

A FREE GUIDE FOR CHURCH LEADERS

How to Post Regular Updates to Your Church's Google Profile

Share sermons, events, and holiday services right where neighbors are already looking, in about 15 minutes a week.

Inside this guide

1. Know the types of posts
2. How to create a post
3. What to post
4. Write posts that invite
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FIVE MORE
TALENTS

WHY THIS MATTERS

Show neighbors that your church is alive and welcoming

Google lets you publish short updates directly on your Business Profile. They appear on Google Search and Maps, in the "Updates" or "Overview" tab on phones and in the "From the owner" section on computers.

Google says that when people find your latest updates on your profile, it helps them decide to visit. For a church, posts are a simple way to show that faithful preaching and real fellowship happen here every week, not just on a website nobody has updated since 2019.

Posts also help with the busiest search seasons of the year. Many people look for a church at Christmas and Easter. A clear post with service times, published a few weeks ahead, meets them right where they're searching.

Part of a seven-step series. This is Step 6 of the **Found on Google** series, seven short guides that help neighbors searching online find your church. Each step builds on the one before it. When you finish, continue with the Step 7 guide, **Match your details across 40 directories**.

1 Know the types of posts

TYPE	WHAT IT'S FOR	WHAT YOU ADD
Update	General news: a sermon, a new series, a welcome to visitors.	Text, a photo or video, and an optional button with a link.
Event	Anything with a date: Christmas Eve, Easter, VBS, a conference.	A title, start and end dates and times, plus a description, photo, and button.
Offer	Built for sales and discounts. Churches rarely need it.	Skip this one.

Posts older than 6 months are archived unless they have a date range, so keep posting regularly.

2

How to create a post

1. Sign in and open your Business Profile (search Google for **my business**).
2. Select **Posts**, then **Add post**.
3. Choose **Update** or **Event**.
4. Add your text, a photo, and a button such as **Learn more** linking to the right page on your website.
5. To publish later, turn on **Schedule this post** and choose a date and time. To repeat a post, choose how often from the **Repeats** menu.
6. Select **Post**.

Google reviews each post. It shows as **Pending** until approved, then **Live**. To change or remove a post, select **Posts**, then **More** next to the post, then **Edit** or **Delete**.

LEAVE PHONE NUMBERS OUT OF THE TEXT

Google may reject posts that include a phone number, email address, or social media handle it can't verify. Add a **Call now** button instead, which uses your church's verified phone number.

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What to post

Your church already produces plenty worth sharing. Most weeks, the easiest post is the sermon you just preached.

IDEA	EXAMPLE	BUTTON
This week's sermon	The title, the passage, and one sentence on the main point.	Learn more, linking to the sermon page
New sermon series	"This Sunday we begin a study of the Gospel of Mark."	Learn more
Plan your visit	Service times, where to park, and what to expect. Set it to repeat monthly.	Learn more, linking to your visitor page
Holiday services	Christmas Eve, Easter, Thanksgiving, and any other special services, as Event posts.	Learn more
Community events	VBS, an ESL class, a concert, a community meal.	Sign up
Schedule changes	A weather cancellation or a change in service time.	Call now

Write posts that invite

- ☐ **Lead with what matters.** The first line may be all someone reads. Put the event, date, or sermon title first.
- ☐ **Write for a newcomer.** Use everyday words. If you mention something like "catechism class," add a few words explaining it.
- ☐ **Invite, don't hype.** A warm, plain invitation fits a church better than exclamation points and superlatives.
- ☐ **Include the details.** Date, time, place, and whether childcare is available.
- ☐ **Add a real photo.** Your own building and people, not stock images.
- ☐ **Check spelling** and keep it professional. Google may reject posts with errors, extra characters, or text that adds nothing.

EXAMPLE: SERMON UPDATE

"The Good Shepherd" (John 10:1-18)

This Lord's Day, Pastor Tom preached on Christ's care for His sheep, and the comfort of knowing we are known by Him. Listen online, or join us Sunday at 10:30 AM. Visitors are always welcome.

Button: Learn more, linking to the sermon page

EXAMPLE: EVENT

Christmas Eve Service · December 24, 5:00 to 6:00 PM

Join us for Scripture readings and carols telling the story of Christ's birth. The service lasts about an hour and is suitable for the whole family. Nursery available.

Button: Learn more, linking to your Christmas page

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A simple posting rhythm

Aim for one post a week. If that's too much, every other week is still far better than none. Batching makes it easy: set aside 30 minutes at the start of each month and schedule everything at once.

WHEN	WHAT TO POST
Every Monday	Yesterday's sermon, with a link to the recording.
Once a month	A "Plan your visit" post. Set it to repeat monthly and it takes care of itself.
Early November	Thanksgiving services and any special December services.
Early December	Christmas Eve and Christmas Day services, as Event posts.
A month before Easter	Easter services (and Good Friday, if you hold one), as Event posts.
As needed	Community events, new series, and any schedule change.

QUICK REFERENCE

Common mistakes to avoid

MISTAKE	WHY IT CAUSES TROUBLE
Typing the church phone number in the post	Google may reject it. Use a Call now button.
Posting holiday services the week of	Many people plan ahead. Post two to four weeks early.
Insider-only announcements	"Session meeting moved to Tuesday" means nothing to a visitor. Post for newcomers.
Linking the button to your home page	Send people to the exact page: the sermon, the event, the visitor page.
Posting in bursts, then going quiet	A steady rhythm shows a church that is active all year.

THE FOUND ON GOOGLE SERIES

Seven simple steps to help neighbors find your church

1 Claim your church's Google Business Profile

2 Make your Profile Strength look good

3 Invite honest reviews

4 Respond to every review

5 Add photos and videos

6 Post regular updates

THIS GUIDE

7 Match your details across 40 directories

Next up: **Step 7, Match your details across 40 directories.** Take one step at a time. Each one makes it a little easier for people searching nearby to find your church and walk through the door.

If you'd rather not carry this alone, or just want someone to look over what Google shows your neighbors, we'd be glad to talk. Five More Talents serves conservative, Bible-believing churches with websites, local search, and online outreach. You lead. We support.

Schedule a free 20-minute Outreach Discovery Call

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