

# Google Business Profile Posting Calendar

A free posting calendar for Google Business Profile so small businesses can stay active, visible, and locally relevant without guessing what to post.

Owners, office managers, local marketers, and multi-location operators

## GUIDE

A free posting calendar for Google Business Profile so small businesses can stay active, visible, and locally relevant without guessing what to post.

## WHAT THIS ASSET COVERS

- A simple weekly posting cadence for offers, proof, updates, and trust content
- Prompt angles for seasonal and service-specific posts
- A short checklist for matching posts to reviews, photos, and local pages

## USE THIS WHEN

1. Your GBP profile looks stale or inactive
2. You want a simple recurring local-visibility rhythm
3. You need a low-friction content plan that does not depend on a big marketing team

## WORKING ASSET

Use this calendar to make the profile look active, current, and locally credible without turning posting into a random marketing chore.

## CONTENT LANES

Build posts from four repeatable lanes:

1. Proof: completed job, patient win, solved problem, before-and-after, or testimonial excerpt
2. Service: one focused service, problem type, or customer scenario

3. Team: technician, process, training, behind-the-scenes, or quality standard
4. Seasonal: weather shift, local event, deadline, reminder, or timely community angle

## **4-WEEK POSTING RHYTHM**

### **WEEK 1: PROOF**

- Show a completed job, resolved issue, or visible outcome
- Add location detail, problem context, and the result
- Pair with a fresh photo, not stock imagery

### **WEEK 2: SERVICE SPOTLIGHT**

- Pick one revenue line or high-intent need
- Explain who it is for, what problem it solves, and what happens next
- Link language back to the same phrases used on the site and in intake

### **WEEK 3: TEAM OR PROCESS**

- Show how the team works, not just who they are
- Use training moments, safety habits, checklists, clean-up standards, or customer care habits
- Make the business feel real, staffed, and operational

### **WEEK 4: SEASONAL OR LOCAL SIGNAL**

- Anchor the post to current conditions, local timing, or a predictable customer trigger
- Examples: heat wave prep, storm response, tax deadline, allergy season, or move-in season
- Use this lane to show that the business is active in the market right now

## **PRODUCTION STANDARDS**

- Use original photos whenever possible
- Keep the first sentence concrete and customer-facing
- Write one post per topic; do not reuse the same copy every week
- Name the location, neighborhood, or service context when appropriate
- Avoid generic slogans that could belong to any company

## **ASSET CAPTURE WORKFLOW**

After each strong job or customer win, capture:

- one photo of the setting
- one photo of the result
- one line about the problem
- one line about the solution
- one line about the customer outcome

This gives the office enough material to create stronger proof posts without chasing the field team for details days later.

## REVIEW CADENCE

Posts work better when they move alongside review and photo activity:

- aim for at least one new review-request wave per week
- reply to recent reviews before publishing the next proof post
- add fresh photos in the same week so the profile moves on multiple fronts

## FAILURE MODES

- posting four promotional messages in a row
- using weak photos with no local or service context
- publishing generic “happy Monday” filler
- posting without matching the language to real services or local demand
- letting months go by with no visible activity, then dumping several posts at once

## MONTHLY REVIEW

- Which lane generated the strongest engagement or calls?
- Which services are underrepresented on the profile?
- Are photos and reviews reinforcing the same trust story as the posts?
- What should next month emphasize based on seasonality and sales priorities?

## DEPLOYMENT NOTES

### HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Google Business Profile Posting Calendar" become shared but unmanaged work.
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Use it with owners, office managers, local marketers, and multi-location operators in a weekly rhythm so the asset drives decisions rather than sitting in a folder.

- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

## HOW TO GET STRONGER OUTPUTS FROM MODERN AI MODELS

- Start with a compact context packet: business type, customer situation, service offered, tone guardrails, and any facts the model must preserve.
- State the deliverable shape up front: channel, word count, required fields, and the exact output format you want back.
- Use variables and clear delimiters so the prompt can be reused safely by staff without rewriting the entire instruction every time.
- Include one strong example when tone and structure matter, then ask for a final answer only rather than hidden reasoning.
- Add a final self-check step for compliance, specificity, and whether the response actually sounds like a real operator wrote it.

## BEST DEPLOYMENT SEQUENCE

- Your GBP profile looks stale or inactive
- You want a simple recurring local-visibility rhythm
- You need a low-friction content plan that does not depend on a big marketing team

## WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: A simple weekly posting cadence for offers, proof, updates, and trust content, Prompt angles for seasonal and service-specific posts, A short checklist for matching posts to reviews, photos, and local pages.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.