FREE GUIDE FROM ZOSSOZ

The "Do You Have This?" Page

What's in stock, how customers ask, holds and pickups, and when to come in

For Shops and boutiques

Takes 45 minutes

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Before anyone drives over, they ask the same three questions: do you have it, are you open, can you hold it for me? Each one arrives as a text, a message or a call, and you answer between customers. This guide shows how to put the answers on one page, so the answer is already there when someone looks. The examples come from two made-up shops: Casanova e Hijos, a family hardware store on Calle Ocho, and Sabal & Sill, a plant shop in Little River.

What you carry

Your page doesn't need a catalog of every item. It needs the things people ask about.

1. Look through your texts and messages for the last things people asked "do you have…?" about. Write them down.
2. Group them into departments or categories.
3. Next to each one, say where it is in the store. Casanova lists "Plumbing, Aisle 2" and "Locks and keys, key bench and Aisle 6". The aisle helps once they walk in.
4. Use a real photo of the real shelf, not a picture from somewhere else.
5. Add a short "we don't carry" line. It saves you messages.

If your counter works in two languages, so can your page. Casanova labels every shelf in English and Spanish, and the page does the same.

Say how sure you are

If it is…	Say this
Always on the shelf	"We carry it."
Comes and goes	"Usually in stock. Text to check."
Not on the shelf, but you can get it	"We can order it. Most arrive in [number] days, and we text you when it's in."
Something you don't stock	"We don't carry it."

Only write the order line if it is true. A short list that is right beats a long list that is wrong.

> **TIP**
> Put a date on the list: "Updated _____." For new arrivals, sales and events, date every item and take expired ones down at your monthly check. The news section is the first part of a shop's page to go stale.

How customers ask

Give people one clear way to ask. For most shops it's a text button with a number that someone actually answers. Tell them what to send, so your first reply can be an answer.

Casanova's page says: "Say what it is, what size, and what it goes on." Add "or send a photo of the part, the label or the box."

Then promise a reply time you will keep. "We answer the same day, usually within the hour while the store is open" is one line. If it changes during a rush or a storm week, change the line.

COPY AND PASTE

Do we have it? Text us the name or a photo, and tell us the size and what it goes on. We answer during store hours, usually within [an hour].

Three replies to save on your phone

Most answers are one of three. Save them as shortcuts or notes.

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Yes, we have it. It's in [aisle or spot]. [Price, if you like.] Want us to hold it until [time]?

We're out right now. We can order it, and it usually reaches us in [number] days. We'll text you the moment it's in.

We don't carry that one. [One line on what's close, if there is something.]

Google can ask, too

Google asks some local stores quick yes-or-no questions about whether they carry certain products. The answers show in the Products section of your profile on Maps and Search, and you can add products yourself. Not every profile gets these, so look for "Products" in your profile. The names change now and then. Google's help page says your answers must be accurate, because misrepresenting your inventory breaks its policies. Answer only what is true.

Holds and pickups

Write your rules where a customer can read them before they come, in plain words. Here is a version you can copy.

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Holds and pickups

We hold items for [number] days. Text us the item and your name.
Pay when you pick up, by card or cash. [Or your deposit rule, for special orders.]
Pick up at [the counter / the side door] during store hours. Say your name.
Can't make it? Text us and we'll hold it a little longer, or put it back.
Special orders: [how long they usually take]. We text you when it's in.

At the made-up Sabal & Sill, a reserved plant is held for five days and paid for in the shop when you collect it. That's the whole rule, and it fits in two lines.

Add a line for anything else people always ask: delivery (which neighborhoods, the cut-off time and the fee), your return rule, and what payment you take.

When to come in

Put today's hours near the top, and make them match your Google profile, your door and your Instagram.

Say	Example
Hours, every day	"Tuesday to Saturday 10 to 6. Sunday 11 to 4. Monday closed."
Holiday hours	Post them a week before, and take them down after
Parking	"Free lot behind the store, entered from SW 14th Avenue. Street parking fills up by ten." (Casanova, made up)
Getting in	"A ramp at the front door and wide aisles." (Sabal & Sill, made up)

Storm season

Hurricane season runs June 1 to November 30, according to the National Hurricane Center. If you sell what people want before a storm, put that list on the page in June: what's on the shelf, where it is, and what needs ordering ahead (Casanova: "plywood by the sheet, order two days ahead"). Keep one sentence ready for a closure: "Closed today for the storm. We'll post here when we reopen."

The checklist

- [ ] The page lists what you carry, by department, with where it is in the store.
- [ ] The photos are of your real shelves.
- [ ] The page says what you don't carry.
- [ ] There is one clear way to ask, and it says what to send.
- [ ] The page says when you reply, and you can keep it.
- [ ] Your three replies (yes, out, no) are saved on your phone.
- [ ] Your hold rule is written: how long, how to pay, where to pick up.
- [ ] Your special-order rule is written.
- [ ] Your hours match on the page, your Google profile and the door.
- [ ] Holiday hours go up a week early and come down after.
- [ ] Parking and getting in are on the page.
- [ ] Every sale and new-arrival item has a date, and expired ones come down each month.

Next

1. Write your hold rule and your three replies tonight. They take ten minutes and you'll use them tomorrow.
2. Open your Google profile and check your hours and your Products section.
3. If you'd like to see this as a page on a new homepage for your shop, ask for the free homepage mock-up on the last page.

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.

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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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