JP MARKETING

SWIPE FILE

30 Google Business Profile Post Examples

Post ideas, fill-in starters, and ready-to-post examples for home service contractors

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Why Google posts are worth 10 minutes a week

Your Google Business Profile is often the first thing a new customer 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 Cypress 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:** Get permission before showing a customer's home, face, or address. Blur house numbers and license plates.

30 post ideas, each with a starter

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

1. $79 AC tune-up special (spring)

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

2. Furnace safety check (fall)

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

- **Starter text:** "[Topic] at Lone Star Air & Plumbing: [what it is in 1 sentence]. [Who it helps]. [1 trust fact]. Serving Cypress and nearby."

3. 24/7 emergency service

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

4. Before/after: new AC install in [City]

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

5. Meet our tech [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 customers]. Say hi next time!"

6. Signs your AC is about to fail

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

7. Water heater: repair or replace?

- **Post type:** Update

- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Lone Star Air & Plumbing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Cypress."

8. Financing available

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

9. Maintenance plan benefits

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

10. Hurricane season prep

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

11. Freeze warning: protect your pipes

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

12. Drain cleaning special

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

13. Tankless water heater install in [City]

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

14. New truck/van in the fleet

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

15. 5-star 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 customers in Cypress."

16. We're hiring techs

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

17. 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!"

18. Rebate or tax credit info (check current rules)

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

19. Smart thermostat install

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

20. Indoor air quality tips

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

21. Slab leak warning signs

- **Post type:** Update

- **Photo:** Simple photo that shows the topic, or a text graphic
- **Button:** Learn more
- **Starter text:** "Quick tip from Lone Star Air & Plumbing: [answer the question in 1 to 2 sentences]. [One more helpful line]. Questions? We're here to help in Cypress."

22. Sewer camera inspection

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

23. Commercial service available

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

24. Military/senior discount

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

25. Job of the week (with city)

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

26. How to change your air filter

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

27. Why your AC freezes up

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

28. Brand we install (Carrier, Trane, etc.)

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

29. Same-day service guarantee

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

30. 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 customers in Cypress."

Ready-to-post examples

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

Ready-to-post example 1: Offer post

> Beat the Texas heat! Get a full AC tune-up for $79 (normally $129). We check refrigerant, clean coils, and test everything so you don't break down in July. Cypress, Katy, and Tomball. Button: Book

Ready-to-post example 2: Job post

> Just finished a new 4-ton Trane system for a family in Bridgeland, Cypress. Old unit was 18 years old! New one cuts their power bill and runs super quiet. Button: Get quote

Ready-to-post example 3: Emergency post

> AC out? Pipe burst? We answer 24/7 with real people, not a call center. Licensed techs on the road all over NW Houston. Button: Call now

Ready-to-post example 4: Freeze post

> Freeze coming this weekend! Drip your faucets, open sink cabinets, and cover outdoor pipes. If a pipe bursts, shut off your main water valve and call us. Button: Call now

Ready-to-post example 5: Team post

> Meet Carlos, our lead plumber. 14 years fixing pipes, master plumber license, and he always wears shoe covers in your home. Button: Learn more

Your first 3 months of posts

Month	Week 1	Week 2	Week 3	Week 4
1	$79 AC tune-up special (spring)	Furnace safety check (fall)	24/7 emergency service	Before/after: new AC install in [City]
2	Meet our tech [Name]	Signs your AC is about to fail	Water heater: repair or replace?	Financing available
3	Maintenance plan benefits	Hurricane season prep	Freeze warning: protect your pipes	Drain cleaning special

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 home service contractors:

- Your trucks with logo (huge for trust)
- Techs in uniform at real jobs

- Before and after of installs and repairs
- Your team photo
- Your shop or warehouse (if real)
- Equipment brands you install
- Happy customers (with permission)
- Job site photos tagged with the city in the caption

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.