Google Business Profile posts are the bulletin board in a busy hallway. People pass by with intent, not idle curiosity. They're searching for a nearby dentist that can see them this afternoon, a takeout place with gluten-free pies, a florist open on Sunday. Your posts meet those micro-moments with something timely, local, and useful. Done right, they can lift discovery, drive calls and directions, and keep your profile at the top of the stack for the searches that matter.

I have managed hundreds of profiles across restaurants, home services, healthcare, multi-location retail, and B2B services with walk-in traffic. The patterns repeat. The businesses that publish consistent, purpose-built posts see measurable gains in views, branded and unbranded queries, and conversion actions on their listings. The ones that treat posts like an afterthought, or as a repost of their social content, tend to see flat lines.

This guide breaks down what to publish, when to publish it, and how to use Google Business Profile posts as a practical lever for local SEO, community marketing, and hyper local marketing. No fluff, just the field notes that have worked across markets.

What posts can actually do

Posts do not replace strong categories, accurate NAP, good photos, or enough reviews. Those are table stakes. Posts are a layer that improves relevance signals and gives searchers reasons to act now. In most accounts I've managed, a steady cadence of relevant posts correlates with:

- A 5 to 15 percent lift in discovery impressions over three months, especially for non-branded, service-plus-city searches.
- Higher click-through on the listing's updates and promotions, which can translate to more calls and direction requests.
- Better coverage for time-sensitive queries, like "AC repair same day" during heat waves, when your "Offer" or "What's new" post is aligned with demand.

Posts also create on-profile placements for timely messages that your website may not reflect fast enough. Think pop-up hours, seasonal inventory, or last-minute tickets for a local event.

The four post types you should use

Google offers several formats, but four carry the most practical value for local advertising inside the profile:

What's New. The general update. Use it for announcements, new services, fresh menu items, staff features, behind-the-scenes, and any local story that builds trust. These posts typically live seven days on the primary carousel but remain accessible in the updates tab.

Offers. Time-boxed promotions with a start and end date, optional coupon code, and link. These display a green label that stands out visually. Great for slow days, seasonal bundles, and event tie-ins. Offers can run longer than seven days, which helps keep your profile's post area populated.

Events. Date-specific happenings such as workshops, tastings, clinics, and sponsorships. They pull a calendar-like format and can show until the event ends. For community marketing, this format outperforms generic updates.

Products. If you have product lines or fixed service packages, the Products section and product-style posts can anchor recurring demand. Use sparingly unless you have clear SKUs or seasonal sets.

Avoid treating posts like Instagram. Decorative content with no call to action rarely moves the needle here. The closer a post maps to a searcher's intent and a nearby need, the better it performs.

A simple publishing rhythm that works

You do not need to post daily. You do need a rhythm, tied to business cycles. There is no one calendar that fits every operation, but this framework adapts well:

Weekly anchor. Publish one What's New post early in the week. Start Monday morning if you want coverage through the weekend. Use this slot for substantive updates: a service highlight, a seasonal tip with a CTA, a menu change, or "meet the team" with a booking link.

Offer cadence. Run at least one Offer per month. Keep it live for two to four weeks so your profile always shows an active promo. Increase frequency during your peak season or slow periods to manage demand.

Event slots. Whenever you have something on the calendar, publish an Event post two to four weeks out, then update the post one week prior with a fresh image and "last chance" angle. If you host recurring events, maintain a rolling three-event runway.

Product refresh. Quarterly, rotate Products or product-style posts that reflect current inventory or service bundles. For seasonal businesses, align with the weather, school calendar, or local festivals.



This pattern keeps your posts area from going stale, gives Google consistent fresh signals, and gives customers reasons to check back. For multi-location brands, stagger posting windows by time zone and local demand patterns rather than pushing the same post to every market at once.

What to publish, by business type

Restaurants and cafes. Lead with “What’s New” featuring seasonal dishes, limited runs, chef’s notes, and supply stories that show provenance. Use Offers for weekday lunch bundles or reservation incentives on slower nights. Post Events for tastings, live music, or charity nights. Include menu photos that match the season. Link to reservations or online ordering, not the homepage.

