



Checklist #14: How to update your Google My Business listing during the Coronavirus crisis

Many people will first encounter your business after a Google search for your name or that of your business.

Ideally, you will dominate the search results and your Google My Business listing should appear.

That listing is important. It includes basic information about your business, Google reviews and any updates you have posted there. Its prominence means that it's important to keep it updated, especially during the coronavirus crisis, so potential new clients know you are still open for business.

However, we know that some financial advisers and planners have struggled to update their listing. So, we've created this simple checklist to help.

1 Leave a COVID-19 update

- Head to 'Posts':
- Click Covid-19 update
- Write your message in the 'Update your status' box
- If you have a blog you would like to link your message to, or a pop up on your website, add a 'Learn more' button
- Add a link
- Press publish

Please note, this update will only remain on the front page of your Google My Business listing for 7 days. Therefore, it makes sense to update it regularly.

Done	<input checked="" type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

2 Update your description

Your Google My Business listing includes a description of your business. This should be updated for the lockdown period.

- Go to 'Info'
- Scroll down to your description, just below 'highlights'
- Click the small pen icon
- Update your listing, perhaps with a message to confirm that you are working remotely, but still open and welcome enquiries from new clients. Please see below for some sample text you might wish to use
- Click apply

Done	<input checked="" type="checkbox"/>
To do	<input type="checkbox"/>
Not for us	<input type="checkbox"/>

3

Update your opening hours

If your opening hours are different during the coronavirus pandemic, it's important you update these on your listing.

- Go to 'Info'
- Scroll down to your opening hours
- Click the small pen icon
- Update your opening hours
- Click apply

Done



To do



Not for us



Sample text to use when updating your business description

We are working remotely during the lockdown period. Nevertheless, we are committed to delivering high-quality financial advice during that time.

If you are concerned about how the pandemic will affect your financial future or want to use the lockdown period to review your finances, we are here to help.

Please get in touch by calling our office (the phone lines are still being answered) or email us, and we'll get in touch to discuss your concerns and explain more about our services.

We're here to help

If you would like our help or have any questions, please don't hesitate to get in touch.

You can reach us by emailing info@theyardstickagency.co.uk or calling the office on **0115 8965 300**.

☎ 0115 8965 300

✉ hi@theyardstickagency.co.uk

🌐 www.theyardstickagency.co.uk

📍 The Yardstick Agency,
3rd Floor,
3-7 Middle Pavement
Nottingham, NG1 7DX



YARDSTICK