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BAND RAKHNA GALTI NAHI. GOOGLE KO BATANA ZAROORI

Holiday Hours Checklist: set special hours on your Google Business Profile so customers never reach a closed shutter while Google says "Open".

- 3 steps to add special hours (2 minutes)
- Upcoming holidays to fill in now
- The 3 mistakes that show wrong timings

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ADD SPECIAL HOURS IN 3 STEPS

STEP 1 Search your business name on Google (signed in with the Gmail that manages the listing) or open the Google Maps app → your profile. Tap Edit profile → Hours.

STEP 2 Open Special hours → Add a date. Pick the holiday date. If you're shut, choose Closed; if you're open shorter, enter those hours. Don't touch your regular hours.

STEP 3 Save. If Google asks you to confirm hours for an upcoming holiday, confirm them. Unconfirmed listings can show customers "Hours might differ".

UPCOMING DATES TO FILL NOW

Date	Occasion	Your hours
Fri, 25 Dec 2026	Christmas	☐ Closed ☐ ____
Thu, 31 Dec 2026	New Year's Eve (early close?)	☐ Closed ☐ ____
Fri, 1 Jan 2027	New Year	☐ Closed ☐ ____
Thu, 14 Jan 2027	Makar Sankranti / Lohri / Pongal (check local date)	☐ Closed ☐ ____
Tue, 26 Jan 2027	Republic Day	☐ Closed ☐ ____
Holi, Eid, Diwali etc.	Dates change every year: add as soon as announced	☐

3 MISTAKES THAT SHOW WRONG TIMINGS

1. Changing regular hours for one holiday. You forget to change them back, and every normal day shows the wrong time.

2. Adding the holiday after the day. Add special hours at least a week ahead; customers plan visits in advance.

3. Ignoring Google's confirm prompt. Confirm upcoming holiday hours when asked so the listing doesn't say "Hours might differ".

QUICK MONTHLY CHECK

- ☐ Open your listing on your phone: do today's hours match reality?
- ☐ Any holiday in the next 30 days without special hours?
- ☐ Seasonal timing change (winter / summer)? Update regular hours properly.

Want me to check your Google listing? Message @ideepbhardwaj on Instagram or call +91-9650381400. Follow for practical Google listing fixes every week.