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NEWSLETTER

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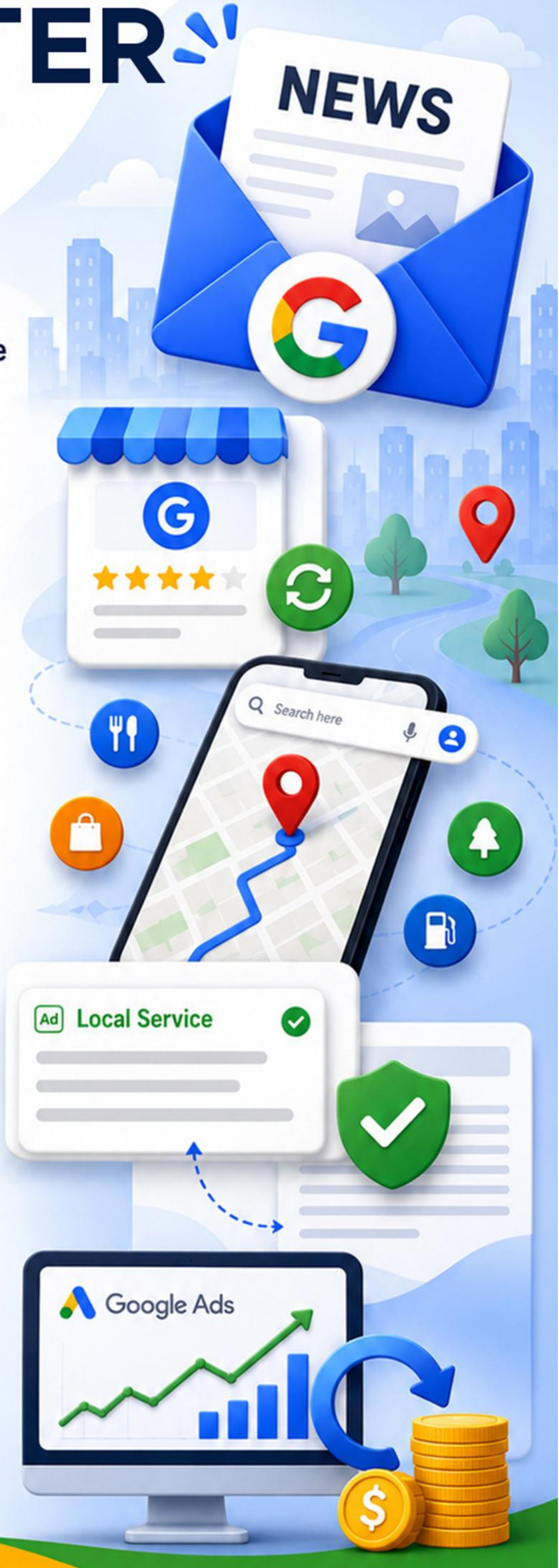

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Google Business Profile Recurring Posts Make Local Posting Easier for Businesses

In accordance with the rollout of native post scheduling late last year, Google has now officially added a **Recurring Posts** feature directly inside the Google Business Profile dashboard.
For small businesses, service providers, and multi-location brands, this is a meaningful update. It reduces the need for third-party local social scheduling tools and makes it easier to handle Google Business Profile activity with less manual effort.

What the Recurring Posts Feature Does

Standard post scheduling allows businesses to choose a specific date for a one-time post. Recurring Posts take that a step further by allowing a single post to be published repeatedly on a set schedule. When creating a post, whether it is an Update, Offer, or Event, businesses can now use a **Repeats** drop down. The available options include Weekly, Monthly, or a Custom Schedule, such as “every first Tuesday of the month.”

This matters because freshness plays an important role in how a Google Business Profile appears to users. Google typically archives posts from the main profile carousel after several months. With recurring posts, evergreen content can automatically return to the front of the profile, helping the business appear active and relevant rather than outdated or neglected.

