

Update Your Google Business Profile

Whether consumers are looking for food delivery options, online shopping or future activities, they are still conducting searches within Google to find your products and services.

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

If you've made changes to your business operations during COVID-19 it's important to communicate those changes to consumers who are outside of your social, web and e-marketing 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 Business Profile

Update Business Hours or Mark your Business as Temporarily Closed

- 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 has also updated the 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.

Make Sure Basic Information is Complete

- 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 pick-up location.

Edit Your Business Description

- In your business description you can explain any current offerings
- For example: take-out, curbside and delivery options or online merchandise, gift cards and promotions.
- Make these edits in the **"Info"** tab of Google My Business.

Create a Post

- In the **"Posts"** tab of Google My Business, you can add content directly on the Knowledge Panel for your business.
- Use a "post" as free real-estate to advertise about your business.
- These posts are live for 7 days and posting regularly will make customers more confident that the information they are seeing on your profile is still relevant.
- **Consider sharing posts about:**
 - Updates on change of services
 - Buying gift cards
 - Specials
 - Sanitation practices

Update High-Quality Photos

- You can still give customers an idea of what your business offers or looks like.
- Adding images to your business's profile on a regular basis can help improve visibility of your listing.
- Manage images under the **"Photos"** tab in Google My Business.
- Make sure to set your cover photo as well.
- Updating your cover photo lets Google know what the preferred photo should be in your Google My Business listing.

Digital & Web Marketing Tips

Simpleview, a Visit Fort Worth marketing partner, has put together a hub of info and resources related to adjusting overall marketing during COVID-19, which can be found [here](#). Posts include a digital marketing checklist, evaluating the effects of COVID-19 on web traffic, shifting content marketing and more. The team at Simpleview also offers these tips to consider as it relates to SEO, PPC, Web and Advertising.

Review Website and Advertising Copy & Imagery

Now is an important time to review all ad copy, photography and messaging that is still running in ads, on your website or via social media. Think about revising any language or photos that may not land well right now and immediately after the pandemic has passed. Whether that be text ads or image-base ads such as people hugging, shaking hands, photos involving large crowds, etc.

SEO & PPC

One of the most important things a business can do is make sure listings are up-to-date. Make sure to continue to answer visitor questions in a timely manner via social media, email etc. (e.g. hours of operation, takeout/delivery options, online/phone ordering methods, contact info, and specials).

As you are creating new content related to COVID-19, consider how that content could be of use in the future. For example, pages related to virtual tours and restaurants offering delivery or takeout can be moved into your main navigation as these are topics that may continue to be of interest once people resume travel.

Other Helpful Resources:

[Facebook Tips for Ads About COVID-19](#)

[U.S. Travel Association COVID-19 Toolkit](#)

[U.S. Travel Association Crisis Planning COVID-19](#)

Google has temporarily disabled features like Reviews and Q & A.