

How to Update Your Google Business Hours



Updating Your Google Business Profile

Many travellers rely on Google Search and Google Maps to find businesses while planning their trip.

Before the fall or shoulder season, take a few minutes to make sure your Google Business Profile reflects your current hours and seasonal availability.



If your hours are incorrect, visitors may assume your business is closed.

*To use this document you must first own your business listing on Google. If you did not set up your Google Business listing please start with the **Gaining Ownership of Your Google Business** document.

Estimated setup time: **0-5 minutes**

How to Update Your Hours of Operation

- Sign in to the Google account connected to your business profile.
- Go to **Google Search** or **Google Maps** and search for your business name.
- Your **Google Business Profile panel** will appear. Click **Edit Profile**.
- Select **Hours**.
- Update your opening and closing hours to reflect your **fall or extended**

season schedule.

- If your hours vary by day, update each day individually.
- Hours can be updated montly, weekly and even daily if you occasionally open unexpectedly or have a fluctuating schedule.
- Click **Save** to apply your changes.

Double Check Your Listing

While updating your hours, review the rest of your listing to make sure everything is accurate.

- Phone number is correct
 - Website link works
 - Business address and map location are correct
 - Description reflects your business
 - Photos are current

Accurate information helps travellers plan their visit and builds trust with potential guests.

If Your Business Is Closed for the Season

If your business closes for the winter or off-season, update your Google listing so visitors know you will reopen.

- Sign in to your Google Business Profile.
 - Click **Edit Profile**.
 - Select **Business Information**.
 - Change your business status to **Temporarily Closed**.

Do **not** mark your business as **Permanently Closed** unless your business has permanently shut down.



Helpful Tip

Consider adding a Google Post to let visitors know when you will reopen. This helps visitors understand that your business is seasonal and will reopen next year.

Example: "Closed for the winter season. We look forward to welcoming visitors again in Spring!"

If you have any questions or need assistance at any stage of this process, please contact [**sophia@gowesternnewfoundland.com**](mailto:sophia@gowesternnewfoundland.com).