

COVID 19: UPDATING YOUR GOOGLE LISTINGS



OVERVIEW

What should I be updating to better inform my customer during COVID-19?

- Hours of Operation
- Temporary Closures
- Business Descriptions

UPDATING HOURS OF OPERATION

TEMPORARY CLOSURES & SPECIAL HOURS

TEMPORARY CLOSURES

- Using Google’s “Special Hours” field, let customers know about temporary hours of operation & any temporary closures
- If a location will be closed, select the day of the week and then toggle “closed” to display a temporary closure.
- If a location will remain open, but operating hours will differ from standard hours, leave the location marked as open and enter the specific hours for that day

2020
Wed, Mar 18

< March 2020 >

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22						
29						

Sunday	7:00 AM–12:00 PM
Monday	5:15 AM–8:30 PM
Tuesday	6:00 AM–8:00 PM
Wednesday	5:15 AM–8:30 PM
Thursday	5:15 AM–8:30 PM
Friday	6:00 AM–7:00 PM
Saturday	7:00 AM–2:00 PM

Special hours

Enter hours for days when this business has an irregular schedule

3/17/20	<input type="checkbox"/> Closed	✕
3/18/20	<input type="checkbox"/> Closed	✕
3/19/20	<input type="checkbox"/> Closed	✕
3/20/20	<input type="checkbox"/> Closed	✕

HOW WILL MY SPECIAL HOURS DISPLAY?

	Sunday	7:00 AM–12:00 PM
	Monday	5:15 AM–8:30 PM
	Tuesday	6:00 AM–8:00 PM
	Wednesday	5:15 AM–8:30 PM
	Thursday	5:15 AM–8:30 PM
	Friday	6:00 AM–7:00 PM
	Saturday	7:00 AM–2:00 PM
	3/17/20	Closed
	3/18/20	Closed
	3/19/20	Closed
	3/20/20	Closed
	3/21/20	Closed
	3/22/20	Closed
	3/23/20	Closed
	3/24/20	Closed
	3/25/20	Closed
	3/26/20	Closed
	3/27/20	Closed
	3/28/20	Closed
	3/29/20	Closed
	3/30/20	Closed
	3/31/20	Closed

4.8 ★★★★★ (49) [Google reviews](#)

Yoga instructor in Sacramento, California

Address: 6350 Folsom Blvd Suite 100, Sacramento, CA 95819

Hours: **Closed now** ▾

Phone: (818) 804-5455

Hours: Wednesday Closed

Thursday Closed

Friday Closed

Saturday Closed

Sunday Closed

Monday Closed

Tuesday Closed

UPDATING BUSINESS DESCRIPTION

INFORMING THE PUBLIC

TEMPORARY CLOSURES

- Using Google's "Business Description" field you can inform customers of any COVID-19 related information
- You can share information about any extra precautions the business is taking, if you're providing any extra services to the community, or whether you're experiencing delays.
- These will display on your Google listings when someone searches directly for your business

"Due to the ever-changing local and state mandates related to COVID-19, operating hours, dining room seating, and service style may vary. Please contact your local restaurant for the most current information. We appreciate your patience as we all navigate this new environment."

GOOGLE POSTS

INFORMING THE PUBLIC

TEMPORARY CLOSURES

- Using Google Posts you have another area where you can inform customers of any COVID-19 related information.
- Utilize CTAs such as “Learn More” and “Buy Online” to send customers to your website for more information or where to buy online.
- Attached a high-quality image and a short message to attract customers attention

