

CREATE A GOOGLE BUSINESS PROFILE

Team members

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****Introduction****

****1.1 Overview****

Creating a Google Business Profile is a great way to get your business listed on Google Maps and Search. This will make it easier for potential customers to find your business and learn more about what you offer.

****1.2 Purpose****

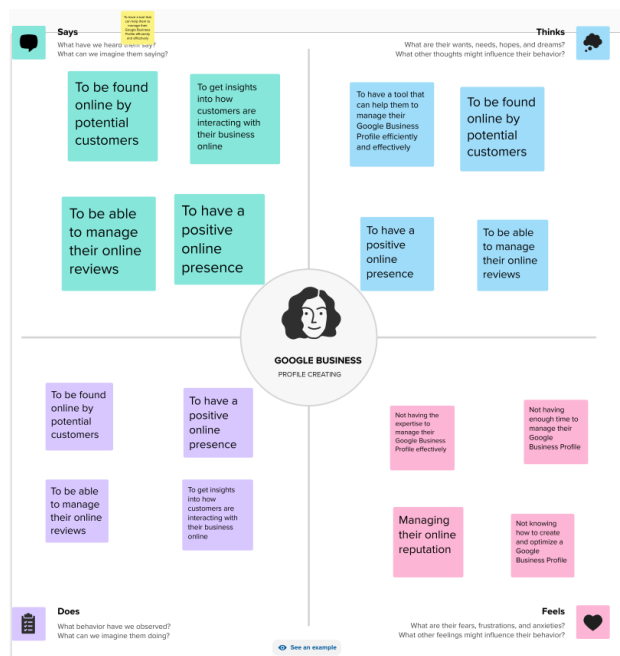
The purpose of this project is to create a Google Business Profile for your business. This will help you to:

- * Increase your visibility on Google Search and Maps**
- * Reach more potential customers**
- * Generate leads and sales**
- * Build brand awareness**
- * Get reviews from customers**

****Problem Definition & Design Thinking****

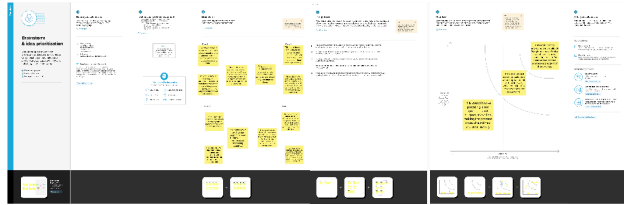
****2.1 Empathy Map****

The empathy map is a tool that helps us to understand the needs, wants, and pain points of our users. In this case, our users are potential customers who are looking for businesses like ours.



****2.2 Ideation & Brainstorming Map****

The ideation and brainstorming map is a tool that helps us to come up with new ideas and solutions to problems. In this case, we are trying to come up with ideas for how to create a Google Business Profile that is effective and easy to use.



****Result****

The final finding of this project is a comprehensive guide on how to create a Google Business Profile. This guide includes step-by-step instructions, screenshots, and tips for success.

****Advantages & Disadvantages****

****Advantages:****

- * Increased visibility on Google Search and Maps
 - * Reach more potential customers
 - * Generate leads and sales
 - * Build brand awareness
 - * Get reviews from customers
 - * Free to create and manage

****Disadvantages:****

- * It can take some time to verify your business and get your profile approved
 - * You need to keep your profile updated in order to maintain its accuracy
- * You may receive negative reviews from customers, which can damage your reputation

****Applications****

This solution can be applied to any type of business, regardless of size or industry. It is especially beneficial for businesses that have a physical location, but it can also be used by businesses that provide services online.

****Conclusion****

Creating a Google Business Profile is a simple and effective way to improve your online visibility and reach more potential customers. By following the steps in this guide, you can create a profile that is accurate, informative, and engaging.