FREE CHECKLIST FROM ZOSSOZ

# Ready for Art Basel and Tourist Season

Five things to fix before December, for owners whose customers are visiting

For Owners where visitors shop, eat and book

Takes 45 minutes, spread over three weeks

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From early December and through the winter, people who have never been on your street are looking you up on their phones. They check whether you're open, where exactly you are, what the place looks like, whether they can follow what you say, and how to ask or book. This checklist covers those five, in the order a visitor checks them, with lines you can paste.

# The dates

Art Basel Miami Beach runs December 2 to 6, 2026. Its own site lists invitation-only preview days on December 2 and 3 and public days on December 4 to 6. The Greater Miami & Miami Beach visitor site (miamiandbeaches.com) calls February the most popular month and December snowbird season.

| Date | What | Where it shows |
|---|---|---|
| Dec 2 to 6, 2026 | Art Basel Miami Beach | Miami Beach and the art-week crowds around it |
| Feb 10 to 14, 2027 | Miami International Boat Show | Miami and Miami Beach |
| Mar 14, 2027 | Calle Ocho Music Festival | Little Havana |

The South Florida Business Calendar has every date, month by month.

# The five fixes

## 1. Hours that match everywhere

Visitors arrive early, late and on days you don't expect. If you extend your hours for Art Basel week, say so on your Google profile, your website and your door.

- [ ] Write the hours you'll keep from December 1 to 6: _____
- [ ] Add them to your Google profile (Edit profile, then Hours, then Special hours). Google reviews changes before they go live, so enter them by Friday, November 20.
- [ ] Put the same line at the top of your website.

COPY AND PASTE

Art Basel week hours: [days], [time] to [time]. Regular hours return [day].

## 2. Say where you are, in words a stranger can follow

A visitor doesn't know your neighborhood. An address alone isn't enough.

- [ ] Your address, and the cross street or the landmark next to you.
- [ ] A map link that opens directions in one tap.
- [ ] Parking: where, and what it costs if you know (don't guess).

- [ ] Which door to use, and what the door looks like.

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Find us: [address], between [street] and [street]. Parking: [where]. Enter through [the front door / the side door on street name]. Look for [the blue awning / the green door].

### 3. Photos from this season

Replace any photo more than a year old. Show the outside of your place, the inside, and the thing you sell or do.

> TRY IT TODAY
> Stand across the street in daylight and take a photo of your front door. Add it to your Google profile photos. It helps a stranger recognize the place when they walk up.

### 4. One line in a second language, if your visitors read one

Some visitors don't read English first. If you can keep it current, add one line near the top of your homepage in the language many of your visitors speak, and have someone who speaks it well check the words. A half-translated page looks like a mistake.

COPY AND PASTE

[Your line in English.] [The same line in the second language.]

### 5. A next step that works on a phone

Visitors who are ready to act want one tap: call, directions, order or book.

- [ ] Tap your phone number on your own phone. Does it dial?
- [ ] Tap your address. Does it open directions?
- [ ] Send yourself a message through your website's contact form. Did it arrive, and how soon?
- [ ] Hand your phone to someone who has never seen your page. Ask them to find your hours, then ask a question. Watch where they get stuck.

> WATCH OUT
> Your Google profile and your website are two different places. Changing one doesn't change the other, so update both and make them say the same thing. After the busy weeks, take down any banner with an old date on it.

## Next

1. Do fixes 1 and 2 by Friday, November 6, 3 and 4 by November 13, and 5 by November 20. Enter your Art Basel week hours on Google by then too.
2. Not sure where your website stands? Ask us for a free teardown. A person reads your site and emails you what to fix first.

# Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

**zossoz.com/mockup**

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

## Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.

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