



Business Recovery
FOR THE NEW NORMAL
PROSPERA BUSINESS NETWORK

Updating Special Hours on Google Business

We've all been there.

You want ice cream. You look up ice cream shops on Google and pick one. Google says it's open.

You gather up the kids and hop in the car for a fun family outing. You're imagining how excited the kids are going to be when they get to eat a waffle cone with sprinkles on top.

But when you pull up to the ice cream parlor, there's a note on the door. "Closed today for a company party."

I don't know about you, but I don't want to be the one responsible for disappointing a carload of kiddos who were told they were getting ice cream.

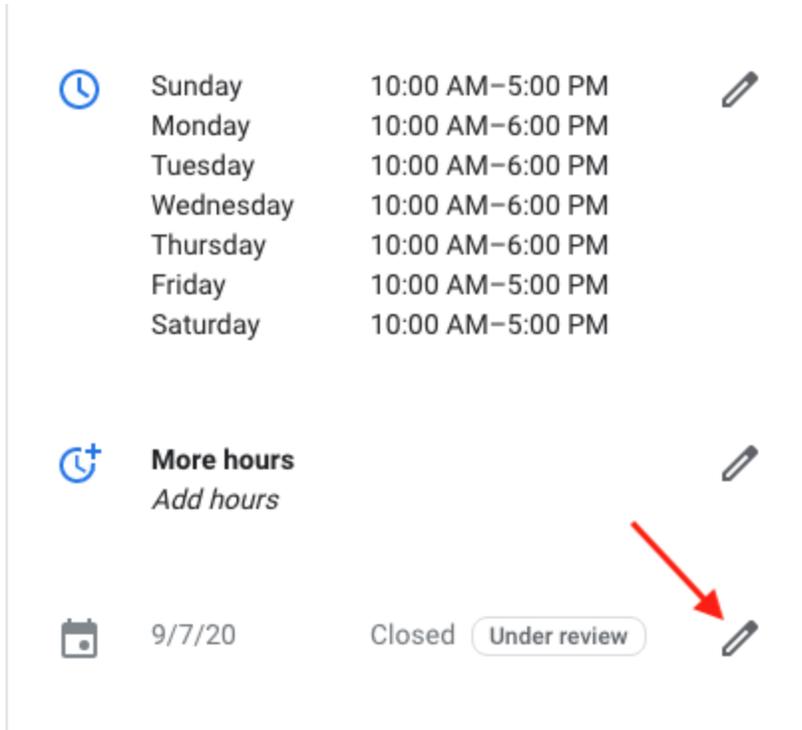
The good news is, this is completely avoidable. And it's easier than you might think.

If you have a Google Business Page (and if you're a local business, you absolutely should), you can update your special hours from your phone or on a computer -- in minutes.

Here's how you do it.

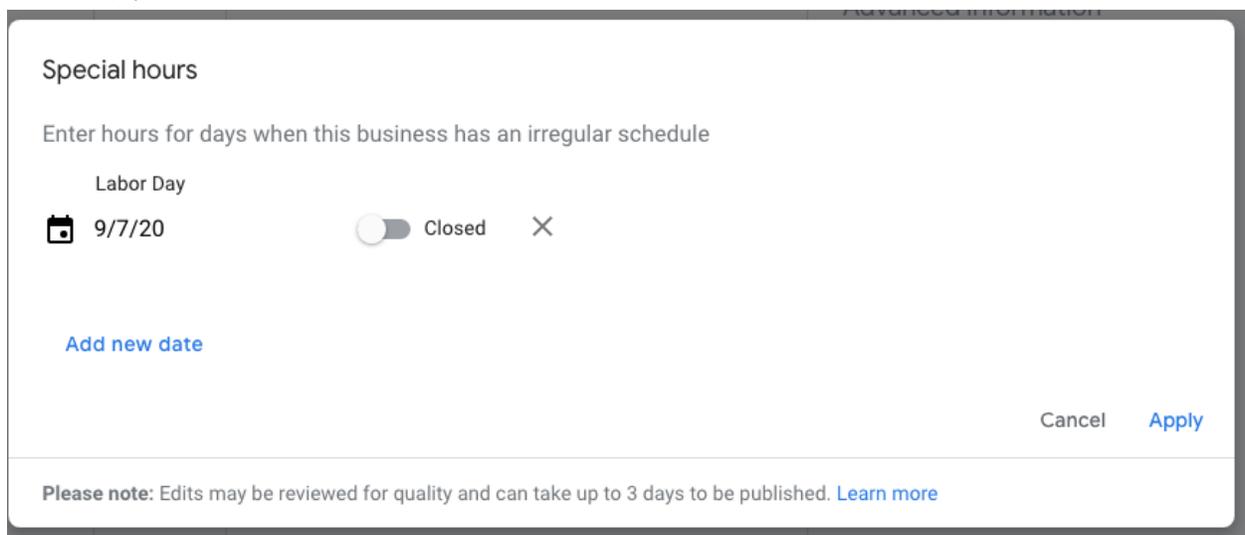
From your Google Business Dashboard, select the "info" tab.

Here you'll see your regular hours, followed by a section that allows you to edit "Special hours."



Click the pencil icon to enter the hours for days when your business has an irregular schedule.

Click Apply.



That's it!

You won't be able to add in a series of dates (for a vacation or other multi-day closures), so you will need to add in each date individually.

Use this feature anytime your business's hours differ from your normal. That means if you have to close up an hour early to take your kiddo for ice cream, you should list it here, and avoid disappointing and frustrating your customers.

Want to learn more about using Google's free services for local businesses? Sign up for a free workshop on Business for Local Businesses offered through Prospera and the Montana Women's Business Center.

Tessa Burnett Witmer is the owner of [Hattie Rex](#), a handmade gift boutique in Bozeman and online, as well as the founder of [Lightbox](#), a small business consultancy that helps artists sell online. She's a Prospera trainer offering instruction on Google Business, DIY Websites, and Email marketing.