Who Can Benefit Most from Recurring Posts

Small business owners can benefit from this feature when running out of time to post consistently. By setting up recurring content, they can maintain a steady presence on their profile without adding another task to their weekly schedules.

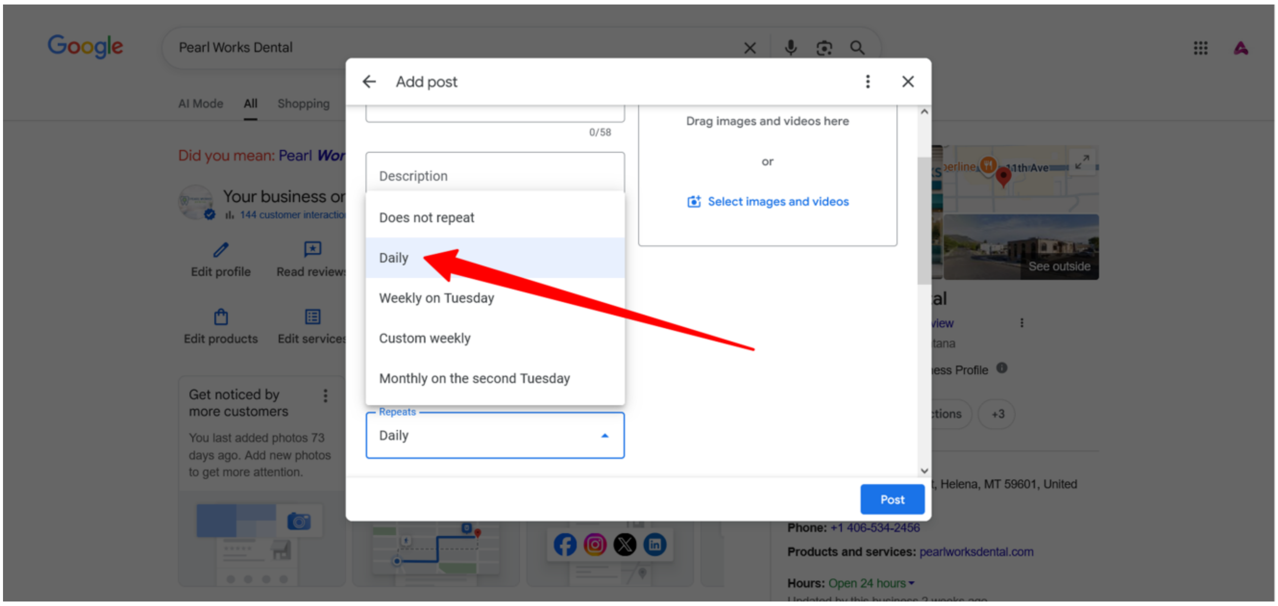
Service-based businesses with regular events or promotions can also use it well. For example, a gym can promote a weekly class, a restaurant can highlight a standing Tuesday special, or a clinic can share details about monthly health screenings.

Multi-location brands may see this as one of the biggest time saving tactics. Recurring Posts make it easier to keep messaging consistent across several business profiles without manually creating the same update for every location each time.

How to Set Up Recurring Posts on Google Business Profile

To create a recurring post, open your Google Business Profile through Google Search or Maps. Then,

- Click **Add Update** (or Posts).
- Draft your post with a high-quality image and a Call to Action button.
- Toggle on **Schedule this post**.
- Select your frequency from the **Repeats** dropdown.
- Hit **Post**.



Best Practices for Using Recurring Posts

- Recurring Posts work best for evergreen content. These are messages that stay true over time, such as “24/7 Emergency Service,” “Free Initial Consultation,” “Family-Owned Since 1987,” or other core value propositions. These posts remain relevant to new visitors and can continue supporting the profile month after month.

- A good rule to follow is the 70/30 approach. Around 30% of GBP content can be recurring evergreen posts, while the remaining 70% should still include fresh, manual updates. This can include recent project photos, seasonal offers, team news, customer highlights, or event recaps. A profile that repeats the same few posts too often may feel automated and less engaging to potential customers.

