JP MARKETING

SWIPE FILE

30 Google Business Profile Post Examples

Post ideas, fill-in starters, and ready-to-post examples for counselors & therapists

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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 Plano 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 post about clients, even with names removed. Don't promise results. Add crisis info (988) on posts about suicide or self-harm. Don't give individual advice in comments.

30 post ideas, each with a starter

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

1. We have openings this week (in-person and online)

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

2. Meet our new therapist: who they help

- **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!"

3. What happens in a first therapy session

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

4. Free 15-minute consult call

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

5. Signs stress is becoming too much (general, not 'you')

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

6. Couples counseling: when is it time?

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

7. Back-to-school stress tips for parents

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

8. Holiday stress and family tips

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

9. Grief during the holidays

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

10. Evening and weekend appointments

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

11. Online therapy across Texas

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

- **Starter text:** "[Topic] at Calm Path Counseling: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Plano and nearby."

12. How to choose the right therapist

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

13. Insurance we take / superbill help

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

14. Mental Health Awareness Month (May)

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

15. Teen counseling: how we work with parents

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

16. New group starting: [topic]

- **Post type:** Update

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

17. What EMDR is (simple)

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

18. Self-care tips for winter

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

19. Our office is a calm space: photo tour

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

20. Workshop or free webinar

- **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."

21. Sliding scale spots open

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

22. How to talk to your kids about tough news

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

23. Tips for better sleep and less worry

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

24. Office holiday hours + crisis line info

- **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. New Year: setting kind goals

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

- **Starter text:** "[Topic] at Calm Path Counseling: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Plano and nearby."

26. Valentine's: tips for stronger relationships

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

27. Suicide prevention awareness (with 988 info)

- **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. Why we offer a free fit call

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

29. We're LGBTQ+ affirming (if true)

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

30. Thank-you post 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 Plano."

Ready-to-post examples

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

Ready-to-post example 1: Availability post

> We have openings this week! Our Plano therapists help teens and adults with anxiety, stress, and life changes. In-person in Plano or online anywhere in Texas. Book a free 15-minute fit call. Button: Book

Ready-to-post example 2: Education post

> What happens in your first therapy session? You talk, we listen. We ask about what brought you in and what you'd like to change. No pressure, no judgment. You decide what to share. Button: Learn more

Ready-to-post example 3: Team post

> Meet Jordan, LMFT! Jordan works with couples who feel stuck in the same fights. Jordan's style is calm, direct, and a little funny. Evening spots available. Button: Learn more

Ready-to-post example 4: Event post

> Free parent workshop: 'Helping Teens Handle Stress.' Thursday, Sept 12, 6:30pm, online. Simple tools you can use at home. Button: Sign up

Ready-to-post example 5: Holiday post

> The holidays can be hard. If you need support, we have extra openings in December. If you are in crisis, call or text 988 any time. Button: Call

Your first 3 months of posts

Month	Week 1	Week 2	Week 3	Week 4
1	We have openings this week (in-person and online)	Meet our new therapist: who they help	What happens in a first therapy session	Free 15-minute consult call
2	Signs stress is becoming too much (general, not 'you')	Couples counseling: when is it time?	Back-to-school stress tips for parents	Holiday stress and family tips
3	Grief during the holidays	Evening and weekend appointments	Online therapy across Texas	How to choose the right therapist

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 counselors & therapists:

- Outside of the building and the door clients use

- A cozy, calm therapy room
- The waiting area
- Each therapist (warm, friendly headshot)
- Parking and entrance
- Group room (if you run groups)
- Never photos of clients

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.