

# GOOGLE MY BUSINESS COVID-19 TIPS



## WHY DOES UPDATING YOUR GOOGLE MY BUSINESS PROFILE MATTER AT THIS TIME?

The simple answer is visibility. Whether they are looking for food delivery options online shopping or future activities, consumers are still doing searches within Google to find your products and services.

Google My Business is the centralized platform where you can manage the information and content of your business across Google's most popular products, including web search, Maps, Trips, Earth and others all in one place.

If you have made changes to your business operations during COVID-19, you'll want a way to communicate those changes to consumers who are outside of your social and website audiences. An easy way to connect with these consumers is by updating your Google My Business profile which will provide them with the latest information about your business.

## GOOGLE MY BUSINESS MANAGEMENT TIPS DURING COVID-19

- 1 Update Business Hours or mark your business as Temporarily Closed:** If you've changed your business hours during this time make sure it is reflected on your Google My Business listing. You can change hours under the **"Info" tab**. For businesses that have shut down operations entirely in the midst of the outbreak or local shelter-in-place orders, Google also has updated their dashboard to include a feature that marks your business as temporarily closed. You can find it to the bottom right inside the **"Info" tab** as well.
- 2 Make Sure Basic Information** is filled out correctly: In the **"Info" tab** check to see that your business' phone number and website are listed. You can also place the map pin location for where you want customers to find the entrance to your business or a specific pickup location.
- 3 Edit Your Business Description:** In your business description you can explain any offerings you have going on right now, for example, take-out, curbside and delivery options or online merchandise, gift cards and promotions This is found in the **"Info" tab** of Google My Business.
- 4 Create a Post:** In the **"Posts" tab** of Google my Business, you can add content directly on the Knowledge Panel for your business. You can use a "post" as free real estate to advertise anything you want about your business. These posts are live for 7 days. Posting regularly will make customers more confident that the information they are seeing on your profile is still relevant.

**You can share posts about:**

- a. Updates on change of services**
- b. Buying gift cards**
- c. Specials**
- d. Sanitation practices**

- 5 Continue to add high-quality photos.** You can still give customers an idea of what your business offers or looks like from the inside. Regularly adding images to your business profile can help improve visibility of your business listing as well. Manage images under the **"Photos" tab** in Google My Business. Make sure to set your cover photo as well. This lets Google know what the preferred photo should be in your Google My Business listing.

If you need high-quality photography, the North Platte / Lincoln County Visitors Bureau may be able to help. Email Lisa Burke at [lburke@isitnorthplatte.com](mailto:lburke@isitnorthplatte.com) to find out if we have photography of your business.

**\*\*Note:** Google has temporarily disabled features like Reviews and Q & A.