



LOCATION3

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
 - Google Posts
 - Questions & Answers

UPDATING HOURS OF OPERATION

TEMPORARY CLOSURES & SPECIAL HOURS

SPECIAL HOURS

- If a location will remain open, but operating hours will differ from standard hours, leave the location marked as open and use “Special Hours” to specific hours for that day
- If a location will be closed for a few days, select the day of the week and then toggle “closed” to display a temporary closure.

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

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

7:00 AM–12:00 PM

5:15 AM–8:30 PM

6:00 AM–8:00 PM

5:15 AM–8:30 PM

5:15 AM–8:30 PM

6:00 AM–7:00 PM

7:00 AM–2:00 PM

Special hours

Enter hours for days when this business has an irregular schedule

3/17/20

Closed

×

3/18/20

Closed

×

3/19/20

Closed

×

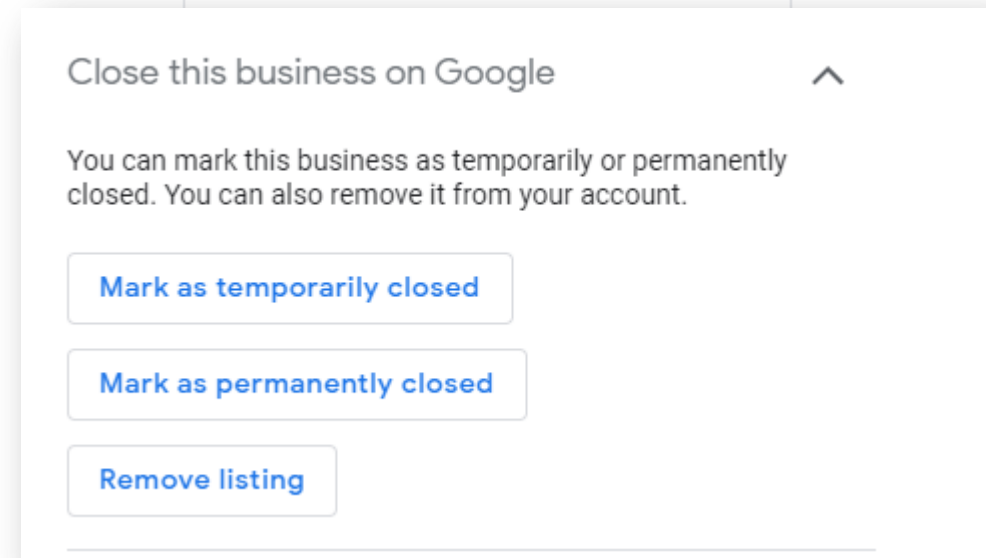
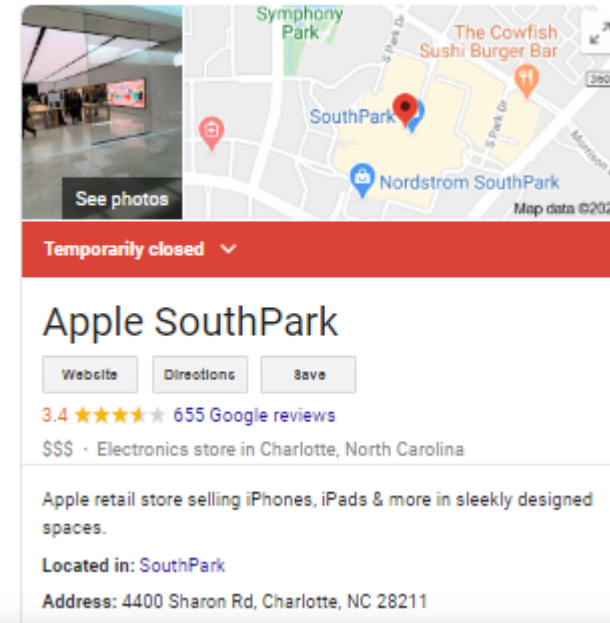
3/20/20

Closed

×

TEMPORARY CLOSURE

- If a location will be temporarily closed for a week or longer, we recommend using Google's new "Temporary Closure" feature.
- Under the info tab of your Google listing, select "Mark as Temporarily Closed" to have a red Temp Closed banner placed across your listing.
- This will help better inform your customers of your availability during this time.



