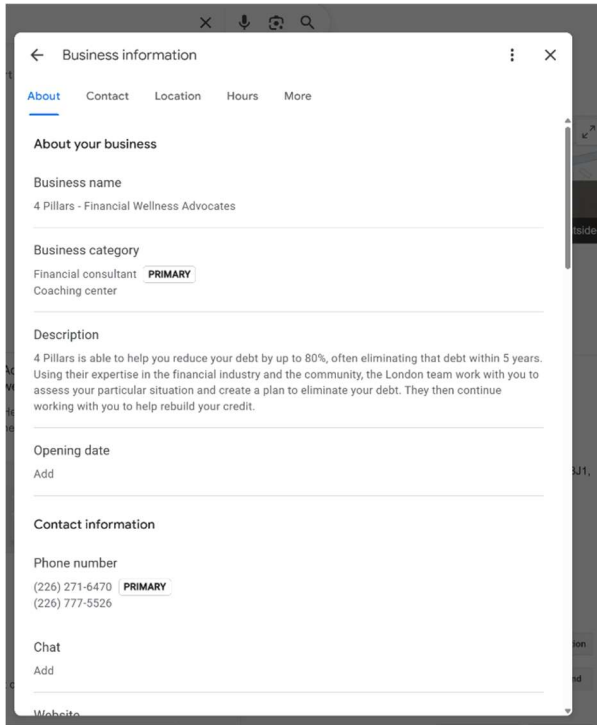




# GMB WORKSHOP PROMPTS

## Google My Business Workshop Prompts



### Prompt for Google Business Profile

#### Business Description:

Act as a local SEO expert and Google Business Profile copywriter. I need you to write an optimized Business Description for my Google Business Profile. Use the variables in brackets and follow the instructions carefully. If any required information is missing, ask me up to 3 short clarification questions before you start writing.

Business details:

[BUSINESS\_NAME]

[BUSINESS\_TYPE] *example [dental clinic]*

*[car rental agency] [accounting firm]*

[PRIMARY\_SERVICES] *example [teeth*

*whitening, dental implants, emergency*

*dentistry]*

[UNIQUE\_VALUE\_PROPOSITION] why customers choose us

[MAIN\_SERVICE\_AREAS] *example [city, neighborhood, region]*

[IDEAL\_CUSTOMERS] *example [families, tourists, small businesses, high income clients]*

[YEARS\_OF\_EXPERIENCE]

[LANGUAGES\_SPOKEN]

[BRAND\_TONE] *example [friendly and informal] or [professional and trustworthy]*

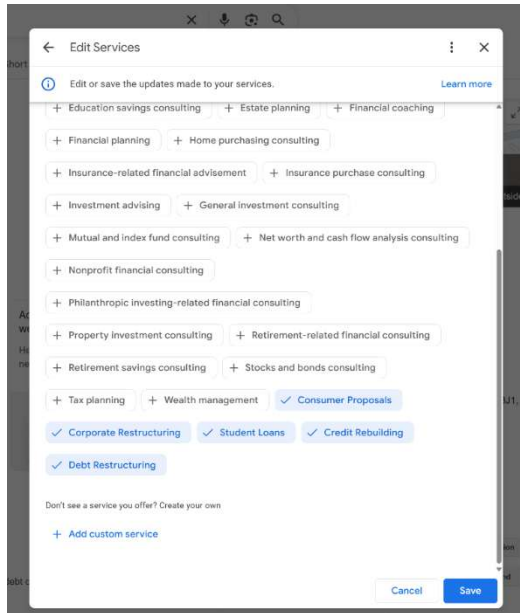
[PRIMARY\_KEYWORDS] *example [dentist in Dubai Marina, emergency dentist near me]*

[PRIMARY\_CALL\_TO\_ACTION] *example [call us] [chat on WhatsApp] [book an appointment online]*

Writing rules:

1. Write [NUMBER\_OF\_VERSIONS] versions of the Business Description.
2. Each version must be a single paragraph, with natural, easy to understand language.
3. Maximum [MAX\_CHARACTERS] characters per version. Default to 700 characters if I do not specify.
4. Mention [CITY] and [MAIN\_SERVICE\_AREAS] near the beginning to support local SEO.

5. Include [PRIMARY\_KEYWORDS] in a natural way without keyword stuffing.
6. Highlight [UNIQUE\_VALUE\_PROPOSITION], [YEARS\_OF\_EXPERIENCE], and any proof points like [CERTIFICATIONS] or [AWARDS] if I provide them.
7. Make sure the description speaks directly to [IDEAL\_CUSTOMERS] and their problems or goals.
8. End each version with a clear call to action that matches [PRIMARY\_CALL\_TO\_ACTION].
9. Avoid jargon, clichés, and buzzwords. Sound confident, specific, and human.