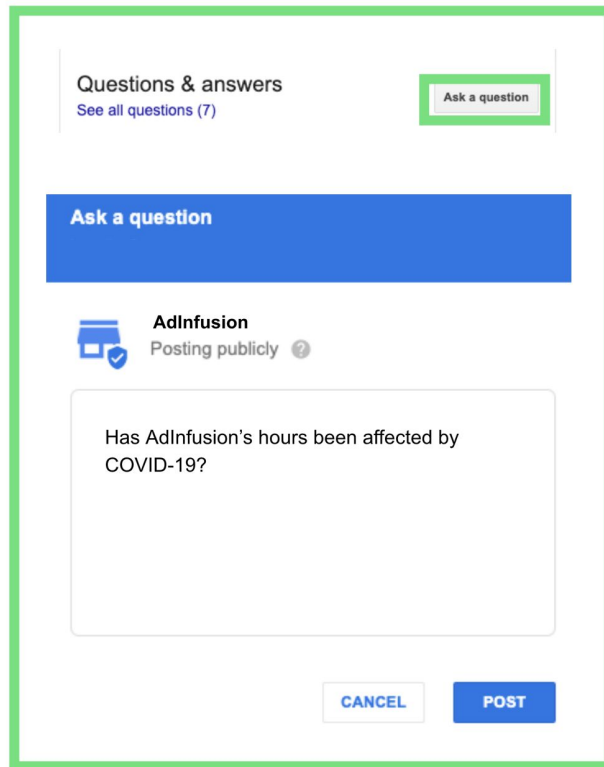


QUESTIONS & ANSWERS

INFORMING THE PUBLIC

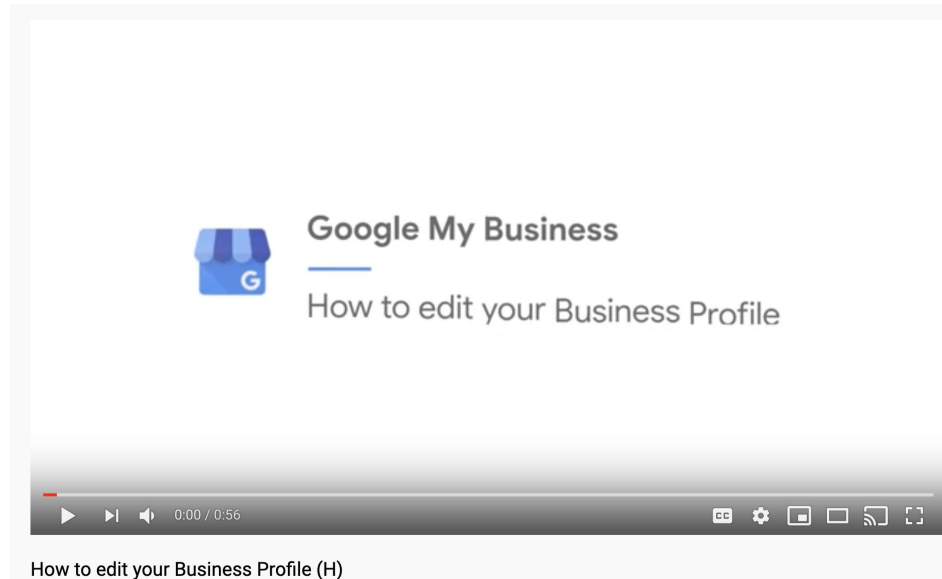
TEMPORARY CLOSURES

- Using Q&A you can post your own questions and follow up with your own pre-determined answers
- To do this view your location on search, and click on “ask a question” as you are signed in with your Businesses Google Account
- Once you have asked your question, click back into the question to answer it as the “Owner”
- Help build a credible business listing while sharing information about your business



The screenshot shows the 'Questions & answers' section of a Google My Business profile. At the top right, there is a button labeled 'Ask a question'. Below this is a blue bar with the text 'Ask a question'. Underneath, the business name 'AdInfusion' is displayed with a 'Posting publicly' status and a help icon. The main content area contains the question: 'Has AdInfusion's hours been affected by COVID-19?'. At the bottom right, there are two buttons: 'CANCEL' and 'POST'.

HOW DO I EDIT MY GMB PROFILE?



- For more information on editing your business listing, [view the video above](#)
- If you need assistance with managing your business, AdInfusion is here to Help