- Recurring Offers can also be used strategically. Standing discounts, first-time customer promotions, loyalty rewards, or veteran pricing can be scheduled to repeat monthly. This helps keep the "View Offer" button visible to people who discover a business through Google Search or Maps.

- Images matter as well. Businesses should use real, high-quality photos instead of stock images or generic graphics. Authentic photos of the team, storefront, services, products, or completed work make the post feel more trustworthy and relevant. Since a recurring post may represent the business repeatedly, the image should be strong enough to support that visibility.

Final Thoughts

Google Business Profile Recurring Posts will not replace a thoughtful local content strategy, but they can make profile management much easier. For businesses that lose momentum simply because no one remembers to post regularly, this feature removes one of the biggest barriers to staying active digitally.

For agencies and managers handling multiple locations, the time savings can be especially valuable. By setting up strong evergreen posts, continuing to publish timely updates, and using real business photos, brands can keep their Google Business Profile fresh while reducing repetitive manual work.

2 Google Adds Back Button Hijacking to Its Spam Policy

Google has officially added **back button hijacking** to its list of spam policy violations, giving site owners a clear warning: if your website, ad script, plugin, or third-party tool interferes with a user's ability to leave a page, it could now put your search visibility at risk. This update matters because the issue is no longer just a bad user experience. It is now a documented spam violation with a clear enforcement timeline.

What Is Back Button Hijacking?

Back button hijacking happens when a website manipulates the browser's history so users cannot easily return to where they came from. In simple terms, a visitor clicks the Back button expecting to return to Google, a previous page, or another logical destination, but the site blocks or redirects that action.

Common examples include:

- **The Redirect Loop:** The user clicks Back, but the same page reloads instead of letting them leave.
- **The Ad Detour:** A site inserts an unexpected page, often filled with ads or recommended stories, into the user's browsing history. When the user clicks Back, they land there instead of returning to the search results.
- **The Multi-Click Trap:** The site keeps adding new history entries, forcing users to click Back several times before they can exit.

What Google Is Not Targeting

This does not mean every use of browser history tools is a problem. Many modern websites and apps use tools like history. pushState and history. replaceState to create smoother browsing experiences. React, Vue, Next.js, and other frameworks often rely on these methods to update URLs without reloading the whole page, and that is allowed. The key question is simple: **Does the back button behave the way a real user would expect?**

If the answer is yes, you are likely fine. If the answer is no, it is time to investigate.

Why This Update Matters

Google is focusing on this issue for two major reasons.

First, it damages UX trust. When users feel trapped on a website, the experience reflects poorly not only on the site but also on Google for sending them there.

Second, it can be used to manipulate engagement metrics. Some sites have used back button hijacking to increase time on site artificially or reduce bounce rate. Those tactics may have once made performance numbers look better, but they do not represent genuine user engagement. Google's direction is clear: real usefulness matters more than forced interaction.

Important Dates to Know

Policy announced: April 13, 2026

Grace period ends: June 14, 2026

Enforcement begins: June 15, 2026.

What Site Owners Should Do Now

- **Reviewing Your Third-Party Scripts:** Ad networks, affiliate tools, exit-intent plugins, and content recommendation widgets are often the source of these issues. Even if you did not build the script yourself, your site is still responsible for what it does.
- **Test Your Website Like A Visitor:** Open an incognito window, browse a few pages, then click back. You should return to the expected previous page in one click. No loops. No surprise ad pages. No extra steps.
- **Review Your Spa Routing Logic:** If your site uses a JavaScript framework, review how your routing works. Loading screens, filters, popups, and temporary modal states should not be treated like full pages unless that behavior makes sense for the user.
- **Search Console Monitoring:** After enforcement begins on June 15th, keep an eye on Google Search Console. If Google issues a manual action, it should appear in the Manual Actions report. The offending code will need to be removed before a reconsideration request can be submitted.