#### **Prompt for Google Business Profile Custom Service**

**Description:** You are a local SEO copywriter for Google Business Profiles. I need you to write a short Custom Service Description for one service in my Google Business Profile. Use the variables in brackets and follow the structure exactly. If any key information is missing, ask me up to 3 short clarification questions before you start writing.

Business details:

[BUSINESS\_NAME]

[SERVICE\_NAME] *example [Consumer Proposals], [Debt Restructuring], [Student Loans], [Credit Rebuilding]*

[MAIN\_SERVICE] same as SERVICE\_NAME, used inside the text

[AREA] *example [Calgary], [Ras Al Khaimah], [Montreal]*

[YEAR\_STARTED] *example [2009]*

[UNIQUE\_SELLING\_POINT] *example [local experts with 15+ years of experience], [free first consultation], [evening and weekend appointments]*

[PRIMARY\_CONTACT\_METHOD] *example [call us], [chat on WhatsApp], [book a free consultation online]*

[BRAND\_TONE] *example [friendly and supportive], [professional and formal], [premium and expert]*

[NUMBER\_OF\_VERSIONS]

[MAX\_CHARACTERS] *example [120] or [180]*

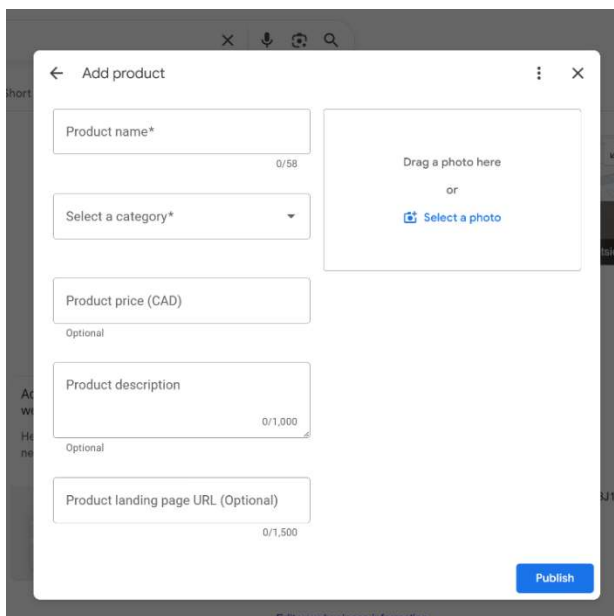
Required structure for every version:

[MAIN\_SERVICE] in [AREA] since [YEAR\_STARTED] + [UNIQUE\_SELLING\_POINT] + [Call to action with PRIMARY\_CONTACT\_METHOD].

Writing rules:

1. Write [NUMBER\_OF\_VERSIONS] unique versions.
2. Each version must be one short sentence that follows the structure above.
3. Stay within [MAX\_CHARACTERS] characters for every version.
4. Use clear, simple language that sounds natural to local customers.
5. Keep [BRAND\_TONE] consistent in every version.
6. Make sure the text clearly connects [MAIN\_SERVICE] with [AREA] and shows we are established since [YEAR\_STARTED].
7. End the sentence with a direct call to action that uses [PRIMARY\_CONTACT\_METHOD].

After you write the sentences, list them again with their character counts in brackets so I can see which length works best.



### Prompt for Google Business Profile Products

Act as a local SEO strategist and Google Business Profile specialist. I want you to create optimized Product entries for my Google Business Profile. These will be visual service cards with clear pricing and strong calls to action. Use the variables in brackets so I can adapt this for any business.

Business details

[BUSINESS\_NAME]

[BUSINESS\_TYPE] *example [dental clinic], [car rental agency], [accounting firm]*

[MAIN\_LOCATION] *example [Dubai Marina], [Calgary], [Ras Al Khaimah]*

[PRIMARY\_KEYWORDS] *example [emergency dentist*

*in MAIN\_LOCATION], [car rental in MAIN\_LOCATION]*

[BRAND\_TONE] *example [friendly], [premium], [professional], [family focused]*

### Product framework

I want you to create [NUMBER\_OF\_PRODUCTS] Products. Each Product represents a service package or offer. Use this structure for every Product:

[PRODUCT\_NAME]

[PRODUCT\_CATEGORY] *example [Featured service], [Consultation], [Package], [Maintenance]*

[SHORT\_TAGLINE] one short benefit based line

[PRICE\_TYPE] choose [From] or [Fixed]

[PRICE\_AMOUNT]

[PRICE\_CURRENCY] *example [AED], [CAD], [USD]*

[MAIN\_BENEFIT] what problem it solves

[IDEAL\_CUSTOMER] who it is for

[PRODUCT\_URL] landing page link

[PRIMARY\_KEYWORD\_FOR\_PRODUCT]

