A Deck
By
Aditya Deshwal

email- adityadeshwal0@gmail.com
Linkedin- https://www.linkedin.com/in/aditya-deshwal-b73768213/

Problem Statement

Google My Business

Original author: Google
Developer: Google
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Google My Business (GMB) offers a free profile for businesses and makes it discoverable by customers on Google Search and Maps. Users can find addresses, reviews and ratings, offerings, location, and a lot more information about businesses around them. 64% of internet users actually look at the Google My Business page of businesses around them for contact information.

You've recently joined as Head of Product in GMB Team at Google.

You have realized no matter how much information you ask businesses to put out on their business page, users are still reaching out with a number of queries that you feel should be solved upfront. Moreover, reviews and ratings make a lot of impact on a business' page and you wish to nudge users organically to make sure they start rating businesses more and more.

In short, you wish to improve the GMB pages of businesses for the users to become the go-to platform to solve user searches for businesses (e.g. restaurants, florists, mechanics, architects, etc.).
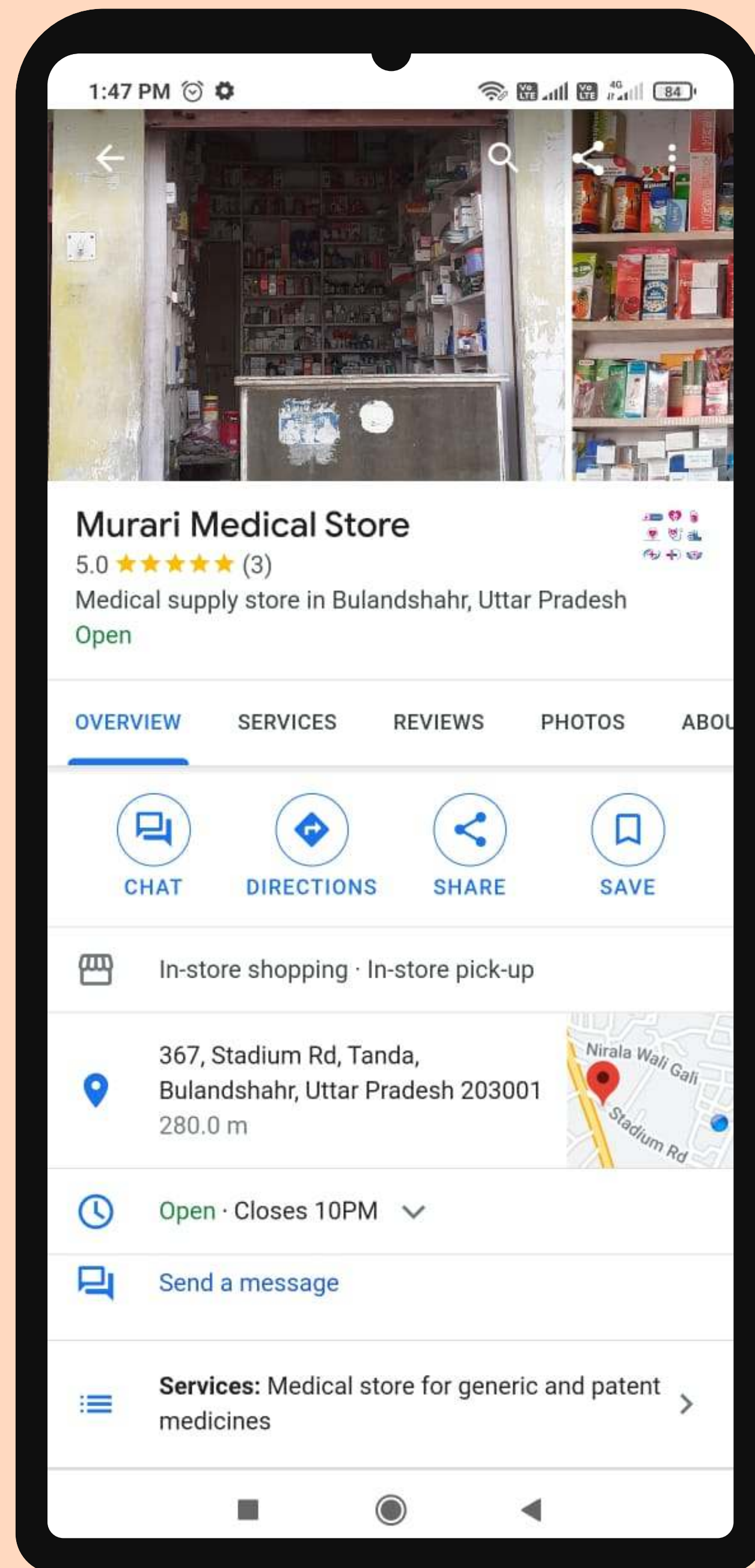
Solutions Proposed