Final Takeaway

If your site gives users a clean, predictable Back button experience, this update should not create any

Final Takeaway

If your site gives users a clean, predictable Back button experience, this update should not create any problems for you. But if your website relies on aggressive ad scripts, exit popups, affiliate tools, or plugins you have not reviewed in a while, now is the time to check them. Google has made the rule clear, the enforcement date is set, and the responsibility now falls on the domain owner. A simple test today could help prevent a serious search problem later.

3 Google Maps Just Got More Interactive

A new in-app video editing tool is being introduced by Google Maps (as of April 2026), which represents a substantial change for local businesses that are seeking to increase their visibility. This feature, which is being tested on Android, enables business proprietors to edit videos directly within the Google Maps app before publishing them to their profile, eliminating the necessity for third-party software.

The Implications for Local Visibility

This update transforms Google Business Profiles (GBP) into content centers that are more engaging and reminiscent of social media, moving away from static, text-heavy listings.

- **Enhanced Engagement:** Videos that depict the atmosphere, product, or team members are more likely to halt consumers from scrolling, resulting in increased engagement and more authentic, visually appealing profiles.
- **Improved Local Search Rankings:** The consistent utilization of these video tools serves as a "high-quality backlink" or, in this instance, a "high-priority update" to Google, thereby enhancing visibility in the local map pack.
- **Enhanced Trust and Conversion:** The brand is humanized, trust is established, and the likelihood of foot traffic or phone calls is increased by authentic videos, such as walkthroughs, project showcases, or virtual tours.
- **AI-Driven Recommendation Alignment:** This tool simplifies the process of providing Google's AI with high-quality, real-time, and visual data, a critical component of ranking in 2026, as local search becomes more of a recommendation model.

Instructions for Utilizing the New Tool (2026)

- Open the Google Maps application.
- Access your business profile.
- Select "Add a Photo" (or "Add Video" if prompted).
- Choose your video.
- At the base of the video preview, select the "Edit" icon.
- Utilize the in-app tools (music, filter, crop, trim) to edit.
- Post the finalized video.

This feature is intended to enhance efficiency by motivating businesses to transition from static, "set-it-and-forget-it" profiles to active, ongoing visual narratives.

Key Characteristics of the New Video Editor

- **Direct Editing:** Users can apply filters, alter audio, crop the frame, add music, and trim the video length.
- **Simplified Process:** The editing tool is immediately accessible in the Google Maps app by tapping "Add a Photo," selecting a video, and selecting the "Edit" icon.
- **Enhanced Content Creation:** It promotes the creation of more dynamic, social-media-style content, which enables a more refined and effective presentation of products or services directly on the map listing.

Who Is an Appropriate User at This Time?

- Small business owners who desire Reels-style content on their Maps profile without hiring a social media manager or acquiring a separate editing tool. It is now feasible to produce and distribute a 15-second behind-the-scenes video or a new menu item revelation from your mobile device every week.
- Plumbers, contractors, landscapers, and detailers are among the service providers for whom before-and-after documentation is an inherent aspect of their duties. The process of recording a brief video of an employment site and uploading it directly to your Maps profile is now a streamlined one-step process that functions as both local search content and social proof.
- Local guides seeking to generate more captivating, high-definition walkthroughs that generate points and visibility within the Maps contributor ecosystem.

In Conclusion

Local search is currently being rewarded by Google for its freshness, and video content is being read rather than merely displayed. Google's artificial intelligence (AI) analyzes the text, captions, and audio in Maps videos to match listings to more specific search queries. Consequently, a well-labeled 15-second film of your service or space is performing indexing work, not merely marketing work.

If you have been intending to incorporate video into your business profile, but have not yet done so, this removal of editing friction is a worthwhile challenge. Currently, one of the most direct routes to enhanced Map Pack visibility is to consistently publish one short video per week, without utilizing any advertising.

