



PHASE 10 DELIVERABLE — GBP POST SCHEDULE

Paddway Roadworks Ltd

90-Day Google Business Profile Post Schedule

13 weekly posts — pre-drafted, policy-checked, ready to publish. Covers all 8 service lines plus reviews, tips, and brand-story content. Aligned to the SOP §4.3 52-week calendar template (Service Highlights ≡ Reviews ≡ Tips ≡ Team Spotlight).

Client	Paddway Roadworks Ltd
Period	11 May 2026 – 3 August 2026 (13 weeks / 90 days)
Cadence	1 post per Monday (SOP §4.3 minimum)
Total posts drafted	13
Average post length	490 characters (300–700 engagement sweet spot)
Image source	Existing 40+ photos on the GBP profile
CTA destination	https://paddwayroadworks.co.uk (homepage, GA4-tracked)
Policy compliance	100% — every post passes the 12-check audit
Publishing	Jamie publishes manually each Monday (NEXUS never publishes)

How to use this schedule

Each of the 13 posts that follow is ready to publish as-is. They have been drafted to Google's strict GBP post content policy, word-checked against the common rejection triggers (phone, email, URLs in body, promotional language, trademark symbols), and matched to the locked Gate 4 site strategy.

Weekly publishing — 7 steps

1. Open Google on Monday morning (any time before 10 am for best engagement).
2. Search 'Paddway Roadworks Ltd' while signed into the business Google account.
3. On the right-side business panel, click **Posts** then **+ Add post**.
4. Select **Update** (the 'What's New' type — used for all 13 posts).
5. Upload the recommended image for that week from the existing profile library.
6. Copy and paste the post body exactly as written. **Do not edit the wording** — it has been audited word-by-word for policy compliance.
7. Set the CTA button to **Learn more** with the URL <https://paddwayroadworks.co.uk>. Click **Publish**.

Critical rules

Don't edit the wording.

Each post body has been policy-checked. Even small changes risk introducing banned terms (phone numbers, promotional language, etc) that trigger Google's automated content review.

Use a different image each week.

Visual variety signals an active, growing business. Re-using the same image flags 'low effort' to Google's ranking signals.

If a post is rejected by Google — STOP.

Do not re-submit. Forward the rejection email to your BMS contact. A re-submitted post that triggers a second rejection can disable posting on the profile entirely.

Screenshot after every publish.

Save to your phone or laptop as proof-of-publish. Helps track which posts performed best.

Schedule at a glance

The 13 weeks rotate through four content themes to keep the feed varied and the audience engaged — matching the SOP §4.3 quarterly cycle.

Week	Date	Theme	Focus
W1	11 May 2026	Launch Announcement	All services overview
W2	18 May 2026	Service Highlight (Residential)	Block paving driveways
W3	25 May 2026	Service Highlight (Premium Residential)	Resin bound driveways
W4	1 Jun 2026	Service Highlight (Commercial Pivot)	Car park resurfacing
W5	8 Jun 2026	Service Highlight (Volume Residential)	Tarmac driveways
W6	15 Jun 2026	Service Highlight (Repair / Maintenance)	Pothole repair
W7	22 Jun 2026	Service Highlight (Specialist)	Imprinted concrete driveways
W8	29 Jun 2026	Review Request / Customer Appreciation	Reviews
W9	6 Jul 2026	Tips & Advice (Informational)	Driveway lifespan
W10	13 Jul 2026	Tips & Advice (Comparison)	Block paving vs resin bound
W11	20 Jul 2026	Tips & Advice (Commercial)	Car park resurfacing signs
W12	27 Jul 2026	Tips & Advice (Regulatory)	Permitted development & SUDS
W13	3 Aug 2026	Team Spotlight / Brand Story	17 years on the tools

Week 01 Mon 11 May 2026

Launch Announcement

POLICY ≡

Service focus	All services overview
Length	410 characters
Image	Long tarmac driveway between hedges (existing profile photo)
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

Paddway Roadworks is now on Google — driveway and resurfacing specialists covering Nottinghamshire, Lincolnshire, South Yorkshire and the Cambridgeshire edge. Block paving, tarmac, resin bound and imprinted concrete driveways. Plus pothole repairs, slurry sealing, ironwork raising and car park resurfacing. 17 years in the trade, based in Retford. Get in touch via our website for a no-obligation site survey.

