post type:** Update
- **Photo:** Smiling photo of the person (with permission)
- **Button:** Learn more
- **Starter text:** "Meet [Name], our [role]! [Years] years of experience. [Fun fact]. [What they love about helping clients]. Say hi next time!"

20. Free estate planning checklist download

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

21. Medicaid planning for seniors

- **Post type:** Update

- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Garden State Law Group: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Edison and nearby."

22. Back-to-school traffic safety

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Garden State Law Group: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Edison and nearby."

23. Motorcycle safety month

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Garden State Law Group: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Edison and nearby."

24. Teen driver safety

- **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."

25. Why you shouldn't talk to the other insurance company first

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

26. Our process: from first call to settlement

- **Post type:** Update
- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Garden State Law Group: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Edison and nearby."

27. Sponsor of a local team

- **Post type:** Update
- **Photo:** Smiling photo of the person (with permission)
- **Button:** Learn more
- **Starter text:** "Meet [Name], our [role]! [Years] years of experience. [Fun fact]. [What they love about helping clients]. Say hi next time!"

28. Office hours/holiday closure

- **Post type:** Update
- **Photo:** Photo of your sign or front door
- **Button:** Call now
- **Starter text:** "Heads up! [Holiday/closure] hours: [dates and times]. [How to reach you if it's urgent]. Thank you!"

29. Thank you to our community

- **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 clients in Edison."

30. Bring this checklist to your free consult

- **Post type:** Offer
- **Photo:** Real photo of your team or work
- **Button:** Book

- **Starter text:** "[Season] special at Garden State Law Group! [What they get] for [price/deal]. Good through [date]. [1 line on why it's a good deal]. Serving Edison and nearby."

Ready-to-post examples

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

Ready-to-post example 1: Education post

> In a car crash? Here's what to do: 1) Call 911. 2) Get medical care. 3) Take photos. 4) Get the other driver's info. 5) Talk to a lawyer before you give a recorded statement. Free consult, no fee unless we win. Button: Call now

Ready-to-post example 2: Seminar post

> Free Estate Planning Workshop at the Edison Public Library! Tuesday, March 11 at 10:30am. Learn the difference between wills and trusts and how to avoid probate. Seats are limited. Button: Sign up

Ready-to-post example 3: Team post

> Meet Attorney Lisa Romano. Lisa has spent 15 years helping injured workers and families in Central Jersey. She grew up in Edison and still coaches her daughter's soccer team. Button: Learn more

Ready-to-post example 4: Offer post

> Free consultations, 7 days a week. Injury cases are handled on contingency: no fee unless we recover money for you. Hablamos español. Button: Book

Ready-to-post example 5: Estate post

> Do you have a will? More than half of adults don't. Without one, the state decides who gets your things. We make it simple. Book a free 20-minute call. Button: Book

Your first 3 months of posts

Month	Week 1	Week 2	Week 3	Week 4
1	Free consultation offer	What to do after a car accident (5 steps)	Truck accident: why these cases are different	Hurt at work? Workers' comp vs. third-party claim (general info)
2	Estate planning seminar dates	Will vs. trust: quick answer	Meet attorney [Name]	Office now open on Saturdays
3	We speak Spanish (if true)	Community event or scholarship	Holiday safety on the road	Winter driving tips

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 law firms:

- Office building and sign
- Lobby and conference room

- Each attorney (professional headshot)
- Team photo
- Community events
- Office from the parking lot (helps people find you)

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.