This discussion can be monitored on LinkedIn.

4 Google LSAs Now Use Website Content to Enhance Ads

Google has recently introduced a significant update to how Local Service Ads (LSAs) operate. In the past, LSAs were primarily static, profile-driven placements—businesses would complete the dashboard, gather reviews, and that information largely determined what users saw.

That model is now shifting. Google's AI is actively crawling the URL linked to your LSA and pulling content directly from your website to enhance what appears in the ad itself.

Breaking Down the Content Google Pulls Into LSAs

This new approach focuses on extracting three types of content from your landing page or homepage:

1. **Specific service details**

If your website includes detailed offerings like "24/7 Emergency Pipe Burst Repair," but your LSA profile only lists "Plumbing," Google can now surface that level of detail directly in your ad. This allows better alignment with long-tail searches that your dashboard may not explicitly include.

2. **Pricing and offers**

References such as "Free Estimates" or promotional discounts found anywhere on your page can be pulled into the ad interface. This includes offers that may still exist on your site but are no longer actively promoted.

3. **Visual assets**

High-quality images of your work from your website may be used to complement the visuals already included in your LSA profile.

Benefits and Drawbacks to Consider

Benefits

- Ads can match more specific long-tail queries without manually selecting every service in the dashboard.
- Real website content makes ads feel more authentic and detailed as compared to generic templates.
- Ads may appear more complete than those from competitors using unattended "set and forget" profiles.

Drawbacks

- Google's AI may highlight content or promotions you did not intend to feature in paid ads.
- A slow, outdated, or error-prone landing page can now directly impact your most expensive lead source.
- There is potential for misinterpretation, such as confusing service areas with physical office locations.

Opt-Out Limitations and Workarounds

There is currently no direct option in the LSA dashboard to disable this feature. Google treats it as an automated enhancement tied to its organic crawling process. However, two indirect approaches can help maintain control:

- **The URL lever**

Updating the website link in your LSA profile to a simplified landing page allows you to control exactly what content Google can access and display.

- **Robots.txt blocking**

While technically possible, restricting Googlebot access is not recommended, as it may negatively affect your organic search performance.

Adjusting Your Strategy Moving Forward

This change requires a more proactive approach to managing your website content.

- **Audit your landing page immediately**

Outdated promotions, expired offers, and old pricing references—including those in footers—can now be pulled into ads, potentially leading to mismatched expectations and wasted ad spend.

- **Structure your services clearly**

Use H2 and H3 headers for key categories such as "Emergency Services" or "Same-Day Availability." Structured content helps Google interpret your offerings more accurately.

- **Implement LocalBusiness schema markup**

Schema provides clear, structured data about your services, locations, and contact details, reducing the chances of incorrect interpretation.

- **Ensure consistency between the ad and the page**

If a service or offer appears in your ad, it must be easy to locate on the landing page. If users cannot find what was promised, the likelihood of a bounce increases.

Bottom Line

Your website is now a part of your LSA creative—whether intentionally optimized or not. This update brings clear advantages, including better query matching, more detailed ad presentation, and a competitive edge over businesses relying solely on static profiles. At the same time, it introduces real risks. Outdated content, unclear messaging, and underperforming pages now have a direct impact on your highest-value leads.

Treat your LSA-linked landing page as active ad copy and manage it accordingly. Businesses that act quickly will stand out, while those that do not may fall behind with ads that no longer reflect their current offerings.

5 Google Ads Spend Recovery Claims: What Advertisers Should Know

A briefing for companies that fund, oversee, or audit Google Ads budgets.

A LinkedIn message circulating among marketers is drawing attention to a possible Google Ads spend recovery effort tied to U.S. antitrust litigation involving Google. The message names Kevin Lee and Keller Postman and describes mass arbitration as the vehicle. For advertisers, the immediate question is not whether to opt in; it is how to evaluate the claim, the data request, and the business case before taking action.