Home services. Think plumbing, HVAC, electrical, roofing. Use “What’s New” to feature one core service per week with a brief troubleshooting tip, then invite calls for inspections or same-day slots. Publish Offers tied to weather triggers: AC tune-ups before heat spikes, gutter cleaning after storms. Events can be open-house workshops with local hardware stores or safety clinics. Add photos of trucks, technicians, and completed jobs with a street or neighborhood mention where permissible.

Healthcare and wellness. For clinics, dental offices, and therapy practices, balance education with availability. Use “What’s New” to explain procedures, introduce providers, and share insurance changes. Offers can cover new patient specials or seasonal vaccinations. Events fit for free screenings or community talks. Avoid sensitive details and never share patient info in images. Link to online booking whenever possible.

Retail. Inventory freshness wins. Feature new arrivals, limited drops, and restocks. Use Offers with clear timeframes to manage foot traffic. Tie Events to local happenings, such as farmer’s market weekends or high-school homecoming. If your products change weekly, treat posts as your virtual storefront window.

Professional services. Law, finance, real estate. Focus on trust, clarity, and timing. “What’s New” can unpack a regulation change, a neighborhood market stat, or a case study theme without details that breach confidentiality. Offers are rare, but consultations can be promoted. Events include seminars, webinars with a local slant, or neighborhood Q&A sessions.

Each category benefits from local context. Reference neighborhoods, landmarks, and hyper local marketing anchors that your audience recognizes. When you mention “near Riverside Park” or “serving Alki, Admiral, and North Delridge,” it feels specific and relevant, which supports local SEO without keyword stuffing.

Crafting posts that get action

Think like a busy searcher who wants to solve something now. The best-performing posts tend to share five traits.

A clear headline. Use the first 4 to 6 words to set the hook. “Saturday dog wash pop-up,” *get more info* “Same-day water heater repair,” “New vegan banh mi,” “Free tax clinic this week.” Keep it descriptive, not clever.

One primary image. Faces, hands, and real spaces outperform stock. Crisp, well lit, and tightly framed. Landscape or square works best. Avoid flyers jammed with text. If you must include text, make it readable on a phone at arm’s length.

Tight copy with a single CTA. Two to four short sentences that answer what, who, where, and why now. End with one action: Call, Book, Order, Learn more. Link directly to the relevant page or form. Avoid sending people to a generic homepage.

Local signal. Add a line that grounds the post in place or timing. Mention the neighborhood, partner venue, or local event it aligns with. This supports community marketing while giving readers a reason to care.

Structured fields. For Offers and Events, fill out the dates, coupon codes, and terms. In Offers, include a clear benefit and any limitations. For Events, double check times and time zone.

On mobile, searchers skim. Short, plain language works better than fluff. If your copy reads like ad copy, trim it until it sounds like you talking to a regular at the counter.

Seasonal playbooks that pay

Seasonality is where Google Business Profile posts can pull their weight. Two concrete examples show the approach.

Storm season for home services. In a coastal market, we scheduled three waves. First, a preparedness “What’s New” post two weeks ahead with a sump pump check CTA. Second, an Offer that started the week of the first major storm, “Priority service for flooded basements - waive service fee,” tied to a booking link. Third, a follow-up “What’s New” with images of crews on the road and a note on response times by neighborhood. Over six weeks, calls from the listing rose 28 percent year over year, and non-branded queries for “basement flooding repair near me” showed up in Insights for the first time.

Back-to-school for a pediatric dental clinic. We ran Events for “Free mouthguard fittings” on two Saturdays, a “What’s New” on after-school appointment blocks, and an Offer for new patient cleanings expiring September 30. Every post linked to the booking portal with the “Children’s dentistry” filter preselected. The clinic filled both Saturdays and booked out weekday afternoons two weeks faster than the prior year.

The thread is timing posts ahead of demand, not during the peak, and using Offers and Events to pin the message on the profile longer than seven days.

