CHECKLIST · MARKETING

# Closed for Christmas? Tell Google and your inbox first

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- [ ] **List your closed days.** Note Friday 25 December, Saturday 26 December, any Monday 28 December holiday in your state and Friday 1 January 2027.
- [ ] **Add special hours on Google.** In business.google.com, choose Edit profile, Hours, then the pencil icon next to Special hours, and set each closed or short day.
- [ ] **Set regular hours to Open with main hours.** Otherwise your special hours won't show on Google.
- [ ] **Use Temporarily closed only for more than a week.** Switch it off the day you reopen, because temporarily closed profiles can rank after open ones in broad searches.
- [ ] **Schedule Gmail's vacation responder.** Settings, See all settings, General tab: choose Vacation responder on, set the first and last day, then Save Changes.
- [ ] **Schedule Outlook's automatic replies.** Turn on Send replies only during a time period, and on a work account choose Send replies only to contacts.
- [ ] **Write a reply with your return date.** Include who to contact for anything urgent and where customers can still order or book.

NOTES



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