[PRIMARY\_CALL\_TO\_ACTION] *example [Book now], [Call us], [Chat on WhatsApp], [Request a quote]*

### Writing rules for each Product description

1. Write one Product description of [MAX\_CHARACTERS] characters or less for each Product. Default to 250 characters if I do not specify.
2. Start the description by mentioning [PRIMARY\_KEYWORD\_FOR\_PRODUCT] and [MAIN\_LOCATION] in a natural way.
3. Clearly state the [MAIN\_BENEFIT] and who the [IDEAL\_CUSTOMER] is.
4. Use simple, direct language that focuses on outcomes, such as saving time, saving money, getting faster support, or reducing stress.
5. Keep the tone aligned with [BRAND\_TONE].
6. End the description with a clear call to action that matches [PRIMARY\_CALL\_TO\_ACTION].

### Image support

For every Product, also give me one detailed AI image prompt that visually showcases the service.

Use this structure for the image prompt

[BUSINESS\_TYPE] offering [PRODUCT\_NAME] in [MAIN\_LOCATION], focus on [MAIN\_BENEFIT], show [IDEAL\_CUSTOMER], clean professional look, ready for website and Google Business Profile, no text in the image.

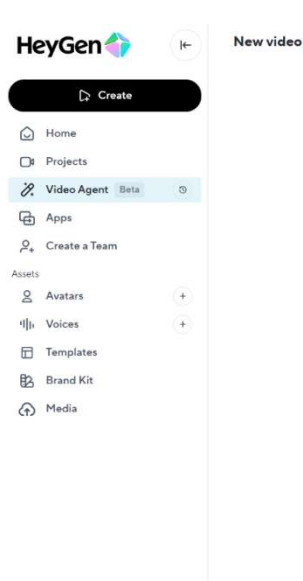
## Output format

For each Product, output in this order

1. Product (Service) name
2. Category
3. Price label line using [PRICE\_TYPE], [PRICE\_AMOUNT], [PRICE\_CURRENCY]
4. Product description
5. Primary call to action text
6. URL
7. AI image prompt

At the end, list the main local SEO keywords you naturally used across all Products ts.

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### Avatar video narrator script prompt to create videos in

**Heygen:** Act as a video scriptwriter and local marketing expert. Write a spoken script for a HeyGen avatar video that will be used on my Google Business Profile. Use the variables in brackets so I can reuse this for different businesses.

Business details:

[BUSINESS\_NAME]

[BUSINESS\_TYPE] *example [dental clinic], [car rental agency], [cleaning company]*

[MAIN\_SERVICE\_LIST] *example [emergency repairs, annual maintenance, 24/7 support]*

[PRIMARY\_OFFER] *example [free first consultation], [same day service], [no hidden fees]*

[AREA] *example [Dubai Marina], [Ras Al Khaimah], [Montreal]*

[IDEAL\_CUSTOMERS] *example [families], [tourists], [small business owners]*

[UNIQUE\_SELLING\_POINTS] *example [25 years experience, bilingual team, 5 star reviews]*

[CTA\_METHOD] *example [call us], [send a WhatsApp message], [book online]*

[CTA\_LINK\_OR\_PHONE]

[VIDEO\_LENGTH\_SECONDS] *example [30], [45], [60]*

[BRAND\_TONE] *example [friendly], [premium and professional], [relaxed and humorous]*

Script rules:

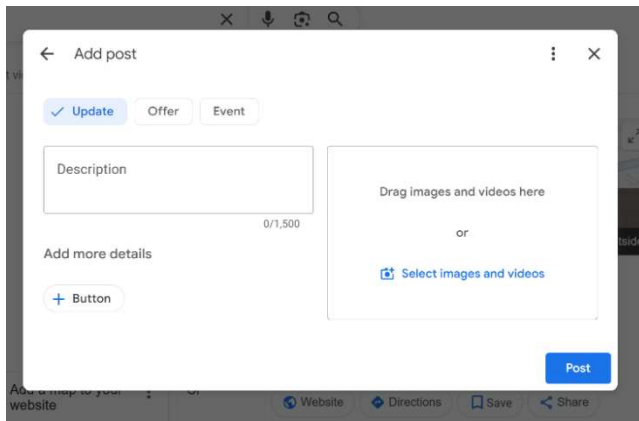
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1. Keep the script around [VIDEO\_LENGTH\_SECONDS] seconds of speaking time.
2. Use simple language and short sentences that sound natural when spoken.
3. Structure the script in 4 parts:
  - a) Warm greeting and quick intro of [BUSINESS\_NAME] in [AREA].
  - b) One or two sentences about problems [IDEAL\_CUSTOMERS] face and how our [MAIN\_SERVICE\_LIST] helps.
  - c) One or two sentences that highlight [UNIQUE\_SELLING\_POINTS] and [PRIMARY\_OFFER].
  - d) Strong closing call to action that includes [CTA\_METHOD] and [CTA\_LINK\_OR\_PHONE].
4. Keep [BRAND\_TONE] consistent from start to finish.
5. Mention [BUSINESS\_NAME], [BUSINESS\_TYPE], and [AREA] clearly for local SEO.
6. Do not add stage directions or camera notes, only spoken lines for the avatar.

