

KEEP THE PROFILE ACTIVE AND REAL

# GBP Photo and Update Planner

A quiet Google profile makes people wonder whether the business is active. Use this to plan real photos and useful updates without turning it into another overcomplicated content job.

## Use real photos

Stock photos do not prove your work.

## Post useful updates

Updates should help buyers decide.

## Skip fake urgency

People can smell fake pressure.

# Plan Ten Photos

Add photos that help buyers understand your work, process, team, and credibility.

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PHOTO	CATEGORY	SERVICE	CAPTION NOTE
	Team / process / finished work / before-after / storefront		

# Write One Useful GBP Update

A GBP update should give someone a reason to understand, trust, or contact you.

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**UPDATE TYPE**

**HEADLINE**

**WHAT CHANGED OR MATTERS**

**PROOF OR PHOTO**

**CTA**

# Simple Monthly Rhythm

Keep it realistic so it actually happens.

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- Add real photos weekly when possible.
- Post project spotlights when a job wraps.
- Post seasonal reminders when timing matters.
- Post FAQs when buyers keep asking the same question.
- Remove outdated or misleading photos.