



# 3 ESSENTIAL, FREE TIPS FOR GOOGLE

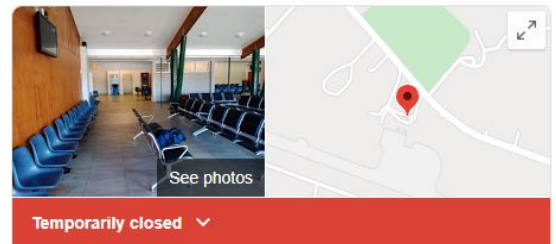
## CHECKING YOUR BUSINESS' PROFILE FOR THE COVID-19 RECOVERY

As we continue to manage and mitigate the impact of the COVID-19 pandemic we are all working to attract local and domestic customers. Google My Business (GMB) is a critical source of information for these consumers. Here are 3 steps to ensure you are sharing accurate and complete information across Google Maps, Search & more:

### Make sure your business is marked as "open."

This may seem obvious, but many businesses were automatically marked as "temporarily closed" by Google during the pandemic. Check to make sure your business listing is not marked as closed on Google in your GMB dashboard or by searching for your business on Google or Google Maps.

If you see the red banner shown to the right, you will need to "reopen" your business. Access your GMB dashboard at <http://business.google.com> and look for the "Mark as open" button under "Info."



Reopen this business on Google

Mark this business as open to get increased visibility on Search and Maps. You can also permanently remove it from your account.

Mark as open

### Ensure your hours are up-to-date.

Business hours impact visibility of your listing across many different platforms, including Google, Yelp and Facebook when people search for businesses "open now," for example.

Business hours impact consumer confidence. If someone can't figure out whether your business is open, they're likely to go somewhere else instead. In a recent study from Destination Analysts, opening hours was **first** on a list of types of information sought by potential visitors and local residents.

**The single most important action you should take is to make sure that your hours of operation are up to date across online platforms starting with Google My Business, even if your hours are unchanged!** In other parts of the world, Google has started rolling out supplemental notes on hours displays which indicate the last time the hours were updated for a business.

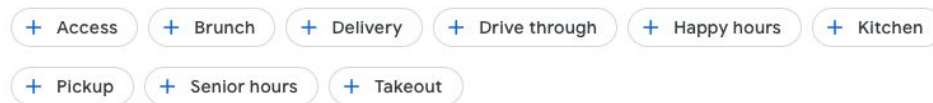
	Sunday	10:00 AM–2:00 PM 5:00 PM–10:00 PM	
	Monday	5:00 PM–10:00 PM	
	Tuesday	5:00 PM–10:00 PM	
	Wednesday	5:00 PM–10:00 PM	
	Thursday	5:00 PM–10:00 PM	
	Friday	5:00 PM–10:00 PM	
	Saturday	10:00 AM–2:00 PM 5:00 PM–10:00 PM	
	More hours	Add hours	
	Add special hours		

You should also be aware that Google added a new hours feature for businesses. The More Hours is located in the Info tab and allows businesses to specify types of hours. Available options vary by category. This allows businesses to identify when they have unique offerings such as Happy Hour or designated time for high-risk populations like seniors.

#### More hours

You can add hours for specific services or specials to your business on Google

#### Add hours



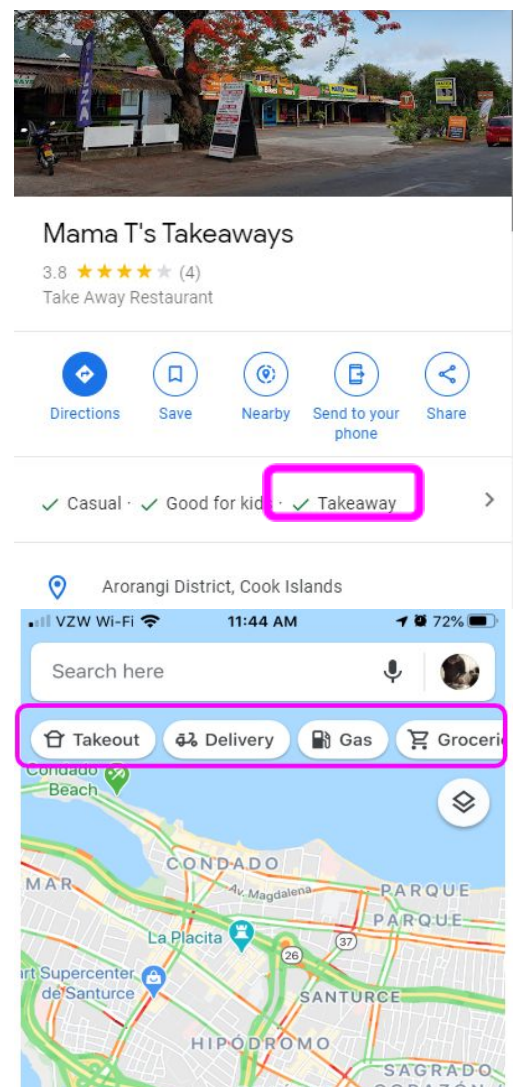
## Utilize new attributes.

Partially in response to COVID-19 restrictions, Google introduced additional attributes for Google My Business listings which highlight **delivery, takeout, and pickup options** for certain business types. Check the business attributes section under the Info tab at <http://business.google.com> to make sure that you have checked all of the relevant attributes that are available for your business type. If your services have changed, make sure those are reflected.

This is particularly important to businesses right now because these delivery, takeout and pickup attributes can significantly impact the visibility of your business in specific types of search results and can change the appearance of your listing by highlighting information you've added.

This can help visitors find accurate information quickly and easily while also making you stand out from competitors. When you have complete and accurate info, you will be visible to more people who are actively looking for what you offer.

There is also considerable value in attributes even beyond recently added options related to COVID-19. For example, users may be searching for wheelchair accessible businesses, kid-friendly establishments, or other audience-specific needs.



*Developed by Miles Partnership for SPTO members & industry partners from our Google DMO Program Support Services*

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