

# HOW-TO GUIDE...

UPDATING GOOGLE MY  
BUSINESS DURING COVID-19  
CHANGES



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## Updating Google My Business During COVID-19 Changes

As a local restaurant, you need a fast, cheap, and effective way to keep your customers informed of your operations during the coronavirus crisis. Google has stepped up to help businesses like yours by providing special Google My Business COVID-19 Updates that are prominently displayed on your GMB account when your business shows up on Google Search and Maps.

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## Use Your Restaurant's Google My Business to Provide COVID-19 Updates

**Temporary closures, changes to hours of operation, and modified services must be communicated to your customers, and Google has a variety of features restaurants can use to get that information out throughout the crisis.**

**With your Google My Business account, you can:**

### » Add a COVID-19 update post to your profile

Use the new COVID-19 post type to share more detailed and timely updates about what's going on at your business. You can add information about closures or reduced hours, safety and hygiene practices, availability of gift cards to support your business, and delivery services.

**HOW TO:** In your GMB menu, click on "Post" and choose the "COVID-19 update" tab and enter the information customers need to know during the crisis. Preview your post and hit "Publish."

COVID-19 update posts appear prominently on your profile and are more noticeable to your customers.

## » Mark the change to delivery/takeout only

When customers search for your food business, your Business Profile will prominently show which of these dining options you currently support: "Dine-in," "Takeout," "Delivery," or "Curbside pickup."

Let your customers know whether your food business offers takeout, delivery or curbside pickup and/or stopped providing dine-in service.

**HOW TO:** Add or edit the "Dine-in," "Takeout," "Delivery," and "Curbside pickup" attributes in the "Info" section of your GMB account. Find "Attributes" and click "Edit," then scroll through and select the attributes you want to display on your business profile for searchers. Make sure you click "Apply."

## » Update your menu

If you reduced your selection, or have deals or specials to attract customers, update your menu.

**HOW TO:** In the "Info" section of your GMB account, click on "Menu" to add or edit your menu items and then click "Apply." If you link to an URL of your menu, select "Menu URL" to update that information instead.

You can also [add photos of your most popular dishes on Google Maps](#).

## » Mark your business "Temporarily closed"

You can mark your restaurant as temporarily closed on Google to keep your customers up to date. NOTE: If you mark your restaurant as temporarily closed, it will be treated similarly to open businesses, and your local search rank WON'T change.

**HOW TO:** In your GMB menu, click on "Info," and on the right you'll see a section labeled "Close this business on Google." Expand that section and click "Mark as temporarily closed."

If your business is only adjusting hours and not closing for a set amount of time, use the "[special hours](#)" feature in GMB.

## » Give customers another way to connect

Turn on messaging for our restaurant Google My Business as a way to help your customers reach you. If you aren't reachable by phone or it's after your business hours, messaging can help customers get the information they need.

**HOW TO:** First, you will need to download the Google My Business app and [turn on messaging](#). Once you turn on messaging, customers will find a "Message" button on your Google My Business listing where they can message you at any time.

- Messages will appear in the Google My Business app, and you'll receive notifications for incoming messages.
- Customize an automated welcome message that customers will get when they message you.
- If multiple people own or manage your Google My Business listing, each one can message with customers.

## » Consistently keep hours of operation up to date

At this time, any business may find a disclaimer on their profile to let customers know that their business info may not be up to date. Verified businesses can remove this disclaimer when they update recent special hours.

The disclaimer won't appear if a business hasn't set hours of operation or if you mark your business "Temporarily closed." If you mark your business "Temporarily closed," attributes such as takeout or delivery won't display on your profile.

**HOW TO SET SPECIAL HOURS:** In your GMB menu, choose "Info" and click on "Special hours." Next, click on "Add new date" and enter the opening and closing times for that day. When you're done entering all your special hours, make sure you click "Apply."

## » Show changes in the Business Description

Use your business description to share information about your business, such as your restaurant only providing takeout or delivery, extra services you are providing the community, or if your services are delayed or taking longer.

**HOW TO:** In the "Info" section of your GMB account, you can enter information "From the business." Do not include URLs or HTML, and you can't exceed 750 characters.

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Each of these Google My Business updates is an activity you should be engaging in to grow your online presence and better serve customers through the crisis and well beyond. All these updates will show on your Business Profile on Google Search and Maps search results.