JP MARKETING

SWIPE FILE

30 Google Business Profile Post Examples

Post ideas, fill-in starters, and ready-to-post examples for daycares & childcare centers

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Why Google posts are worth 10 minutes a week

Your Google Business Profile is often the first thing a new parent 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 Naperville 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:** Signed photo releases for every child. Don't tag locations in real time. Never show security codes, door details, or kids' full names.

30 post ideas, each with a starter

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

1. Infant spots open now

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

2. Book a tour this week

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

- **Starter text:** "[Topic] at Sunny Steps Early Learning: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Naperville and nearby."

3. Meet our infant room teachers

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

4. A day in our toddler room

- **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."

5. How we keep kids safe (secure entry, ratios)

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

6. Healthy menu of the week

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

7. Pre-K: getting ready for kindergarten

- **Post type:** Update

- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Sunny Steps Early Learning: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Naperville and nearby."

8. Summer camp sign-ups

- **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."

9. Before/after school care with bus pickup

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

10. Parent app: daily photos and updates

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

11. Teacher appreciation

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

12. Holiday closure dates

- **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!"

13. Potty training tips

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

14. Our playground upgrade

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

15. Enrollment special (waived registration fee)

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

16. Parent night / family event

- **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."

17. Toddler biting: how we handle it

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

18. Sick policy reminder

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

19. Hiring teachers (separate from parent posts)

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

20. Kindergarten readiness checklist

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

21. Rainy-day indoor play ideas

- **Post type:** Update

- **Photo:** Real photo of the service, place, or work
- **Button:** Learn more
- **Starter text:** "[Topic] at Sunny Steps Early Learning: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Naperville and nearby."

22. Celebrating a teacher 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 parents]. Say hi next time!"

23. Book drive or community event

- **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."

24. We accept state childcare assistance (if true)

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

25. Our curriculum (Creative Curriculum, etc.)

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

26. Water play week

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

27. Art from our 3s room

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

28. Graduation for Pre-K

- **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. Back-to-school schedule

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

30. Thank you to our families

- **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 parents in Naperville."

Ready-to-post examples

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

Ready-to-post example 1: Openings post

> Infant spots open! We have 2 openings in our infant room starting next month. Low ratios, cozy nap room, and daily photo updates for parents. Tours this week. Button: Book

Ready-to-post example 2: Safety post

> How do we keep kids safe? Secure keypad entry, cameras in every room, CPR-trained teachers, and state-required ratios (or better). Ask us anything on your tour! Button: Learn more

Ready-to-post example 3: Pre-K post

> Is your child ready for kindergarten? Our Pre-K class works on letters, counting, sharing, and following directions. Fall spots are filling. Button: Learn more

Ready-to-post example 4: Camp post

> Summer camp registration is open for ages 5-12! Field trips, splash days, STEM projects, and lots of outdoor play. Button: Sign up

Ready-to-post example 5: Team post

> Meet Ms. Keisha, lead infant teacher. 11 years with babies, CPR certified, and the calmest person you'll ever meet. Parents call her 'the baby whisperer.' Button: Learn more

Your first 3 months of posts

Month	Week 1	Week 2	Week 3	Week 4
1	Infant spots open now	Book a tour this week	Meet our infant room teachers	A day in our toddler room
2	How we keep kids safe (secure entry, ratios)	Healthy menu of the week	Pre-K: getting ready for kindergarten	Summer camp sign-ups
3	Before/after school care with bus pickup	Parent app: daily photos and updates	Teacher appreciation	Holiday closure dates

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 daycares & childcare centers:

- Front entrance and secure door
- Each classroom (infant, toddler, preschool)

- Playground
- Cribs and nap area
- Kitchen or meal setup
- Teachers (headshots)
- Kids playing (ONLY with signed parent consent)
- Parent pickup area

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.