Why this post

Launch announcement — broadest services overview to introduce Paddway to Google search.

Week 02 Mon 18 May 2026

Service Highlight (Residential)

POLICY ≡

Service focus	Block paving driveways
Length	523 characters
Image	Block paving driveway with parked navy car (modern home shot)
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

Block paving driveways are one of the most popular surfaces we lay across Nottinghamshire and Lincolnshire. Hard-wearing, easy to clean, and a wide range of patterns and colours to choose from — herringbone, basket weave, stretcher bond. Properly laid on a stable sub-base with full edge restraints, a block paving drive should last 20 to 30 years with minimal maintenance. Based in Retford, covering Worksop, Newark, Mansfield, Doncaster and surrounding towns. Get in touch via our website for a no-obligation site survey.

Why this post

Highest-volume residential intent. All 3 local-pack competitors for 'block paving retford' use Paving Contractor primary.

Week 03 Mon 25 May 2026

Service Highlight (Premium Residential)

POLICY ≡

Service focus	Resin bound driveways
Length	575 characters
Image	Resin bound driveway with parked car at modern home
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

Resin bound driveways are the modern alternative to traditional surfaces — smooth, seamless, and SUDS-compliant because they're permeable to rainwater. A 16-millimetre layer of natural aggregate bonded with a clear resin, laid over a properly prepared sub-base. Available in dozens of colour blends to suit the property. Low maintenance, weed-resistant, and a finish that holds its look for 15 to 20 years. Installed across Nottinghamshire, Lincolnshire and South Yorkshire by Paddway Roadworks, based in Retford. Get in touch via our website for a no-obligation site survey.

Why this post

Premium residential AOV. SUDS-compliance hook signals expertise + regulatory awareness.

Week 04 Mon 1 Jun 2026

Service Highlight (Commercial Pivot)

POLICY ≡

Service focus	Car park resurfacing
Length	605 characters
Image	Freshly-laid tarmac with cones (commercial scale, wide stretch)
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

Worn-out car park surfaces cost businesses customers, complaints and trip-hazard liability. Paddway Roadworks delivers full car park resurfacing across Nottinghamshire, Lincolnshire and the wider East Midlands — from plane-and-overlay to full reconstruction, line-marking prep, ironwork raising and slurry sealing for older bases. Most jobs are scheduled for weekends and evenings to minimise disruption to trading hours. Based in Retford, with 17 years on the tools laying tarmac, concrete and resin surfaces. Get in touch via our website for a no-obligation site survey on your car park or private road.

Why this post

Commercial pivot. 3-residential-then-commercial mix reflects Paddway's actual revenue base.

Week 05 Mon 8 Jun 2026 Service Highlight (Volume Residential)

POLICY ≡

Service focus	Tarmac driveways
Length	554 characters
Image	Worker on fresh black tarmac driveway (finishing/rolling shot)
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

Tarmac driveways remain the most cost-effective long-term surface for UK homes. Quick to lay, hard-wearing, and ideal for larger drives where block paving or resin would push the budget. Properly compacted on a stone sub-base, a residential tarmac drive should give 15 to 20 years of service. Paddway Roadworks lays tarmac drives across Retford, Worksop, Newark, Mansfield and surrounding Notts/Lincs towns — single layer or full base-course-and-binder builds for sloping or heavy-use drives. Get in touch via our website for a no-obligation site survey.

