JP MARKETING

SWIPE FILE

30 Google Business Profile Post Examples

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

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 patient 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 Katy 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:** Never share patient photos, names, or stories without written consent (HIPAA). Never reply to a review or comment with details about someone's care.

30 post ideas, each with a starter

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

1. New patient special (exam + X-rays + cleaning price)

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

2. Meet Dr. [Name]: why they became a dentist

- **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 patients]. Say hi next time!"

3. What happens at your first visit (step by step)

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

4. Same-day emergency appointments: what counts as an emergency

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

5. Invisalign vs. braces: quick answer

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

6. Back-to-school checkups

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

7. Use your insurance before it resets on Jan 1

- **Post type:** Update

- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Bright Smile Family Dental: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Katy and nearby."

8. Halloween candy tips for kids' teeth

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

9. Before/after of a smile makeover (with written patient consent)

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

10. Patient review spotlight (no health 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 patients in Katy."

11. Team birthday or work anniversary

- **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 patients]. Say hi next time!"

12. Our new 3D scanner: no more goopy molds

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

13. How much do dental implants cost? (link to your page)

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

14. Sedation dentistry for nervous patients

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

15. Teeth whitening event for summer

- **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."

16. We speak Spanish (if true)

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

- **Starter text:** "[Topic] at Bright Smile Family Dental: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Katy and nearby."

17. Night guard: do you grind your teeth at night?

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

18. Office holiday hours

- **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!"

19. Community event you sponsored

- **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."

20. Kids' first dental visit tips

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

21. Signs you might need a root canal

- **Post type:** Update

- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Bright Smile Family Dental: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Katy."

22. We take [insurance names]

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

23. Senior dental care: dentures and implants

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

24. Saturday hours (if you have them)

- **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!"

25. Free consult for implants or Invisalign

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

26. Our office tour video

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

27. Dental myths: true or false

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

28. Gum health month tips

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

29. Why your gums bleed and what to do

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

30. Thank you to our patients (milestone like 1,000 reviews)

- **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 patients in Katy."

Ready-to-post examples

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

Ready-to-post example 1: Offer post

> New to Katy? We're welcoming new patients this month! Get a full exam, X-rays, and cleaning for $99 if you don't have insurance. Most PPO plans are welcome too. Book online in 60 seconds. Button: Book

Ready-to-post example 2: Update post (education)

> Is a toothache an emergency? If you have swelling, a broken tooth, or pain that keeps you up at night, yes. Call us. We save time every day for same-day emergency visits here in Katy. Button: Call now

Ready-to-post example 3: Team post

> Meet Dr. Patel! She has been fixing smiles in Katy for 12 years. Her favorite thing? Helping nervous patients feel calm. Fun fact: she runs the Houston Marathon every year. Come say hi! Button: Learn more

Ready-to-post example 4: Insurance reminder

> Did you know most dental insurance resets on January 1? If you still have benefits left, use them before they go away. We have openings this month. Button: Book

Ready-to-post example 5: Event post

> Free kids' dental day! Saturday, June 7, 9am to noon. Free checkups for kids 12 and under, plus face painting and goodie bags. Spots are limited. Button: Sign up

Ready-to-post example 6: Service spotlight

> Missing a tooth? Dental implants look and feel like your real teeth. We do the whole thing in our Katy office, from start to finish. Ask about our free implant consult. Button: Learn more

Your first 3 months of posts

Month	Week 1	Week 2	Week 3	Week 4
1	New patient special (exam + X-rays + cleaning price)	Meet Dr. [Name]: why they became a dentist	What happens at your first visit (step by step)	Same-day emergency appointments: what counts as an emergency
2	Invisalign vs. braces: quick answer	Back-to-school checkups	Use your insurance before it resets on Jan 1	Halloween candy tips for kids' teeth
3	Before/after of a smile makeover (with written patient consent)	Patient review spotlight (no health details)	Team birthday or work anniversary	Our new 3D scanner: no more goopy molds

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

Do	Don't
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 dentists:

- Front of the building from the street (so people can find you)
- The front desk with a smiling team member
- Each dentist (a nice headshot)
- Treatment rooms that look clean and calm
- Kids area or comfort items (blankets, TVs, headphones)
- Team photo
- Your technology: digital X-ray, scanner, etc.
- Parking lot and entrance

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.