Output format:

Write the final script as plain text, in short spoken lines, ready to paste directly into HeyGen.

---



### GEO targeted Google Business Profile Post. Prompt:

Act as a local SEO expert and Google Business Profile content writer. I want you to create a geo focused Google Post that helps my business appear for local searches and drives clicks. Use the variables in brackets so I can reuse this prompt for any location or offer.

Business details

[BUSINESS\_NAME]

[BUSINESS\_TYPE] **example [dental clinic], [car rental agency], [cleaning company]**

[MAIN\_SERVICE] **example [emergency dental care], [airport car rental], [deep cleaning]**

[AREA] main city or region, **example [Dubai Marina], [Ras Al Khaimah], [Montreal]**

[NEIGHBORHOOD\_OR\_DISTRICT] smaller area or community inside the city

[NEARBY\_LANDMARK] **example [near Dubai Marina Mall], [close to Al Hamra Mall]**

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[IDEAL\_CUSTOMERS] *example [families], [tourists], [small business owners]*  
[PRIMARY\_KEYWORDS] *example [dentist in AREA], [car rental in AREA]*  
[POST\_TYPE] choose [Offer], [Update], [Event], or [Announcement]  
[OFFER\_OR\_HOOK] *example [10 percent off first visit], [free consultation], [same day service]*  
[VALIDITY\_OR\_EVENT\_DATE] *example [until 30 November], [on 18 November at 9 am]*  
[PRIMARY\_CALL\_TO\_ACTION] *example [Call now], [Chat on WhatsApp], [Book online]*  
[CTA\_URL\_WITH\_UTM] full link with UTM tags  
[BRAND\_TONE] *example [friendly], [professional], [premium], [family focused]*  
[MAX\_CHARACTERS] *example [250] or [300]*

#### Writing rules

1. Write one main Google Post text of up to [MAX\_CHARACTERS] characters.
2. Start with a strong hook that mentions [MAIN\_SERVICE] and [AREA].
3. Include [NEIGHBORHOOD\_OR\_DISTRICT] and [NEARBY\_LANDMARK] naturally to reinforce the local focus.
4. Clearly explain the [OFFER\_OR\_HOOK] and who it helps, using the language of [IDEAL\_CUSTOMERS].
5. Use [PRIMARY\_KEYWORDS] in a natural way without keyword stuffing.
6. Keep [BRAND\_TONE] consistent and easy to understand.
7. End with a clear call to action using [PRIMARY\_CALL\_TO\_ACTION] and tell the reader that they can use the link provided in the profile or button.
8. After the post text, write a short one line version that can be used as a title.
9. Then write one detailed AI image prompt that shows the service in [AREA] with a local feeling and no text in the image.
10. Finally, repeat the [CTA\_URL\_WITH\_UTM] exactly as given so I can copy paste it.

#### Output format

1. Post title
2. Post text
3. Image prompt
4. CTA URL with UTM tags

### **Emotional Marketing Google Business Profile Post prompt:**

Act as an emotional marketing copywriter and local SEO specialist. I want you to write an emotionally driven Google Business Profile Post that connects with real human feelings and motivates action. Use the variables in brackets so I can reuse this for any business.

Business details to use:

[BUSINESS\_NAME]

[BUSINESS\_TYPE] *example [dental clinic], [car rental agency], [cleaning company]*

[AREA] *example [Dubai Marina], [Ras Al Khaimah], [Montreal]*

[IDEAL\_CUSTOMERS] *example [busy parents], [tourists], [small business owners]*

[PRIMARY\_SERVICE] *example [emergency dental care], [family car rentals], [deep cleaning]*

[MAIN\_PROBLEM] *example [constant tooth pain], [worry about hidden rental fees], [embarrassment about a dirty office]*

[CORE\_EMOTION] *example [relief], [safety], [pride], [confidence], [peace of mind]*

[SOCIAL\_PROOF] *example [4.8 star rating], [500 plus happy clients], [20 years in AREA]*

[OFFER\_OR\_HOOK] *example [free first consultation], [no deposit], [same day service]*

[PRIMARY\_CALL\_TO\_ACTION] *example [Call now], [Chat on WhatsApp], [Book online]*

[CTA\_URL\_WITH\_UTM] full link with UTM tags

[BRAND\_TONE] *example [warm and supportive], [premium and calm], [friendly and energetic]*

[MAX\_CHARACTERS] *example [250] or [300]*

Writing rules:

Write one main Google Post text of up to [MAX\_CHARACTERS] characters.

