

Art Basel and tourist season

What to check on your site before Art Basel week and the busy tourist months, and when to send us the details.

From early December, and through the cooler months, Miami fills with visitors. Many are new to your neighborhood, and many check a phone before they walk in. A few updates make your site ready for them.

What to check

1. **Hours.** Visitors often arrive late or early. If you extend your hours for Art Basel week or a busy weekend, show it.
2. **Menu or services.** If you add a special, a tasting, a pop-up or a seasonal service, put it where people will see it first.
3. **Where you are.** A visitor may not know the neighborhood. Make sure the address, the map and any parking or entrance notes are clear.
4. **Languages.** Some visitors don't speak English first. A few lines in their language near the top of the homepage can help. Tell us what you have in mind and we'll tell you what it involves. A full second-language site is quoted separately.
5. **How to reach you.** Check the phone number, the email and the form.

When to tell us

Send us the details about two or three weeks before the date, so that we can have them on the site before the week starts. For Art Basel week in early December, early November is a good time.

Your Google profile

Visitors will check it too. Update your special hours and photos yourself. The site and the profile should say the same thing.

What we can do

A banner, a special on the homepage, new hours, a short note for visitors, or a new page for an event. Hours and banners are small changes. A page may count toward your plan's pages.

What we won't do

We don't guess at events or offers. We only publish what you confirm. We can't promise visitors will find you or how many will come.

Good to know

- Tourist season can bring more questions by form. Check your form messages regularly. If you want them to reach a second person, see Change who gets your form messages.
- After the busy weeks, take down banners that are out of date.

Need a hand?

Email hello@zossoz.com with your business name, the page, and what you'd like done, and we'll take care of it. We reply within one business day. See Request a change.

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