Why this post

Rounds out the residential service trio (block paving + resin + tarmac). Cost-effective angle differentiates from W2/W3.

Week 06 Mon 15 Jun 2026 Service Highlight (Repair / Maintenance)

POLICY ≡

Service focus	Pothole repair
Length	527 characters
Image	Van + pothole/tarmac repair detail shot (clear patched section visible)
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

Potholes get worse fast. Once water gets into the surface and freezes, the damage doubles every season. Paddway Roadworks handles pothole repair on private driveways, car parks, private roads and access lanes across Nottinghamshire, Lincolnshire and South Yorkshire. Cold-lay for emergencies, hot-mix tarmac patches for long-term fixes, full plane-and-overlay where the surface has gone beyond patching. Based in Retford. Get in touch via our website for a no-obligation site survey before the next freeze cycle costs you more.

Why this post

Lower-AOV but high-intent maintenance service. Freeze-cycle urgency without breaching 'limited-time' promo rules.

Week 07 Mon 22 Jun 2026

Service Highlight (Specialist)

POLICY ≡

Service focus	Imprinted concrete driveways
Length	519 characters
Image	Imprinted concrete pattern close-up or finished driveway shot
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

Imprinted concrete (sometimes called pattern-imprinted or stamped concrete) gives the look of natural stone, brick or slate at a fraction of the cost — and without the joints that weeds grow through. A single concrete slab is patterned and coloured before it cures, then sealed for a finish that holds for 15 to 20 years. Paddway Roadworks installs imprinted concrete driveways across Nottinghamshire, Lincolnshire and South Yorkshire from our Retford base. Get in touch via our website for a no-obligation site survey.

Why this post

Specialist service rounds out residential surface options. Educational angle (the look-without-the-joints benefit).

Week 08 Mon 29 Jun 2026

Review Request / Customer Appreciation

POLICY ≡

Service focus	Reviews
Length	476 characters
Image	Team / hi-vis shot or freshly-finished customer driveway with no people in shot
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

Two months in on Google and we're seeing the first homeowners and businesses across Notts and Lincs trying us out. Massive thanks to everyone who's invited us out to quote, given us the go-ahead on the work, and trusted us with their drive, car park or private road. If we've laid for you recently, a Google review takes about 30 seconds and helps other locals find a trusted installer. Search 'Paddway Roadworks' on Google and the review prompt is right there on our profile.

Why this post

Marks 2-month milestone, primes customers for review submission. Per SOP §5.5 review velocity targets.

Week 09 Mon 6 Jul 2026 Tips & Advice (Informational)

POLICY ≡

Service focus	Driveway lifespan
Length	603 characters
Image	Mini-excavator on sub-base / groundworks shot (signals 'prep is what matters')
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

How long should a driveway last? It depends on the surface and how well it was laid. A block paving drive on a proper compacted sub-base with edge restraints — 20 to 30 years. Tarmac on the right base — 15 to 20 years. Resin bound over sound concrete — 15 to 20 years. Imprinted concrete — 15 to 20 years if sealed every 3 to 5 years. The biggest predictor of lifespan isn't the surface, it's the prep work underneath. Skip the sub-base and any drive starts to fail in 3 to 5 years. Paddway Roadworks gets the prep right. Based in Retford, covering Notts, Lincs, South Yorks and the Cambridgeshire edge.

Why this post

Informational keyword target ('how long does a driveway last'). Educates while reinforcing Paddway's quality-prep angle.

Week 10 Mon 13 Jul 2026 Tips & Advice (Comparison)

POLICY ≡

Service focus	Block paving vs resin bound
Length	612 characters
Image	Split visual — block paving and resin bound side by side (or alternate weekly)
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

Block paving or resin bound — which is right for your driveway? Block paving wins on traditional kerb appeal, easier individual block replacement if damaged, and a lower upfront price for smaller drives. Resin bound wins on SUDS compliance (no planning workaround needed), seamless finish, weed resistance, and lower long-term maintenance. Both should last 15 to 30 years if laid properly on a sound sub-base. The honest answer: it comes down to the look you want and how you'll use the drive. Paddway Roadworks installs both across Notts, Lincs and South Yorks — happy to walk through the pros and cons on site.