Open with a short hook that describes [IDEAL\_CUSTOMERS] and their [MAIN\_PROBLEM] in a way they can feel.

Use a tiny story or moment that shows how life feels before they get help from [BUSINESS\_NAME] and how it feels after, using the [CORE\_EMOTION].

Mention [PRIMARY\_SERVICE], [AREA] and one element of [SOCIAL\_PROOF] in a natural way.

Use simple, direct language, talk to the reader as “you”, and keep the tone aligned with [BRAND\_TONE].

End with a clear call to action that uses [PRIMARY\_CALL\_TO\_ACTION] and tells them how to reach you, then reference that they can tap the button or use the link.

After the main post, create:

One short emotional title line that could be used as the post headline.

Three alternative opening hook lines that focus on different aspects of [MAIN\_PROBLEM] or [CORE\_EMOTION].

One detailed AI image prompt that shows [IDEAL\_CUSTOMERS] in [AREA] feeling the positive

[CORE\_EMOTION] after using [PRIMARY\_SERVICE], with no text in the image.  
Finally, repeat the [CTA\_URL\_WITH\_UTM] exactly as given.

---

### Informational Marketing Google Business Profile Post prompt:

Act as an educational copywriter and local SEO specialist. I want you to write an informational Google Business Profile Post that explains something useful, answers a common question, and gently drives leads. Use the variables in brackets so I can reuse this for any business.

Business details to use:

[BUSINESS\_NAME]

[BUSINESS\_TYPE] *example [dental clinic], [car rental agency], [cleaning company]*

[AREA] *example [Dubai Marina], [Ras Al Khaimah], [Montreal]*

[IDEAL\_CUSTOMERS] *example [busy parents], [tourists], [small business owners]*

[PRIMARY\_SERVICE] *example [teeth whitening], [airport car rental], [office deep cleaning]*

[TOPIC\_OR\_QUESTION] *example [How often should I get my teeth cleaned], [What documents do I need to rent a car], [How to prepare an office for deep cleaning]*

[MAIN\_PROBLEM] short description of what people are confused about

[PRIMARY\_KEYWORDS] *example [PRIMARY\_SERVICE in AREA], [BUSINESS\_TYPE in AREA]*

[OFFER\_OR\_NEXT\_STEP] *example [free first visit check], [free quote], [no obligation inspection]*

[PRIMARY\_CALL\_TO\_ACTION] *example [Call now], [Chat on WhatsApp], [Book online]*

[CTA\_URL\_WITH\_UTM] full link with UTM tags

[BRAND\_TONE] *example [clear and friendly], [professional and calm], [energetic and helpful]*

[MAX\_CHARACTERS] *example [250] or [300]*

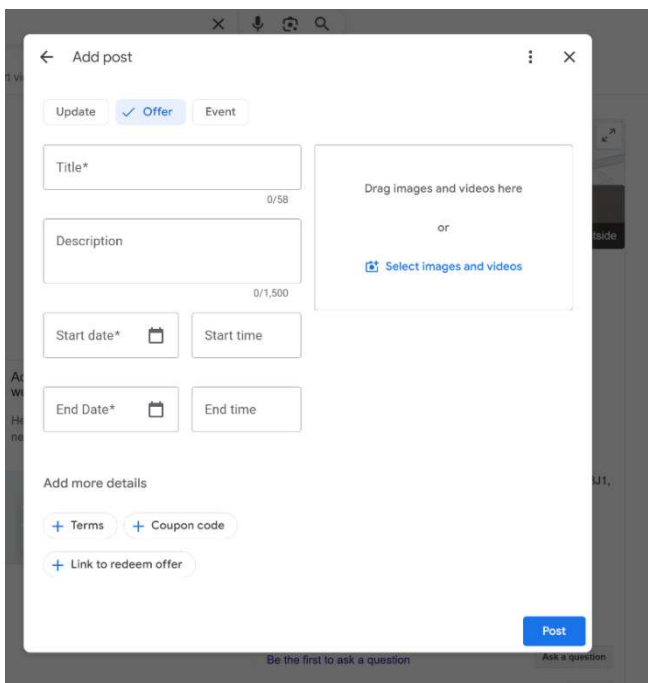
Writing rules:

1. Write one main Google Post text of up to [MAX\_CHARACTERS] characters.
  2. Start with a clear hook that states or rephrases [TOPIC\_OR\_QUESTION] in simple language.
  3. Give a short, practical explanation that answers the question and reduces [MAIN\_PROBLEM].
  4. Include 3 quick tips or steps related to [PRIMARY\_SERVICE] that your reader can use today. Separate them on new lines so they scan easily.
  5. Mention [BUSINESS\_NAME], [BUSINESS\_TYPE], [PRIMARY\_SERVICE], [AREA] and use [PRIMARY\_KEYWORDS] in a natural way.
-

6. Keep [BRAND\_TONE] consistent, educational, and easy to understand. Avoid jargon and keep sentences short.
7. Close with [OFFER\_OR\_NEXT\_STEP] and a clear call to action using [PRIMARY\_CALL\_TO\_ACTION], and tell them they can tap the button or use the link.

