

Empathy Map

What does he think and feel?

- Concerned about the accuracy of his business information online, anxious about negative reviews and comments, want to use the profile to showcase his business's strengths.

What does they hear?

- Advice from peers or professionals about improving his Google My Business profile, feedback from customers, both positive and negative.



What does he see?

- Positive reviews and high ratings, accurate business information, competition with other businesses in search results.

What does he say and do?

- My business is easily discoverable online, update my business information quickly, create and claim his Google My Business profile, regularly update business details, like hours of operation and contact information.

Pain

- Dealing with fake reviews and spam, managing a large volume of customer reviews, struggling to stand out among competitors.

Gain

- Improved online visibility and discoverability, strong online reputation, increased foot traffic or online sales due to a well-maintained profile.