FREE KIT FROM ZOSSOZ

The Holiday Hours Pack

The 2026 dates, the exact lines to paste in five places, and a one-week-before checklist

For Owners with set hours

Takes 40 minutes, in three short sittings

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From Thanksgiving to Three Kings Day, customers check your hours on their phones before they drive over. If Google says one thing, your door says another and your website says nothing, somebody ends up at a locked door. This kit gives you the 2026 dates, the lines to paste for your website, Google profile, Instagram, voicemail and door, and a checklist for the week before each date.

Step 1: Write your hours for each date

Fill in the last column before you do anything else. Every line below uses these answers.

Date	What it is	Our hours
Thu, Nov 26	Thanksgiving	_____
Fri, Nov 27	The day after Thanksgiving	_____
Sat, Nov 28	Small Business Saturday	_____
Fri, Dec 4 to Sat, Dec 12	Hanukkah (starts at sundown on Dec 4)	_____
Thu, Dec 24	Noche Buena	_____
Fri, Dec 25	Christmas	_____
Thu, Dec 31	New Year's Eve	_____
Fri, Jan 1	New Year's Day	_____
Wed, Jan 6	Three Kings Day	_____

Write the date, not just the holiday. "Closed Thursday, November 26" tells a customer more than "Closed for Thanksgiving", and it makes an old notice easy to spot later.

> **TIP**
> The federal holiday calendar (U.S. Office of Personnel Management) lists Thanksgiving as Thursday, November 26, and the Small Business Administration lists Small Business Saturday as Saturday, November 28. Hanukkah dates come from Hebcal.

> **TIP**
> Public schools in Miami-Dade, Broward and Palm Beach counties are closed November 23 to 27, and winter break starts the week of December 21. Think about that when you set your hours.

Step 2: Paste the lines

Brackets are for you to fill in. Use the same words in every place, so nobody has to guess which one is right.

Your website

Put one or two sentences at the very top of your homepage, and the same dates on your Visit or Contact page. Keep it as real text, not words inside a photo.

Closed

COPY AND PASTE

We are closed Thursday, November 26 for Thanksgiving. We open again Friday, November 27 at [time]. Happy Thanksgiving from all of us at [business name].

Different hours

COPY AND PASTE

Holiday hours: Thursday, December 24, we are open [time] to [time]. Friday, December 25, we are closed. We are back to regular hours Saturday, December 26.

Open on Small Business Saturday

COPY AND PASTE

We are open Saturday, November 28, from [time] to [time], for Small Business Saturday. Come say hello.

Holiday orders (bakeries, restaurants, caterers)

COPY AND PASTE

Holiday orders: please order by [day and date] at [time]. Pickup is [day and date], [time] to [time].

Your Google profile

Most people see this before your website. You change it yourself.

1. Sign in with the Google account that runs your profile and find your business.
2. Choose Edit profile, then Hours. Look for Special hours, with a pencil icon next to it.
3. Pick the date. Leave Closed checked for a day off, or uncheck it and type your open and close times.
4. Save.

Google's help page says special hours work for a change of up to six days in a row, and your regular hours need to be set to "Open with main hours" for special hours to show. If you'll be closed seven days or more, use Temporarily closed instead. Google may suggest holiday dates, so check the ones that apply to you. The menu names change now and then; look for the words "hours" and "special".

Google reviews your changes before they go live and doesn't say how long that takes. That is the main reason to start a week ahead.

If you like, add a short update post too (look for Posts, then Add post, then Update) and reuse your website line.

Instagram

Post it, then pin it so it stays at the top of your profile. Instagram lets you pin up to three posts; look for the word "Pin" in the post's menu.

COPY AND PASTE

Holiday hours. Closed Thursday, November 26 for Thanksgiving. Open again Friday, November 27, [time] to [time]. See you then.

For your bio line:

COPY AND PASTE

Closed Thu 11/26. Back Fri 11/27 at [time].

Voicemail and phone

Record this the day before, and say the date slowly.

COPY AND PASTE

Hi, you've reached [business name]. We're closed Thursday, November 26 for Thanksgiving, and we open again Friday at [time]. Our current hours are always on our website at [website]. Leave a message and we'll get back to you. Thank you.

If you do urgent work (AC, plumbing, locksmith), add one line:

COPY AND PASTE

For an emergency, text [contact] and tell us what is wrong.

Your door

Print this in big letters. Put the date first, tape it at eye level on the door and the window, and put a small card by the register a week early so your regulars know.

COPY AND PASTE

CLOSED
Thursday, November 26
Open again Friday, November 27
[time] to [time]
Happy Thanksgiving. Thank you for coming in.

Everywhere else

Check Facebook, Yelp, Apple Maps (Apple's free business tool), your delivery and ordering apps, your booking tool and any chamber listing. Each has its own place for special or holiday hours. Look for those words; the names change.

Step 3: Do it a week before

Three sittings of about 15 minutes each cover the whole season. Put all three in your phone now.

Sitting	Finish by	Covers
1	Thu, Nov 19	Thanksgiving, the day after, Small Business Saturday
2	Fri, Nov 27	Hanukkah (skip it if it doesn't change your hours)
3	Thu, Dec 17	Noche Buena, Christmas, New Year's Eve and Day, Three Kings Day

At each sitting:

- [ ] Your hours for those dates are written in the table in Step 1.
- [ ] Special hours are entered on your Google profile.
- [ ] The banner is up on your homepage and on your Visit or Contact page.
- [ ] The Instagram post is up and pinned.
- [ ] If you take orders, the cutoff date is in every place.
- [ ] Your staff or crew have the hours in writing, and your regulars know (tell them at the counter or print it on the receipt).
- [ ] The door sign is printed, and the voicemail is recorded, both ready for the day before.
- [ ] You searched your business name on your phone and read what a stranger sees.

The day after each date:

- [ ] Take the banner down.
- [ ] Take the door sign down and unpin the Instagram post.
- [ ] Put your regular voicemail back.

Special hours on Google apply only to the dates you chose, so they end by themselves.

> **WATCH OUT**
> An old "closed for Thanksgiving" line still up on a normal Monday does more harm than no line at all. Customers who see it assume you are shut and go somewhere else.

Next

1. Fill in the hours table today.
2. Put the three sitting dates in your phone: November 19, November 27 and December 17.
3. No website to carry a banner yet? Ask us for a free homepage mock-up. The last page tells you how.

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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