



TRUST & PROOF ACCELERATOR

## Google Post Templates

### HOW TO USE THIS GUIDE

Google Posts appear in your Business Profile and search results. They keep your profile active, boost visibility, and give customers reasons to choose you.

#### Best practices:

- Post 1-2x per week consistently (better than posting 5x one week, then nothing)
- Keep posts under 150 words (shorter = more engagement)
- Always include a call-to-action (one, specific action you want people to take)
- Add a photo when possible (posts with photos get more engagement)

**Choose from 7 post types below.** Mix them up throughout the month for the best results.

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### Post Type 1: Service Spotlight

*Use these to feature specific services and educate customers about what you offer.*



## Template 1A: Basic Service Spotlight

[SERVICE NAME] 

We help [target customer] with [specific problem/need].

What's included:

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

[Starting price OR "Free estimate"]

[Call to action: Call us at [number] | Book online at [link] | Learn more]

### Example:

Emergency Plumbing Repair 

We help Austin homeowners with burst pipes, clogged drains, and water heater emergencies.

What's included:

- Same-day service
- Upfront pricing (no surprises)
- Licensed & insured professionals

Starting at \$150

Call us at 512-555-1234 or book online at [link]



## Template 1B: Problem-Solution Service Post

Dealing with [common problem]? 😞

[One sentence describing the pain/frustration]

We solve this with [service name]:

- ✓ [How it helps]
- ✓ [What makes your approach different]
- ✓ [Timeline/speed benefit]

[Price range or "Get your free quote"]

[Call to action]

### Example:

Dealing with a slow-draining sink? 😞

It's frustrating when water backs up while you're trying to cook or clean.

We solve this with professional drain cleaning:

- ✓ Clear clogs in 30 minutes or less
- ✓ Camera inspection to find the root cause
- ✓ Same-day service available

\$125-\$200 depending on severity

Call 512-555-1234 for same-day service.



## Post Type 2: What's New / Updates

*Use these for business updates, new offerings, or important announcements.*

### **Template 2A: New Service/Product Launch**

New: [Service/Product Name]! 🎉

We're excited to announce [what's new].

Perfect for [who it's for] who want [benefit/outcome].

[One sentence about what makes it special]

Available now. [Call to action]

### **Template 2B: Expansion/Change Announcement**

Exciting News! 📢

[What's changing/expanding]

This means:

✅ [Benefit to customer 1]

✅ [Benefit to customer 2]

[When it starts/how to access]

[Call to action]



### Example:

Exciting News! 📣

We're now serving the entire North Austin area, including Cedar Park and Round Rock.

This means:

- ✓ Faster response times for our neighbors
- ✓ More same-day appointment availability

Already available—call to schedule!

512-555-1234

### Post Type 3: Seasonal / Timely

*Use these to stay relevant and top-of-mind by tying to seasons, holidays, or current events.*

#### **Template 3A: Seasonal Service Reminder**

[Season] is Here! [Emoji]

Time to [seasonal action related to your service].

We're helping [target customers] with:

- [Seasonal service 1]
- [Seasonal service 2]
- [Seasonal service 3]



[Special offer OR availability note]

[Call to action]

**Example:**

Spring is Here! 🌸

Time to prep your home for warmer weather.

We're helping Austin homeowners with:

- AC tune-ups before the heat hits
- Air filter replacements
- System efficiency checks

Book your spring tune-up this month and get \$30 off.

Call 512-555-1234 or book at [link]

**Template 3B: Holiday-Related Post**

[Holiday] Hours & Service 🎉

We're [open/closed/limited hours] on [date].

[If open]: Need [service]? We're here to help!

[If closed]: We'll be back [date] ready to serve you.

[Holiday greeting or relevant message]



[Call to action OR "See you soon!"]

**Example:**

Memorial Day Weekend Service 🇺🇸

We're OPEN all weekend for emergency plumbing.

Having a cookout? We've got you covered if anything goes wrong with your kitchen or outdoor plumbing.

Wishing all our customers a safe and happy Memorial Day!

Emergency service: 512-555-1234

**Template 3C: Weather-Related Post**

[Weather event] Prep ⚠️

[Weather] is coming to [location].

Protect your [home/business/property] with:

✅ [Preventive service 1]

✅ [Preventive service 2]

[Availability note]

[Call to action]



**Example:**

Freeze Warning This Week ❄️

Temperatures are dropping to 28°F on Tuesday night.

Protect your pipes with:

- ✓ Pipe insulation installation
- ✓ Emergency shut-off check
- ✓ Outdoor faucet covers

We have same-day availability on Monday & Tuesday.

Call 512-555-1234 to schedule

## Post Type 4: Review Highlight

*Use these to showcase happy customers and build social proof.*

### **Template 4A: Customer Quote Highlight**

What Our Customers Say ★★★★★

"[One sentence from a 5-star review]" - [Customer first name or initials]

[One sentence about what you did or what makes you different]

[Call to action: We'd love to help you, too! Call/Book/Visit]

**Example:**



What Our Customers Say ★★★★★

"They fixed my water heater the same day I called, and the price was exactly what they quoted!" - Sarah R.