How often is too often

Posting daily rarely helps and often stretches your content thin. Two or three posts per week per location is plenty for most businesses, with Offers or Events extending shelf life. If you have a genuine daily special, like a bakery, keep it short and visual, and expect uneven results.

Volume without relevance can trigger quiet filtering. Google sometimes hides repetitive or promotional posts. When that happens, you’ll see them in the backend but they barely surface on the profile. If you notice a drop in post views, pull back and focus on clearer value per post.

Photos, videos, and the scrappy smartphone rule

Camera phones are more than enough. What matters is intention. Shoot in natural light near a window or outside. Frame tight. Show motion or hands in action. Avoid heavy filters. If your service is intangible, use people and place to make it concrete. A therapist can show the warm waiting room. An accountant can show the partner reviewing documents with a client silhouette, no details visible.

Short videos can work for Events and service explainers. Keep them under 30 seconds. Add captions burned into the video so the message survives mute playback. Do not rely on sound to carry the meaning.

One warning: never include sensitive personal information in images, including computer screens, whiteboards, license plates, or patient names. Scrub backgrounds before you hit publish.

Writing for local SEO without sounding like a robot

You want posts that read for humans and still reinforce your topical and geographic relevance. The trick is to weave terms naturally without lists of cities or awkward phrases. A mold remediation company might write,

“We’re on call this week for crawlspace inspections in Lents, Sellwood, and Eastmoreland. If you’re noticing a musty odor after last week’s rain, book a same-day slot.” The post names neighborhoods, the problem, and the service without stuffing keywords.

Google is good at entity understanding. Mention partner organizations, venues, schools, and landmarks tied to your community marketing. When you sponsor the Rivertown 5K, name it. When you serve a small business corridor, mention the street. Those associations support hyper local marketing and help your profile connect to the right searches.

Linking strategy and tracking what works

Every post should have a link, and that link should include UTM parameters so you can attribute in analytics. Use a consistent scheme: source=google, medium=organic, campaign=gbp *post, and a content tag based on the post type or theme. For example, gbp*post *offer*fall_tuneup.

In Google Analytics or other tools, filter for those campaigns. You’ll see how many sessions, calls initiated from your site, form fills, and orders came from posts. Combine that with Google Business Profile Insights for on-listing actions like calls and direction requests. While Insights can be noisy and sampled, trend lines over months are meaningful.

One local retailer I worked with tagged posts by category, like gbp *post*products_shoes. Over a quarter, they saw shoes outperform apparel in clicks three to one, but Offers on apparel converted better on site. We shifted the post mix to keep one shoe feature weekly for traffic and one apparel offer monthly for sales. Foot traffic, measured by in-store redemption codes and direction requests, followed that pattern.

Timing by day and hour

There is no universal best hour. That said, four patterns come up often:

Weekday mornings for services. Home services and professional firms see solid engagement when posts go live between 7 and 10 a.m. People search as they plan their day.

Late afternoon for dinners and entertainment. Restaurants and event venues benefit from posts landing around 3 to 5 p.m., when people start deciding evening plans.

Weekend mornings for family activities. Pediatric, wellness, and community events see better clicks with posts published before noon on weekends.

Weather windows. If your service is weather-sensitive, post as forecasts shift. A lawn care company posting Sunday night before a sunny week can fill slots. An HVAC team posting during a heat advisory can capture urgent searches.

Test it. For a single location, rotate publish times for a month and compare post view and action rates. For multi-location brands, let each market set its own rhythm based on local behavior rather than adopting a uniform schedule.

Community first, promotion second

Profiles that feel rooted in place tend to earn trust and clicks. Feature your team volunteering, spotlight a local partner, or share photos from a neighborhood festival where you had a booth. When your brand shows up where people live, your posts feel less like ads and more like local news.

I've seen a pet store grow a loyal following by posting weekly shelter spotlights with adoption links, plus a small Offer for adopters. The content had purpose beyond sales, and yes, it sold plenty of leashes too. That is community marketing at work. It strengthens your brand mooring while feeding relevant signals to Google about the entities you're connected to.