After the main post, create:

1. One short, informative title line that could be used as the post headline.
2. Three alternative hook lines that introduce the same topic in different ways.
3. One detailed AI image prompt that shows [IDEAL\_CUSTOMERS] in [AREA] learning or getting help with [PRIMARY\_SERVICE], in a clean, professional style, with no text in the image.
4. Finally, repeat the [CTA\_URL\_WITH\_UTM] exactly as given.



#### Offer Post prompt for Google Business Profile:

Act as a local offer copywriter and Google Business Profile specialist. I want you to create a high converting Offer for my Google Business Profile. This will be used in the Offer post format inside GBP. Use the variables in brackets so I can reuse this for different businesses.

Business details:

[BUSINESS\_NAME]

[BUSINESS\_TYPE] **example [dental clinic], [car rental agency], [cleaning company]**

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[MAIN\_SERVICE] *example [teeth whitening], [SUV car rental], [office deep cleaning]*

[AREA] *example [Ras Al Khaimah], [Dubai Marina], [Montreal]*

[IDEAL\_CUSTOMERS] *example [families], [tourists], [small business owners]*

[BRAND\_TONE] *example [friendly], [premium], [professional], [family focused]*

Offer details:

[OFFER\_NAME] *example [New patient checkup package], [Weekend SUV rental deal]*

[OFFER\_TYPE] *example [percentage discount], [fixed discount], [bundle offer], [free add on]*

[DISCOUNT\_VALUE] *example [20 percent], [AED 100], [one month free]*

[WHAT\_IS\_INCLUDED] short list of what the offer covers

[ORIGINAL\_PRICE] optional

[OFFER\_PRICE] optional

[OFFER\_START\_DATE]

[OFFER\_END\_DATE]

[COUPON\_CODE] if any

[REDEMPTION\_METHOD] *example [show this offer on your phone], [mention code when booking], [book through website]*

[PRIMARY\_CALL\_TO\_ACTION] *example [Call now], [Chat on WhatsApp], [Book online], [Get this offer]*

[CTA\_URL\_WITH\_UTM]

[TITLE\_MAX\_CHARACTERS] *example [58]*

[BODY\_MAX\_CHARACTERS] *example [300]*

[OUTPUT\_LANGUAGE]

Writing rules:

1. Create an Offer title that fits within [TITLE\_MAX\_CHARACTERS] characters. It must be clear, specific, and include either [DISCOUNT\_VALUE] or the main benefit of [OFFER\_NAME].
2. Write the main Offer body text of up to [BODY\_MAX\_CHARACTERS] characters that:
  - a) Mentions [BUSINESS\_NAME], [BUSINESS\_TYPE], [MAIN\_SERVICE], and [AREA] in a natural way.
  - b) Clearly explains what [OFFER\_NAME] is and what [WHAT\_IS\_INCLUDED].
  - c) States the [DISCOUNT\_VALUE] and, if provided, the difference between [ORIGINAL\_PRICE] and [OFFER\_PRICE].
  - d) Adds urgency by referencing [OFFER\_END\_DATE] and that it is a limited time offer.
  - e) Speaks directly to [IDEAL\_CUSTOMERS] and how this offer helps them.
  - f) Ends with a strong call to action that uses [PRIMARY\_CALL\_TO\_ACTION] and mentions [REDEMPTION\_METHOD].

3. Keep the language simple and aligned with [BRAND\_TONE]. Write everything in [OUTPUT\_LANGUAGE].
4. After the Offer body, write a short “fine print” line that includes any important conditions or limitations.
5. Then create one detailed AI image prompt that visually presents the offer without text on the image. The image prompt should describe:
  - a) [BUSINESS\_TYPE]
  - b) The context in [AREA]
  - c) The type of customer [IDEAL\_CUSTOMERS]
  - d) The feeling or benefit they get from [OFFER\_NAME]
  - e) A [VISUAL\_STYLE] such as [clean photographic, professional lighting, high resolution].

Output format:

1. Offer title
2. Offer body text
3. Fine print line
4. AI image prompt
5. CTA URL with UTM tags repeated exactly as [CTA\_URL\_WITH\_UTM]

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## AI Content Loop:

### Prompt 1: ChatGPT Initial Summary

Use this after picking a question from AnswerThePublic.

Act as an educational content writer and SEO assistant. I want a clear, simple summary on a real search question.

