If you manage a local business listing, you have probably noticed the *a bellingham local seo company* option to publish posts: short updates, offers, and event announcements that appear on your profile. Many owners wonder whether the time spent on them improves local rankings. The honest answer is nuanced, and understanding it will help you decide how much effort to spend.

## What Business Profile Posts Are

Posts are short pieces of content, usually a photo, a few sentences, and a button, that you publish directly to your Google Business Profile. They appear when someone views your listing in search or on the map. Common post types include:

- **Updates**: general news, project highlights, or seasonal reminders.
- **Offers**: limited-time discounts or promotions with dates.
- **Events**: workshops, open houses, or community appearances.

Posts can include a call-to-action button such as "Call now," "Learn more," or "Book."

## Do Posts Directly Improve Rankings?

Google has never published a statement confirming that posting frequency is a direct ranking factor, and no one outside Google can prove it either way. Local search practitioners have run informal tests with mixed results. Some report small gains in visibility after steady posting. Others see no change at all.

The practical takeaway is to treat posts as a possible minor signal, not a ranking lever. Do not expect a few posts to lift a weak profile into the top three results. Primary local ranking factors are still relevance of your categories and services, proximity to the searcher, and prominence, which includes reviews and links to your business.

## Where Posts Actually Help

Even without a confirmed ranking effect, posts have clear benefits that indirectly support local performance.

### They Improve Conversion

A profile with fresh, relevant posts looks active. A searcher comparing three similar listings is more likely to call the one that shows a recent photo, a current offer, or a seasonal reminder. More calls from the same visibility is a real gain.

### They Answer Questions Before the Call

A post that explains your service area, response time, or a common question can reduce unqualified calls and increase serious ones.

### They Reinforce Relevance

Writing posts about specific services and locations naturally places relevant words on your profile. While this is not *bellingham seo company* a guaranteed ranking boost, it helps your listing communicate clearly what you do and where.

### They Show Signs of Life

An abandoned listing can raise doubts about whether a business is still operating. Regular posts are a visible reassurance.

## What Works and What Does Not

Post approach Usually worth it? Why Real project photos with a short description Yes Shows proof of work and local presence Seasonal tips tied to your service Yes Helpful and relevant Time-limited offers with an end date Yes Gives a reason to act now Event announcements Sometimes Useful if you host real events Copying website text word for word No Adds nothing new Keyword-stuffed posts No Reads poorly, risks looking spammy Posting daily without substance No Wastes time with no clear benefit Posting phone numbers or links in the body text No Can trigger moderation problems

## How to Write a Good Post

Keep it short and concrete. A strong post follows a simple pattern:

1. **Lead with a real photo** from a recent job, not a generic stock image.
2. **State what it shows** in one or two sentences, including the type of work and the neighborhood or city.
3. **Add one clear next step** using the button, such as calling or requesting an estimate.

For example, a drain cleaning company might post a photo of a cleared line with a note about what caused the clog and a reminder to schedule a seasonal check. It is useful, specific, and local.

## How Often Should You Post?

A realistic schedule matters more than an ambitious one. Posting once or twice a week is plenty for most small businesses. If that is too much, once or twice a month is better than letting the profile go silent. Consistency matters, and you can batch several posts in one sitting and schedule them with a third-party tool if you prefer.

Note that some post types expire or move out of view over time, so check your profile occasionally to see what customers actually see.

## Where to Spend Your Time Instead

If you have limited hours, rank these activities above posting:

Priority Activity Reason 1 Choose accurate primary and secondary categories Core relevance signal 2 Collect and answer reviews Strong prominence and trust signal 3 Keep name, address, and phone consistent everywhere Trust and accuracy 4 Add services, hours, and photos Completeness 5 Publish posts Supporting engagement

Posts belong on the list, but near the bottom. Fix the foundation first.

## Tracking Whether Posts Matter for You

The best way to answer the ranking question for your own business is to test it. Note your profile calls, direction requests, and website clicks for two months without posting, then two months with a steady

schedule. Compare the numbers. Seasonality can muddy the result, so look at the same months in prior years when you can.

If you would rather have an expert audit your profile and tell you where the biggest gains are, working with seo bellingham wa is a bellingham local seo company stambaughdesigns.co a reasonable way to skip the guesswork.

## The Verdict

Posts are not a magic ranking trick, and nobody should sell them as one. They are a low-cost way to make your listing look active, communicate offers, and nudge searchers toward contacting you. Do them well, keep them simple, and put your main effort into the factors that clearly move local visibility.

## About the Author

Tomas Reyes is a local search consultant based in Tucson, Arizona, who has managed business listings for restaurants, dental offices, and trade contractors for over ten years. He likes tests that produce clear answers and is skeptical of tactics that claim too much. On weekends he hikes the Sonoran desert with his two dogs.