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
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.
**HOW WILL MY SPECIAL HOURS DISPLAY?**

<table>
<thead>
<tr>
<th>Sunday</th>
<th>7:00 AM–12:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>5:15 AM–8:30 PM</td>
</tr>
<tr>
<td>Tuesday</td>
<td>6:00 AM–8:00 PM</td>
</tr>
<tr>
<td>Wednesday</td>
<td>5:15 AM–8:30 PM</td>
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<tr>
<td>Thursday</td>
<td>5:15 AM–8:30 PM</td>
</tr>
<tr>
<td>Friday</td>
<td>6:00 AM–7:00 PM</td>
</tr>
<tr>
<td>Saturday</td>
<td>7:00 AM–2:00 PM</td>
</tr>
</tbody>
</table>

**Hours: Wednesday**
- Closed
- Thursday: Closed
- Friday: Closed
- Saturday: Closed
- Sunday: Closed
- Monday: Closed
- Tuesday: Closed

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

**Hours:** Closed now

**Phone:** (818) 804-5455

**Google reviews**
- 4.8 ★★★★★ (49)
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."
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.

   ![Google Q&A interface with a question about AdInfusion's hours being affected by COVID-19.](image-url)
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