

GOOGLE BUSINESS PROFILE

Posting standards: a simple system for staying visible.

Your Google Business Profile does more than list your hours and phone number. Posting regularly tells Google, and the AI tools now pulling from it, that your business is active, current, and worth recommending. A profile that never posts reads the same as one that's been abandoned.

WHY THIS MATTERS RIGHT NOW

Customers increasingly ask Google or an AI assistant a question instead of typing a search and browsing links. Those systems favor businesses that look current: recent reviews, recent posts, an active profile. **Posting is one of the easiest signals to control**, and one of the most overlooked.

A profile with zero posts doesn't just miss out on extra visibility. It can quietly signal that a business isn't paying attention, which shows up right when a customer is deciding who to call.

2-4

POSTS PER MONTH

The target range. Consistency matters more than volume. One thoughtful post every week or two beats a burst of five posts followed by six months of silence.

Update

General news: a new service, a team addition, a seasonal note. The default post type for most months.

Offer

A specific promotion with a start and end date. Google displays these with extra visual weight.

Event

Anything with a date: a workshop, open house, or seasonal appointment push.

Product

A specific service or item with its own name, price, and description, not just a mention on the homepage.

QUICK STANDARDS FOR EVERY POST

- ✓ **Real photo, no stock.** 1200×900px or larger, horizontal, well-lit.
- ✓ **150–300 words.** Enough to say something specific, short enough to get read.
- ✓ **Name the service, not just the category.** "Acupuncture for lower back pain," not just "acupuncture."
- ✓ **Always include a button.** Book, Call, or Learn More. Never leave a post with no next step.
- ✓ **Write like a person.** No stuffed keywords, no repeated business name in every sentence.
- ✓ **Never duplicate content.** Each post should say something the last one didn't.

A SIMPLE MONTH, AS AN EXAMPLE

WEEK 1	WEEK 2	WEEK 3	WEEK 4
Update: a service, specialty, or team note worth mentioning this month.	Skip, or a short seasonal note if something's actually changed.	Offer or Event, if one exists this month. If not, another Update.	Product post: one specific service, described in real detail.

Not sure where to start?

We can set this up and hand it off, or run it for you.

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