

The Crisis Adaptation Checklist

Advice & resources for businesses experiencing hardship during COVID-19

Is your business or client struggling to stay afloat right now? You're not alone — all over the world, local businesses are grappling with new challenges while doing their best to serve their customers, communities, and bottom line. With more customers than ever turning to the internet, online visibility and accurate business information can help protect you in the midst of economic instability.

Keep this checklist handy to make sure you're connecting with your customers and community at every point of their online journey, and [watch the full video](#) for more information, tips, and resources.

Meet your customers where they are

People's needs and habits can change significantly during a crisis. Take the time to re-learn who your customers are and how to engage with them under a new definition of "normal":

- Listen to your customers & understand how their needs have shifted
- Know where your audience is online
 - ★ Try [Sparktoro](#) for audience intelligence
- Connect with potential customers in meaningful ways
 - Engage and add value on social media
 - ★ For **local businesses**, use geo tags. For **national/global businesses**, use hashtags.
 - Try Facebook ads using emotive text
 - Remind people your business exists — and get creative!
- Partner with relevant businesses for co-promotions or special offers

Communicate changes and updates

Core business updates help existing and potential customers better understand how to get what they need from you. Be sure to communicate changes to any of the following immediately:

- Changes to hours of operation
- All forms of product/service availability: video, curbside pick-up, delivery, etc.
- Expected delays and product availability challenges
- Sanitation and any adopted safety procedures
- Payment methods accepted and cost transparency
- Any philanthropic efforts you're doing to support people in need

Important updates to make ASAP

- Set up online orders
 - ★ Make sure to at least catalogue inventory and/or services
- Add products for free on Google Shopping
- Create a map showing your delivery radius
 - ★ Check out [Routific](#)
- Double down on SEO & content marketing to boost your business's visibility
 - ★ Check out Moz's new [Keyword Research Guide](#) by Cyrus Shepard
- Add special business hours to remove the "⚠️ Hours or services may differ due to COVID-19" warning
 - ★ According to local SEO expert [Joy Hawkins](#), your business hours should reflect when you're taking calls.

Local SEO & Google My Business

An optimized, up-to-date Google My Business profile and healthy local SEO practices will go a long way toward boosting your online visibility with local searchers:

- Correct any Google My Business errors
- Respond to reviews!
 - ★ Pay attention to competitor reviews, too. Understand your target market and how they may have changed.
- Confirm or reject any new Google My Business prompts: "Dine in," "Takeout," "Delivery," "No-contact delivery"
- Update menu and product listings
 - ★ Now's the time to take better-quality photos!
- Use Google Posts
 - ★ COVID-19 Posts are more prominent, don't include images, and last longer
- Use Product Posts
 - ★ [According to local SEO expert Darren Shaw](#), some businesses are using Product Posts to increase visibility for special offerings such as take-out and no-contact delivery.
- Enable Messaging
 - ★ Create a welcome message
- Seed your Q&A with common questions & helpful information
- Update your images

Resources for local businesses and marketers

We've compiled a list of resources, relief programs, and important links for local businesses and marketers in need of a helping hand:

Financial resources:

[Coronavirus Relief Options](#)

[Coronavirus Emergency Loans](#)

[Coronavirus SBA Loans & CARES Act Assistance](#)

[The American Independent Business Alliance](#)

SMB resources for marketers:

[Google's Shopping Insights](#)

[Rising Retail Categories](#)

[Think With Google Online Shopping Trends](#)

[How Your Local Business Can Be A Helper](#)

[Have Your Agency's Clients Considered Local Product Kiosks?](#)

Examples of how companies have adapted under COVID-19:

[Low-Touch Economy: Business Model Pivot Examples](#)

[How 19 European Companies have Pivoted](#)

[COVID Innovations](#)

For marketers seeking job opportunities:

[Available Digital Freelancers](#)

[Talk to Companies Hiring](#)

Remember, you're not alone in this. Whether you're a marketer supporting local clients or a business owner yourself, we want to help. If you'd like to share your current struggles, we'll do our best to address them in upcoming educational materials – just fill out our Google form here:

[Share your thoughts](#)