We believe in transparent pricing and fast response times for all our Austin customers.

Need a plumber? Call 512-555-1234

### **Template 4B: Review Milestone**

Thank You! 🙏

We just hit [number] five-star reviews!

We're grateful to serve [location/community] with [what you do].

Your feedback keeps us motivated to deliver:

✓ [Value 1]

✓ [Value 2]

✓ [Value 3]

[Call to action: Ready to join our happy customers?]

### **Example:**

Thank You! 🙏

We just hit 100 five-star reviews!



We're grateful to serve the Austin community with honest, reliable plumbing service.

Your feedback keeps us motivated to deliver:

- ✓ Same-day service
- ✓ Upfront pricing
- ✓ Quality work, every time

Ready to see why Austin trusts us? Call 512-555-1234

## Post Type 5: Offer / Promotion

*Use these sparingly (1-2x per month max) to create urgency and drive bookings.*

### **Template 5A: Limited-Time Discount**

[This Week/This Month] Special! 💰

[Service name] - [discount amount or percentage off]

Perfect for [who should take advantage].

Offer includes:

- ✓ [What's included 1]
- ✓ [What's included 2]

Valid through [end date].

[Call to action: Book now]

**Example:**



February Special! 💰

Water Heater Tune-Up - \$30 off

Perfect for homeowners who want to avoid expensive breakdowns before spring.

Offer includes:

- ✓ Full system inspection
- ✓ Safety check
- ✓ Efficiency recommendations

Valid through February 28th.

Call 512-555-1234 to schedule

### **Template 5B: First-Time Customer Offer**

New Customer Welcome! 🙌

First time using [business name]?

Get a [discount/offer] on your first [service].

We want to show you why [location] trusts us for [what you do].

[Restrictions, if any: "Minimum service fee applies" or "New customers only"]

[Call to action]



**Example:**

New Customer Welcome! 🙌

First time using Austin Emergency Plumbing?

Get \$25 off your first service call.

We want to show you why Austin homeowners trust us for honest, fast plumbing repairs.

New customers only. Mention this post when booking.

Call 512-555-1234

## Post Type 6: Q&A / Educational

*Use these to answer common questions and position yourself as an expert.*

### **Template 6A: Common Question Answered**

Question: [Common customer question]? 🤔

Short answer: [Yes/No or brief answer]

Here's what you should know:

- [Helpful point 1]
- [Helpful point 2]
- [Helpful point 3]

[Call to action: Have more questions? Call us / Visit our FAQ]



**Example:**

Question: Should I repair or replace my water heater? 🤔

Short answer: It depends on age and repair cost.

Here's what you should know:

- If it's under 8 years old → usually worth repairing
- If repair costs more than 50% of replacement → replace
- If you're seeing rust or leaks → time to replace

Need help deciding? Call 512-555-1234 for a free assessment.

**Template 6B: Quick Tip**

[Pro Tip / Did You Know?] 💡

[Helpful tip or little-known fact related to your service]

This can help you:

✓ [Benefit 1]

✓ [Benefit 2]

[Call to action: Need help with this? We're here.]

**Example:**

Pro Tip 💡

Turn off your water heater before leaving for vacation longer than 3 days.



This can help you:

- ✓ Save energy (no heating empty tank)
- ✓ Prevent damage if leaks develop while you're gone

Heading out of town? Call us for a pre-vacation plumbing check: 512-555-1234

## Post Type 7: Behind-the-Scenes

*Use these to humanize your business and build a connection.*

### **Template 7A: Team Introduction**

Meet the Team! 🙌

This is [Name], our [role/title].

[He/She/They] has been [doing what] for [how long] and specializes in [specialty].

Fun fact: [Something personal but professional]

[Name] is ready to help you with [service]. [Call to action]

### **Example:**

Meet the Team! 🙌

This is Carlos, our lead plumber.



He's been solving Austin's toughest plumbing problems for 12 years and specializes in water heater installations.

Fun fact: Carlos can usually diagnose an issue over the phone before he even arrives!

Carlos and our team are ready to help. Call 512-555-1234

### **Template 7B: Day in the Life / Project Showcase**

[Today / This Week] at [Business Name] 📸

We [what you did - completed, installed, helped with, etc.] [project description].

[One sentence about what made this project special or challenging]

Love helping [location/community] with [type of work]!

[Call to action: Need help with something similar?]

#### **Example:**

This Week at Austin Emergency Plumbing 📸

We replaced a 15-year-old water heater for a family in Cedar Park.

The old unit was leaking into their garage, and we had the new one installed and running the same day.

Love helping Austin families avoid water damage!



Need a water heater replacement? Call 512-555-1234

## PRO TIPS

- ✓ **Batch create posts:** Spend 30 minutes writing 4-6 posts at once, save them, then schedule throughout the month
- ✓ **Reuse what works:** If a post type gets high engagement, create variations of it
- ✓ **Add photos when possible:** Posts with images get 60% more engagement
- ✓ **Check competitors:** See what they're posting, then do it better
- ✓ **Track what works:** Note which post types get the most clicks/calls, then do more of those