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Details:

[MAIN\_KEYWORD]

[QUESTION\_FROM\_ANSWERTHEPUBLIC]

[LOCATION]

[TARGET\_AUDIENCE]

[BRAND\_TONE]

[OUTPUT\_LANGUAGE]

Tasks:

1. Answer [QUESTION\_FROM\_ANSWERTHEPUBLIC] for people in [LOCATION] using simple language.
2. Give a list of 5 to 7 key points.
3. Suggest a content framework with 4 to 6 section titles I can use for blogs or posts.
4. Mention any local points that matter for [TARGET\_AUDIENCE] in [LOCATION].

**Prompt 2:** ChatGPT Prompt Builder for Perplexity

Use this right after Prompt 1 in the same chat.

Act as an AI prompt engineer. Based on the topic we just worked on, write one detailed prompt I can paste into Perplexity for deep research.

Details:

[MAIN\_KEYWORD]

[QUESTION\_FROM\_ANSWERTHEPUBLIC]

[LOCATION]

[TARGET\_AUDIENCE]

[OUTPUT\_LANGUAGE]

[MINIMUM\_SOURCES]

[PREFERRED\_SOURCE\_TYPES]

Tasks:

1. Write one complete Perplexity prompt in [OUTPUT\_LANGUAGE].
2. The Perplexity prompt must:
  - a) Restate [QUESTION\_FROM\_ANSWERTHEPUBLIC] and context for [TARGET\_AUDIENCE] in [LOCATION].
  - b) Ask for a clear, structured answer in [OUTPUT\_LANGUAGE].
  - c) Ask for at least [MINIMUM\_SOURCES] citation based sources from [PREFERRED\_SOURCE\_TYPES].

- d) Ask for sections: overview, main points, practical tips, and a short FAQ.
- e) Ask Perplexity to keep the result ready for social media and blog content.

Output only the final Perplexity prompt, nothing else.

**Prompt 3:** Perplexity Deep Research

Paste this into Perplexity. They only change the brackets.

You are a research assistant. I am creating content for [BUSINESS\_TYPE] in [LOCATION].  
My main keyword is [MAIN\_KEYWORD].

Main question:

[QUESTION\_FROM\_ANSWERTHEPUBLIC]

Please:

1. Give a clear, structured explanation for [TARGET\_AUDIENCE] in [LOCATION] in [OUTPUT\_LANGUAGE].
2. Include sections: short overview, main points explained, practical tips or steps, and a short FAQ with 3 to 5 questions and answers.
3. Use citation based research with at least [MINIMUM\_SOURCES] reliable sources from [PREFERRED\_SOURCE\_TYPES].
4. At the end, list the most important facts and numbers I can reuse in social media posts.

**Prompt 4:** ChatGPT Social Post from Word File

Use this after they export Perplexity into Word and upload the file to ChatGPT.

Act as a social media content creator and marketing writer. I have uploaded a Word document with research about [MAIN\_KEYWORD] for [BUSINESS\_TYPE] in [LOCATION]. Read it and create content based on it.

Details:

[PLATFORM]

[TARGET\_AUDIENCE]

[BRAND\_TONE]

[PRIMARY\_CALL\_TO\_ACTION]

[CTA\_URL\_WITH\_UTM]

[MAX\_CHARACTERS]

Tasks:

1. Create one social media post for [PLATFORM] that:
  - a) Starts with a strong hook connected to [QUESTION\_FROM\_ANSWERTHEPUBLIC].
  - b) Uses 3 to 5 short lines or bullets with the most important insights from the document.
  - c) Ends with a clear call to action using [PRIMARY\_CALL\_TO\_ACTION] and references [CTA\_URL\_WITH\_UTM].
2. Keep the post within [MAX\_CHARACTERS] if possible and talk to the reader as “you”.
3. Keep [BRAND\_TONE] consistent.
4. Then create one detailed AI image prompt that matches the post. The prompt must describe: [BUSINESS\_TYPE], [LOCATION], [TARGET\_AUDIENCE], the main benefit, and a [VISUAL\_STYLE] such as clean photographic style, with no text in the image.

Output:

1. Final social media post.
2. Image prompt.

#### **Prompt 5: Gemini Image Generation**

They paste the image prompt from ChatGPT into this structure in Gemini.

You are an AI image generator. Create one image based on this brief.

Business type: [BUSINESS\_TYPE]

Location: [LOCATION]

Target audience: [TARGET\_AUDIENCE]

Main benefit or outcome: [MAIN\_BENEFIT]

Visual style: [VISUAL\_STYLE]

Aspect ratio: [ASPECT\_RATIO]

Full description:

Show [TARGET\_AUDIENCE] using [BUSINESS\_TYPE] in [LOCATION], clearly experiencing [MAIN\_BENEFIT]. The scene should look like [SHORT\_SCENE\_DESCRIPTION], with [VISUAL\_STYLE], sharp detail, and professional lighting. Use natural colors and make it suitable for a website and Google Business Profile. Do not include any text in the image.

