The 2026 Local Playbook

How social media and Google work together for Australian businesses

A practical guide for tradies, retailers and local service businesses. Get found, build confidence and turn enquiries into useful conversations — without relying on marketing myths.

01 Get found

02 Build familiarity

03 Keep the conversation moving

04 Bring it together

A practical 10-minute read
10 November 2026

01 / GET FOUND

Google: be there when customers are looking

Someone searching for a plumber in their suburb has a different need from someone casually scrolling. Google Search and Maps can help them compare nearby businesses at the moment they need one.

What influences local results?

Google says local results are mainly based on relevance, distance and prominence (how well known a business is). Complete, accurate business information helps Google understand what you offer. Reviews and links can contribute to prominence. No tool can guarantee a top position.

Make your profile useful

Verify your eligible Business Profile. Choose accurate categories, list your real services, keep opening hours and contact details current, and use the correct address or service area. Add genuine photos that show your products, people and work. Request honest reviews without incentives and reply thoughtfully.

Write updates customers can act on

Lead with the actual product or service name. Mention a suburb only when you genuinely serve it. Use a clear photo and a useful next step, such as viewing the exact service page. Updates help customers evaluate your business; frequent posting, keywords or photos do not guarantee better rankings.

Illustrative update: Switchboard upgrades in Parramatta. See our switchboard upgrade service and contact us to discuss your property. Use this only if the business really offers that service there.

Start with an accurate profile and useful website pages. Posting supports these foundations — it does not replace them.

Social media: give people a reason to remember you

People often see your business before they need it. Helpful Facebook Page posts, Instagram photos and short videos can make your work familiar and give future customers something concrete to evaluate.

Show the real thing

Use clear product photos, completed work and service demonstrations. Share practical answers to common questions. Get permission before showing customers, homes or identifying details. Label illustrative or AI-designed content when it could otherwise be mistaken for real work.

Give each post one purpose

A product spotlight can send people to that product page. A service post can invite an enquiry. A short video can show how something works. Keep the first line specific and the next step clear. Publish prices, technical claims and offers only when they are current and confirmed.

Consistency is not a reach guarantee

Organic distribution varies with audience behaviour, content and platform systems. Posting does not mean every follower sees every update. Paid advertising is a separate activity with a separate budget. Judge useful enquiries and available engagement over time, not just posting volume.

Illustrative retail post: A close-up of a real pendant light, its confirmed dimensions and a link to the product page. Illustrative service post: A real job photo, what the team did and the area genuinely served.

Specific, trustworthy content is more useful than repeating a generic sales pitch every day.

03 / KEEP THE CONVERSATION MOVING

From an enquiry to the right next step

A post or search result is only the start. When someone contacts you, a timely, relevant response helps them decide whether your business can meet their needs.

Answer first, then ask one useful question

Use saved business and product information. Ask for a relevant detail such as the required service or suburb, rather than presenting a long questionnaire. Never guess availability, pricing, specifications or safety advice. Uncertain or sensitive requests should go to the owner.

Use AI with clear boundaries

An assistant should be honest that it is AI, not impersonate the owner. Keep each business's knowledge separate. Review initial replies, protect personal information and let staff take over. Supervised or draft-only replies are useful while onboarding a new business.

Respect messaging rules

Use official channel connections and respect consent, reply windows and template requirements. An incoming enquiry is not permission for unlimited marketing messages. Messenger and WhatsApp have different rules; availability depends on approvals and each business's setup.

Illustrative conversation: Customer: Do you offer lighting for kitchens? Assistant: I can help with our saved lighting range. Are you looking for pendant lights or another type? If a detail is not confirmed, the assistant asks the owner rather than inventing an answer.

Measure whether enquiries get accurate answers and a clear next step — not whether a bot sends the most messages.

04 / BRING IT TOGETHER

Where ClickSpur fits into your working week

ClickSpur brings your catalogue or service list, content preparation, local publishing and customer conversations into one workflow. You keep control of the facts, connected accounts and approvals.

Start with your actual business

Add products or services manually, or use website scanning on an eligible paid plan. Check imported names, descriptions, photos and locations. The website-based AI Planner can organise a month around product categories or services. Scans can miss information, so review before using it.

Prepare, review and publish

Create content from your saved items, review the copy and select supported connected channels. Schedule suitable content and prepare a separately editable Google description. Google Business Profile connection and manual Google posting are available without a paid plan. AI image creation uses ClickSpur studio credits; selected planner images cost one credit each, including the matching description.

Support the enquiry, not just the post

The $299/month plan includes product-aware AI replies and reviewed style learning. Messenger is available with a connected Facebook Page and messaging permission; WhatsApp remains in limited admin testing and is not yet available for general customer setup. Approval modes and owner handoff support careful rollout. Check current plans and channel availability before purchasing.

Review what actually happened

Use publishing history, ClickSpur-tracked clicks and connected-platform metrics where available. Compare useful conversations and real enquiries with your own records. ClickSpur does not guarantee rankings, reach, leads or sales.

Illustrative weekly loop: Review business facts → prepare category or service content → approve and schedule → respond to enquiries → review available results and adjust.

Less disconnected admin, more consistent follow-through. Your business knowledge and oversight remain essential.

Small steps.
A stronger foundation.

Use this checklist to turn the guide into a realistic starting plan.

01 Check your Google category, hours, contact details and genuine service areas.

02 Choose three products or services with clear, accurate photos and facts.

03 Link each post to the most relevant product or service page.

04 Prepare a realistic content calendar you can review and maintain.

05 Confirm who handles enquiries and when an assistant must hand over.

06 Review enquiries, tracked clicks and available results each week.

Ready to put it into practice?

Try ClickSpur free with manual uploads, or compare current plans for content preparation and supported publishing. Google Business Profile connection and manual posting are available without a paid plan.

clickspur.com.au/pricing
support@clickspur.com.au

Useful links.
Honest expectations.

Read the current official guidance before making changes to your business accounts.

Google: improving local ranking

https://support.google.com/business/answer/7091

Google: Business Profile posts

https://support.google.com/business/answer/7342169

Google: prohibited and restricted content (reviews)

https://support.google.com/contributionpolicy/answer/7400114

Meta: Messenger Platform policy

https://developers.facebook.com/docs/messenger-platform/policy/policy-overview/

WhatsApp Business Messaging Policy

https://business.whatsapp.com/policy

About this guide

General educational guidance, not a guarantee of results or legal advice. Examples are illustrative, not customer outcomes. Features, prices and platform rules can change. Check current details at clickspur.com.au/pricing.

Prepared by ClickSpur PTY LTD. Updated 10 November 2026. No customer results or testimonials are represented in this guide.