Handling multi-location complexity

If you manage a dozen storefronts or more, the friction is never content creation alone, it is distribution and relevance. Three rules make the difference.

Localize or skip it. If a post doesn't matter in a particular market, don't publish it there. A snow shovel promo in Phoenix wastes attention.

Give managers a simple playbook. Provide a monthly content kit with three core posts they can localize, plus a photo checklist. Ask each location to add one hyper local post per month about their neighborhood.

Rotate hero markets. When testing new Offers or Events, roll them out to a few representative locations first. Measure, iterate, then scale. This avoids pushing underperforming posts to every listing.

Remember that duplicate posts across many profiles can look spammy when the copy is identical. Small changes in headline, location mentions, and imagery are worth the extra minutes.

Avoid the common traps

Several pitfalls drain results or create headaches.

Overly promotional tone. If every post screams "Sale ends tonight," people tune out. Alternate between value and promotion.

Flyer images. Dense text on a busy background won't read on a phone. Use a photo and put the offer details in the fields and caption.

Dead links. If your post links to a page that changes or disappears, you lose trust. Link to durable URLs or update posts when pages change.

Silence for months. A stale profile suggests a quiet business. Keep a minimum baseline of one post per week, even if simple.

Ignoring Q&A and messages. Posts invite engagement, which can show up as questions on your profile. Answer them quickly. That is part of local SEO hygiene.

A lightweight monthly workflow

Here is a compact process a small team can run in under two hours per week.

- First week: Build a four-week content sketch tied to known promotions, events, and seasonal hooks. Draft two What's New posts and one Offer. Gather or shoot images. Create UTM links.
- Weekly: Publish the anchor post Monday morning. Check last week's performance on Friday. Adjust next week's headline or image based on the winner.
- Ongoing: When a real-world event pops up, insert an Event post and slide a less urgent post to the following week.

If you use scheduling tools that support Google Business Profile, queue posts, but keep a calendar reminder to confirm they actually publish. I have seen schedules fail during API hiccups, and a quick manual check prevents blank weeks.

How posts tie into the broader local SEO stack

Posts are not a silver bullet. They work best as one piece of a tight local SEO system.

Categories and services. Make sure your primary category is exact and secondary categories match your actual offerings. The content of your posts should mirror those services, reinforcing topical relevance.

Photos and reviews. Fresh photos and steady review responses raise engagement. Posts that celebrate a recent review or show work referenced by customers create a loop of social proof.

On-site alignment. If you post about “ductless mini split installation,” your website should have a page for it. The link in your post should go there, not a generic HVAC page.

Citations and local links. When your posts tie to community partners, make sure you have reciprocal mentions and links where appropriate. Those connections on the open web back up the local story your profile tells.

When these elements align, posts perform better. Google’s systems reward consistent, corroborated signals across entities and surfaces.

When to break the rules

Every business has outliers. Two times I recommend breaking the rhythm:

Crisis or high-impact change. If you have a sudden closure, emergency hours, or a supply shock, publish immediately. Replace the upcoming post with a direct message that answers urgent questions and sets expectations.

Breakout winner. If a specific Offer or post theme outperforms the rest by a large margin, double down. Extend the offer, refresh the image and headline, and run it another cycle. When the market votes, listen.

One downtown cafe saw a 300 percent jump in calls from a simple “early happy hour” post tied to commuters. They extended it for six weeks, varied the imagery, and kept the momentum until downtown traffic patterns changed.

Final thoughts from the sidewalk

Google Business Profile posts work when they are treated as timely, local, and useful micro-messages. They are part content, part merchandising, part operations. If you show up with real photos, plain language, and clear calls to action, your listing starts to feel alive. That vitality shows in the metrics that matter: calls, bookings, direction requests, and ultimately revenue.

Stay close to your calendar, your weather, and your neighborhood. Use posts to meet people at the moment of intent. That is the heart of hyper local marketing and the reason posts belong in your weekly routine.