

Checklist: Website Updates to Make During Crisis

A crisis communication plan can help keep your customers informed and your business engaged.

We've put together a checklist of steps you can take now.

- Add a pop-up or banner to your website to notify customers of reduced hours, limited inventory, shipping delays, or changes in service availability.
- Update your business hours on Google My Business, Facebook, and other online profiles.
- Schedule social media posts to let customers know about any changes.
- Let your email list know about your temporary changes, and send new updates as things change.
- Promote delivery and carryout options on your website and social media.
- Update out-of-stock notifications for your best-selling items, and suggest alternative products.
- Add a COVID-19 FAQ section to your website or post regular updates on your blog.

Ideas to keep the business moving

It's a good idea to think now about new ways your business can bring in revenue or find support over the coming weeks and months.

Can you sell your products online?

Invest in eCommerce hosting for your website.

Do you offer gift cards?

Start now, or start promoting them heavily.

What about gift baskets and gift wrap options?

Offer gift wrapping for your online products.

Can you offer subscription boxes?

Bundle up your products for regular home delivery.

What other resources can help your business with cash flow?

Contact your Small Business Administration, or talk to your bank or credit union.