UPDATING BUSINESS DESCRIPTION

INFORMING THE PUBLIC

BUSINESS DESCRIPTION

- 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

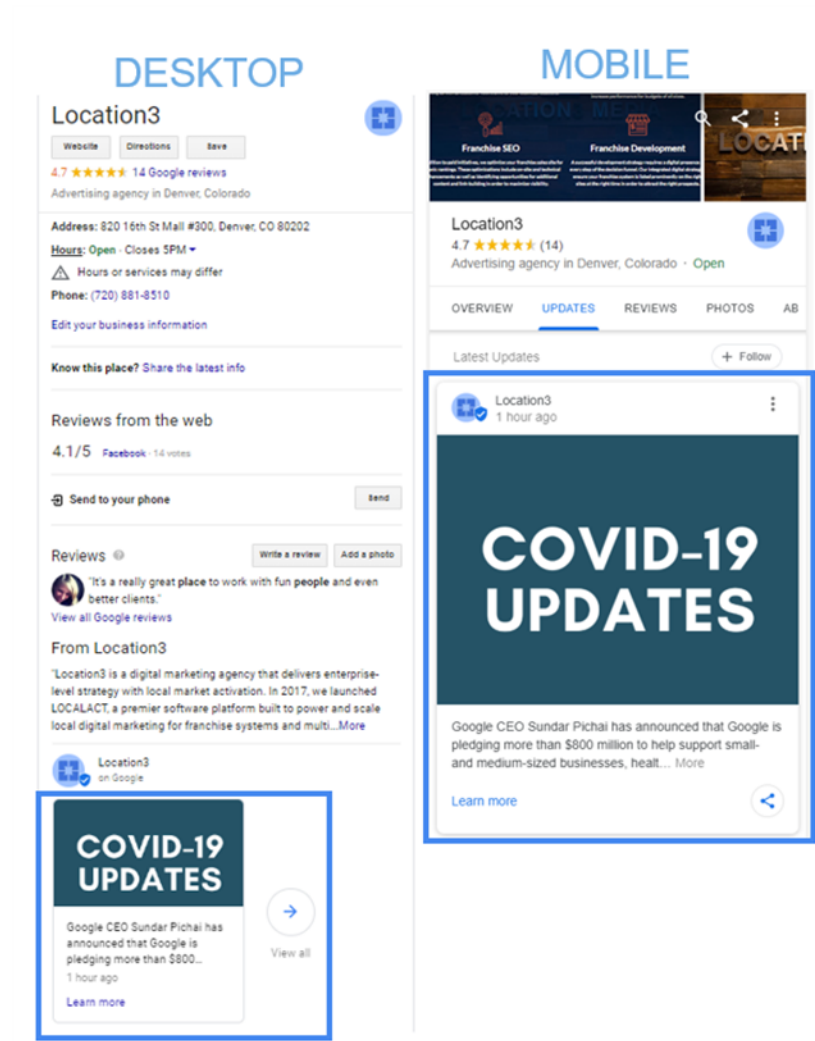
"Due to the ever-changing local and state mandates related to COVID-19, operating hours, dining room seating, and service style may vary. Please contact your local restaurant for the most current information. We appreciate your patience as we all navigate this new environment."

GOOGLE POSTS

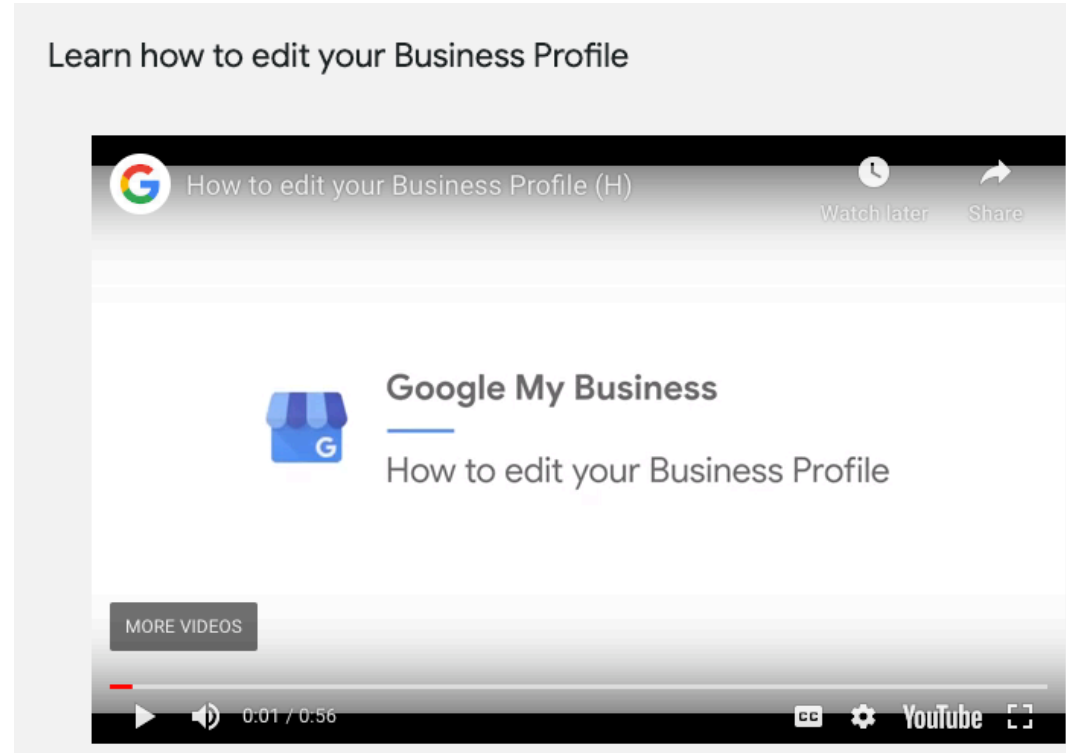
INFORMING THE PUBLIC

GOOGLE POSTS

- 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



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, [Location3](#) is here to Help!

Thank you.

Location3