---

#### **Plug and play prompt for a 30-day Google Business Profile content calendar.**

They just paste it into ChatGPT and replace everything in [BRACKETS].

Prompt text:

Act as a local SEO strategist and social media content planner. I want you to create a [NUMBER\_OF\_DAYS] day content calendar focused on Google Business Profile and supporting social channels. The calendar must be designed for local visibility, trust building, and conversions.

Business details:

[BUSINESS\_NAME]

[BUSINESS\_TYPE] example dental clinic, car rental agency, cleaning company

[AREA] main city or region

[NEIGHBORHOODS] important local areas or districts to mention across posts

[TARGET\_AUDIENCE] example families, tourists, small business owners

[PRIMARY\_SERVICES] list of main services

[UNIQUE\_SELLING\_POINTS]

[BRAND\_TONE] example friendly, premium, professional, family focused

[MAIN\_KEYWORDS] example service in AREA, business type in AREA

[PLATFORMS] example Google Business Profile only, or GBP plus Instagram and Facebook

[START\_DATE] optional

[OUTPUT\_LANGUAGE]

Content mix requirements over [NUMBER\_OF\_DAYS] days:

1. GEO posts. Several posts focused on location and proximity that highlight [AREA] and [NEIGHBORHOODS].
2. Emotional posts. Several posts that focus on feelings, pain points, and desired outcomes for [TARGET\_AUDIENCE].
3. Informational posts. Several educational posts that answer common questions related to [PRIMARY\_SERVICES].
4. Video content. Regular video ideas, including at least a few posts where you provide a short spoken script that can be used with a real person or an avatar.
5. Geo tagged image posts. Posts built around images that are tagged to [AREA] and [NEIGHBORHOODS].
6. Authentic photos. This is important. Plan posts that use real photos as the business digital storefront to create trust. Spread them across the calendar and specify what to shoot in each case. Use these categories.  
Exterior. Storefront, signage, building entrance.  
Interior. Workspace, showroom, reception, treatment rooms.

Team. Staff in uniform, team interactions, professional headshots.  
In action. Services being performed, vehicles with branding, work in progress.  
Before and after. Project visuals that show transformation.  
Customer interaction. Real greetings, consultations, handshakes, happy customers where allowed.  
Aim for clarity, consistent branding, and recency, with at least weekly new authentic photo suggestions.

Output format:

Create a 30 row calendar. One row is one day. Use this exact column structure.

Day number 1 to [NUMBER\_OF\_DAYS]

Planned date if [START\_DATE] is given

Post type Geo, Emotional, Informational, Video, Authentic photo, Offer, Testimonial, etc

Main objective visibility, trust, clicks, leads, reviews, etc

Primary keyword focus from [MAIN\_KEYWORDS]

Hook line one strong attention grabbing first line

Post description 2 to 5 short sentences in [OUTPUT\_LANGUAGE] with SEO structure, local detail, and benefit focused copy

Primary call to action example Call now, Chat on WhatsApp, Book online

Suggested platform from [PLATFORMS]

Media type GBP post only, short video, single image, carousel, before and after

Image source choose AI image or authentic photo

AI image prompt only if AI image is suggested

Authentic photo idea if a real photo is suggested, describe clearly what should be photographed, where, and who, and mention that it should be geo tagged in [AREA] or [NEIGHBORHOODS]

Suggested hashtags or tag keywords a short set of keyword based tags without overstuffing

Notes any extra instructions such as use UTM link, pin this post, boost this post or reuse this content in email

Writing rules for the posts:

1. Every post must include at least one mention of [AREA] and sometimes one of [NEIGHBORHOODS], in a natural way.
2. Use [MAIN\_KEYWORDS] in hooks and descriptions without sounding robotic.
3. Hooks must be short, direct, and focused on a problem, desire, or clear outcome.
4. Descriptions must speak to [TARGET\_AUDIENCE] as you, highlight benefits, and match [BRAND\_TONE].

5. When the post type is Emotional, focus on feelings like relief, safety, pride, or peace of mind tied to [PRIMARY\_SERVICES].
6. When the post type is Informational, answer one clear question and include 2 or 3 quick tips or steps.
7. When the post type is Video, provide a short spoken script, written as lines ready to read on camera.
8. When the post uses Authentic photos, give very concrete photo directions and remind to update images regularly for recency.
9. Keep all text in [OUTPUT\_LANGUAGE].

At the end of the calendar, add a short summary with:

1. How many posts of each post type you planned.
2. How often authentic photos should be updated.
3. Top local keywords used across the 30 days.