



The Yext Holiday Guide

At Yext, we know how important the holidays are for your business, so we created this guide to help you take advantage of everything Yext has to offer. Only Yext can guarantee accurate local presence through our PowerListings Network and direct APIs with publishers. Here are some tips we recommend to drive more customers to your door this holiday season.

Hours

From Thanksgiving through Black Friday and New Years, your hours may change day to day. Yext allows you to set all your holiday hours ahead of time, so you can ensure customers will know when you're open without the need for constant updates.

What if you operate in diverse areas or treat holidays differently from location to location? Yext gives you the option to set and manage store hours for individual locations, or upload multiple locations' hours all at once with a preformatted spreadsheet template.

Open on Thanksgiving but closed on Christmas?

No problem — and no need to update your listings on Christmas morning.

Date	Status	Start Time	End Time
11/27/2014	Open	9 AM	3 PM
11/28/2014	Open	4 AM	12 AM
12/24/2014	Open	9 AM	3 PM
12/25/2014	Closed		

Upload Holiday Hours

The hours spreadsheet can be in one of two formats. Select the format you will provide:

- Days in columns ([Download template](#))

Each row represents a single location and lists all opening and closing times for that location.

No file chosen

- Days in rows ([Download template](#))

Each row contains opening and closing times for a specific location on a specific date.

Days in columns example:

	A	B	C	D	E
1	Store ID	11/24/2014		11/25/2014	
2	1001	08:00 AM	10:00 PM	08:00 AM	10:00 PM
3	1002	08:00 AM	10:00 PM	08:00 AM	10:00 PM
4	1003	08:00 AM	10:00 PM	08:00 AM	10:00 PM
5	1004	08:00 AM	10:00 PM	08:00 AM	10:00 PM
6	1005	08:00 AM	10:00 PM	08:00 AM	10:00 PM
7					

Publicize the holiday hours for all your locations in one go.



Featured Message

The holidays can take a big bite out of budgets, so consumers are always on the lookout for specials and deals. Yext's patented Featured Message lets you use custom hyperlinks to transport your customers to specials, info, and more, right from your listings.

Change your Featured Message for specific events, to drive in-store traffic, or promote eCommerce, and watch it update in real time.

Featured Message ? • Use this 20% OFF coupon for Black Friday savings! 1 character remaining

URL

Drive customers straight from your listings to your stores with Yext's patented Featured Message.

Optimize Your Listings

Fully optimized listings can dramatically improve your presence in search, so heading into the holidays is the perfect time to make sure your listings are complete and enhanced with seasonal content. From products and services to photos and videos, rich content creates new opportunities to bolster customer service and attract attention.

Calendars

The holidays are a hectic time for consumers and businesses alike. Help your customers plan ahead: announce special events along with images and links.

Use calendars to drive awareness of special hours, promotions, and deals.

Add Event Required •

Name • 83 characters remaining

Type of Event 88 characters remaining

Time • Start Display end time



Scheduled Content

The Yext platform allows you to schedule updates to any text asset in advance. Use this feature to change your business description, special offers, and more automatically to add seasonal context and flair to your listings across the web.

Product Lists

Listings can show more than just your business name, address, and phone. Use product lists to highlight holiday items, top sellers, and exclusive offerings right in your listings. When consumers are looking for products, images and videos help differentiate your brands from competitors.

Categories

If you carry seasonal products or offer special services during the holidays, be sure to update your categories so consumers can find you in search. Select at least ten categories to maximize your presence.