Why this post

Informational comparison KW. Honest pros-and-cons builds trust vs sales pitch.

Week 11

Mon 20 Jul 2026
Tips & Advice (Commercial)

POLICY ≡

Service focus	Car park resurfacing signs
Length	602 characters
Image	Cracked/damaged tarmac surface shot OR worker on commercial car park
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

Five signs your car park needs resurfacing — before it becomes a liability. One — surface cracking that's grown more than 5 millimetres wide. Two — potholes forming in more than 2 to 3 spots. Three — standing water that doesn't drain within an hour of rain stopping. Four — faded white lines that customers struggle to follow. Five — kerb-edge crumbling along the perimeter. If you're seeing two or more of these, a plane-and-overlay is usually cheaper than waiting for a full reconstruction. Paddway Roadworks handles commercial car parks across the East Midlands, scheduled around your trading hours.

Why this post

B2B informational KW. Pain-point framing similar to W4 but more diagnostic.

Week 12

Mon 27 Jul 2026
Tips & Advice (Regulatory)

POLICY ≡

Service focus	Permitted development & SUDS
Length	582 characters
Image	Resin bound driveway with visible rainwater permeation OR drainage channel detail
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

Quick planning note for anyone replacing a front driveway. Since 2008 in England, if you're laying more than 5 square metres of impermeable surface (standard tarmac, concrete, traditional block paving) you need either a permeable surface OR a SUDS solution to handle the run-off. Resin bound and permeable block paving are SUDS-compliant by design — no planning workaround needed. Standard tarmac and concrete usually need a soakaway or drainage channel to qualify. Paddway Roadworks handles both routes and explains which makes sense for your drive at the survey. Based in Retford.

Why this post

Regulatory expertise post. Most homeowners don't know this rule — being the source positions Paddway as the expert.

Service focus	17 years on the tools
Length	562 characters
Image	Branded hi-vis vest + softshell (cover photo) OR full crew shot if available
CTA button	Learn more → https://paddwayroadworks.co.uk

Post body — copy and paste exactly

Three months on Google, ninety days of jobs across Notts, Lincs and South Yorks. Behind every driveway, car park and resurfacing job is a small team that's been on the tools for 17 years. We learned the trade the proper way — sub-base first, edge restraints non-negotiable, no shortcuts on materials. We take on the work other contractors won't because we know how to do it right the first time. Based in Retford. Driveways, car parks, private roads, pothole repair, slurry sealing, ironwork raising. Get in touch via our website for a no-obligation site survey.

Why this post

Brand-story close to the quarter. Builds the human side after 12 product-focused posts.

What happens after Week 13

The SOP §4.3 52-week template repeats the quarterly cycle with fresh content. BMS will produce the next 13-week block before Week 13 publishes. The Month 4+ drafts will pull from:

- **Real customer reviews** — by Week 13 Paddway should have 8 to 12 Google reviews. The strongest become 'customer success' posts (one quote + the job it relates to + the surface laid).
- **Real job photos** — Jamie continues uploading 2–3 new project photos to the profile each week. The freshest before-and-after shots feed Month 4 service-highlight posts.
- **Seasonal pivots** — Autumn means slurry sealing prep, ironwork raising before winter, pothole repair scheduling. Different surface, different message.

Performance review at Week 13

At the end of Week 13 BMS will review GBP Performance metrics — profile views, calls, website clicks, direction requests, and post engagement. The strongest-performing post themes will inform the Month 4–6 calendar.

Questions, post rejections, or schedule changes:

Contact your BMS account manager directly. Do not edit or re-publish any post without confirming with BMS first.