

5 STEPS

to Ensure your Business' Online Presence is Up-to-Date



DESTINATION
BRITISH COLUMBIA®

As we shift towards cautious encouragement of local travel, it is vital that travellers have timely, fulsome, and accurate information about tourism businesses that are open in their community, and around British Columbia.

Here are five things to do right now to ensure your online presence is up to date:

1

TRIPADVISOR

- Mark your business as **temporarily closed**.
- If you are open, update your business description to advise visitors of modified business hours and business operations.
- **Add a banner to your listing**, sharing your response to COVID-19, including new safety precautions and hygiene practices.
- Bonus! Changes made to your Tripadvisor listing will automatically appear on your HelloBC.com business listing the next day.

2

GOOGLE MY BUSINESS

- Mark your business as **temporarily closed**.
- Add a **COVID-19 update** post to your listing to share detailed updates about what's going on at your business.
- If you are open, update your business hours.
- Edit your business description to advise visitors of modified business operations, or extra services you are providing for the community.

3

YOUR WEBSITE

- Every business in BC is required to prepare and clearly post a COVID-19 Safety Plan and guidelines on public-facing websites. Use **WorkSafeBC's step-by-step guide** to design your COVID-19 Safety Plan, using **protocols and guidance specific to your sector**.
- Update your home page to advise visitors of modified business hours, business practices or extra services you are providing for the community.

4

YOUR LOCAL COMMUNITY DMO

- Edit your business listing with your local Community Destination Marketing Organization or Tourism Association to reflect modified hours, business operations, or extra services you are providing in the community.

5

YOUR SOCIAL MEDIA CHANNELS

- Update, update, update! Let visitors know how your business is responding to COVID-19.