At a glance

Who should pay attention: U.S. companies with meaningful historical Google Ads spend, especially brands with large paid search or performance media budgets.

What is being discussed: A reported ad spend recovery path connected to mass arbitration, not a guaranteed refund program or automatic settlement.

First step: Route the issue through legal, finance, procurement, and marketing operations before submitting information.

Background and context

Google has faced major U.S. antitrust rulings involving search and digital advertising. In August 2024, a federal court in Washington, D.C., found that Google violated Section 2 of the Sherman Act in connection with general search services and general search text advertising. In April 2025, the U.S. Department of Justice announced that a federal court in Virginia held Google violated antitrust law by monopolizing open-web digital advertising markets.

Those rulings have helped create a new advertiser-facing discussion: whether companies that bought Google advertising over a period of years may be able to seek compensation for alleged overpayments. Recent reporting has described mass arbitration activity tied to Google's search and ad tech businesses. Google has disputed related claims, and any specific recovery estimate should be treated as uncertain unless confirmed through counsel or official documentation.

Mass arbitration generally refers to many similar individual arbitration demands brought in a coordinated way. Keller Postman's public materials state that the firm represents several states in Texas v. Google. The broader claim in the LinkedIn message about Keller Postman's work for the DOJ and state attorneys general should be treated as a claim from the message unless separately verified.

The LinkedIn message being circulated

> *"My friend and SEM OG Kevin Lee pinged me recently with a fascinating opportunity for US Google spenders.*
> *You probably all read about Google being found a monopoly in the US.*
> *Keller Postman did much of the Google antitrust work for the DOJ and state AGs.*
> *While the US government hasn't done much about Google monopoly profit, the folks at Keller have organized a mass arbitration.*
> *Kevin has put about $1.1 billion of client and friends spend into the mass arbitration (3-10% recovery is expected by most folks in the know... on TEN YEARS of spend).*
> *Spenders can submit for inclusion in the ad spend recovery here: https://adspendrecovery.com*
> *Bigger spenders or agencies sometimes prefer to have Kevin concierge them in.*
> *https://www.linkedin.com/in/variousventures/*
> *Please forward to folks if they spend a reasonable $$. They will thank you."*

What this could mean for advertisers

Companies that spent materially on Google Ads may be contacted by industry peers, advisors, lawyers, or agencies about this issue. The potential opportunity described in the message is a legal recovery claim related to historical ad spend. The message's dollar figure and recovery range are presented here only as claims from the message, not as verified projections or expected outcomes.

For internal teams, the practical questions are likely to be operational before they are legal: How much did the company spend? Which entities paid the invoices? Were accounts managed directly or through an agency? Who controls the records? What approvals are required before sharing billing or account data?

A paid media agency or Google Ads partner may be able to help retrieve account history, invoices, or platform records. However, the advertiser should remain the decision-maker on whether to participate, what information to submit, and whether any agency has authority to act on its behalf.

Due diligence considerations

Before submitting information or participating, advertisers should treat the matter as a legal and data-governance review, not a simple marketing referral.

- Independently verify the law firm, intake portal, and any person offering concierge assistance.
- Ask counsel to review engagement terms, fees, costs, conflicts, confidentiality terms, and any release language.
- Confirm eligibility criteria, relevant dates, covered Google products, and whether agency-billed spend qualifies.
- Limit data sharing to what is necessary and review privacy, security, and vendor-management requirements.
- Document written authority before any agency, consultant, or employee submits company information.

Closing takeaway

The Google ad spend recovery discussion is worth monitoring for advertisers that invested heavily in Google Ads over the past decade. It sits at the intersection of antitrust litigation, media spend governance, and historical account data. The prudent response is to gather the facts, preserve records, and review the opportunity through legal and financial channels before taking action.

Sources: DOJ search remedies; DOJ ad tech ruling; AAA mass arbitration; Keller Postman Texas v. Google; Bloomberg Law; AdExchanger.