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TEAM ID	NM2023TMID02145
TOPIC	CREATE A GOOGLE MY BUSINESS PROFILE

DETERMINE THE REQUIREMENTS (CUSTOMER JOURNEY MAPS)

To create a customer journey map for your project on creating a Google My Business profile, you can follow these steps:

Identify your customer personas. Who are the people who are most likely to use your product or service? What are their needs, goals, and pain points?

Map out the customer journey. What steps do customers take to create a Google My Business profile? What are their thoughts, feelings, and actions at each step?

Identify the key touchpoints. Where do customers interact with your product or service? What are the most important moments in their journey?

Identify the opportunities for improvement. What can you do to make the customer journey easier and more enjoyable?

Here is an example of a customer journey map for creating a Google My Business profile:

Customer Persona: Small business owner

Goal: Create a Google My Business profile to increase their visibility online and attract new customers.

Customer Journey:

Awareness: The business owner is aware of the importance of having a Google My Business profile, but they don't know how to create one.

Search: The business owner searches online for information on how to create a Google My Business profile.

Discovery: The business owner finds your website or blog post on how to create a Google My Business profile.

Evaluation: The business owner reads your article and decides that it is helpful and informative.

Creation: The business owner follows your instructions to create a Google My Business profile.

Optimization: The business owner optimizes their Google My Business profile by adding photos, videos, and relevant keywords.

Management: The business owner manages their Google My Business profile by responding to reviews, posting updates, and running special offers.

Key Touchpoints:

Your website or blog post on how to create a Google My Business profile

The Google My Business platform

The business owner's experience creating and managing their Google My Business profile

Opportunities for Improvement:

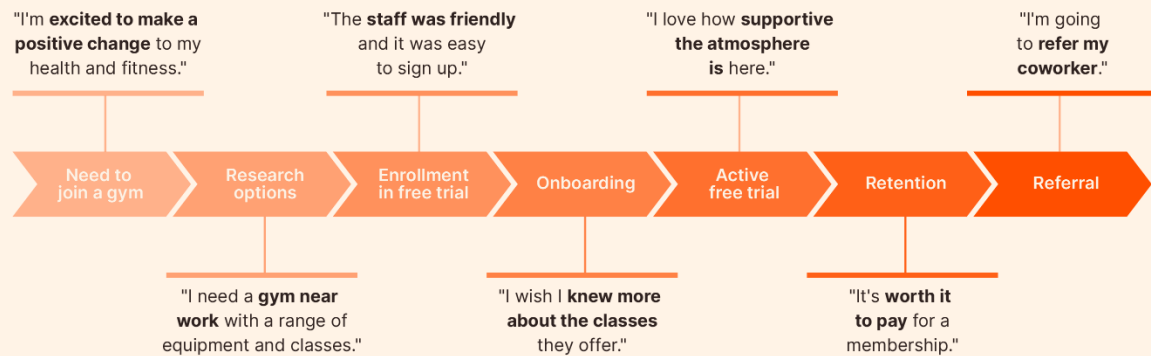
Provide more detailed instructions on how to create and optimize a Google My Business profile

Create videos and tutorials to make it even easier for businesses to create and manage their Google My Business profiles

Offer support to businesses if they have any questions or problems with their Google My Business profiles

By understanding the customer journey and identifying the key touchpoints, you can create a Google My Business profile that is easy to use and meets the needs of your customers

Customer journey map example



—zapier