1. Make it mandatory to mention about online payments.

2. Make it mandatory to upload a 3-D image of surrounding of shop or business.

3. Rating of business through Google pay.

4. Rating of business through Google maps.

5. Linking of GMB to shopping section on google lens.

6. Simplifying and expedite the removal of irrelevant photos added by customers.
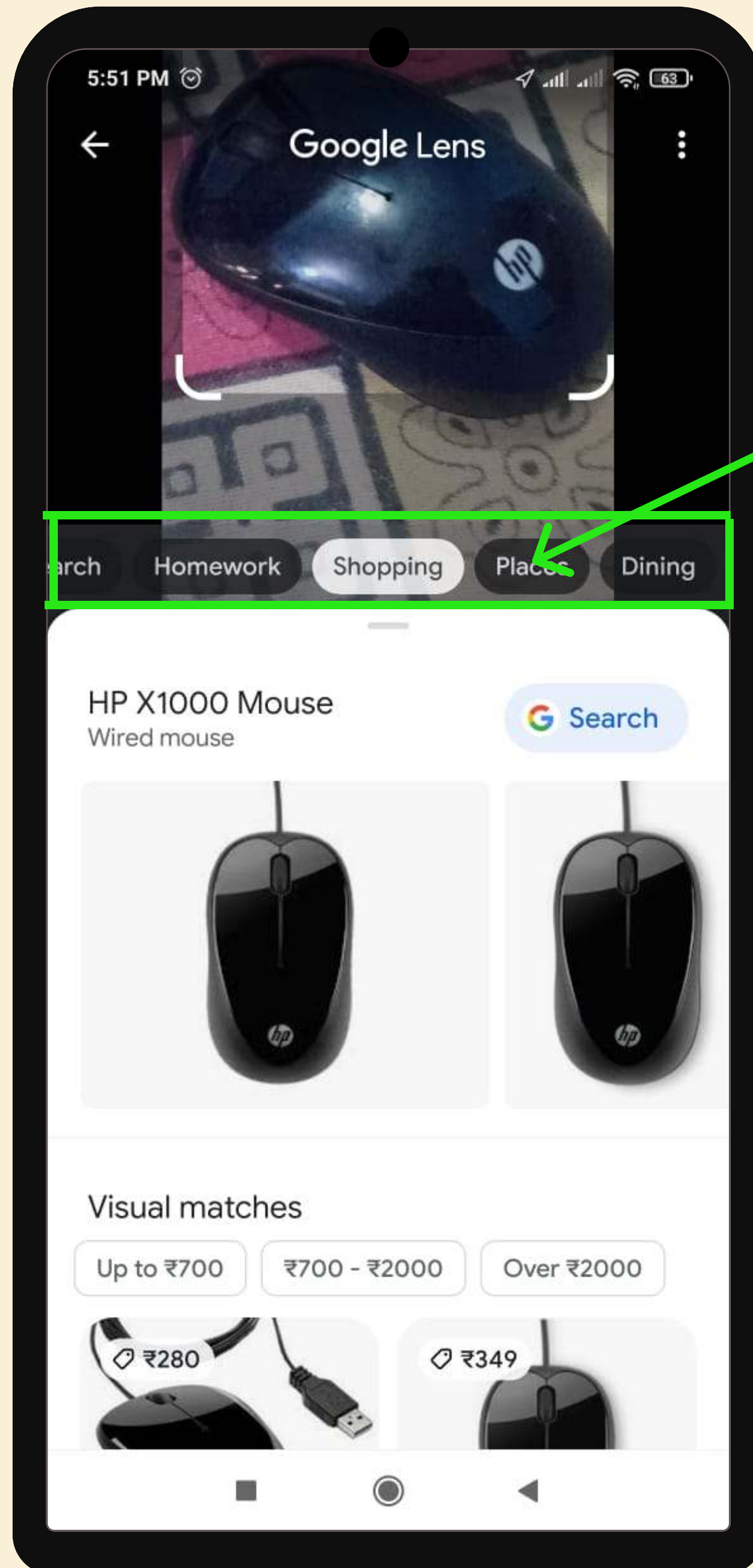
Linking with Google Lens

GMB can link itself to the shopping section of google lens.

How it will help

In shopping section of google lens , an option with name "local" can be added.

If a business owner will upload pictures of his products and decribe about the products and services, so in local tab of shopping section of the ggogle lens their business or shop should be visible.

This will help local businesses grow and this will inspire other local businesses to join the GMB.

Payments

GMB should make it mandatory for all the businessmen to specify whether they accepts online payments or not.

How it will help

In today's modern world online payments are an essential part of our lives. And this become an important concern for the customers to know whether they will be able to pay online or not.

For ex- If a customer visits a shop after viewing it through GMB and they find out that online payments are not accepted and they don't have cash at the moment so it will become a bad experience for the customer which will hurt the business of the shop and ultimately GMB.
So making this mandatory will be helpful for customers as well as businesses.
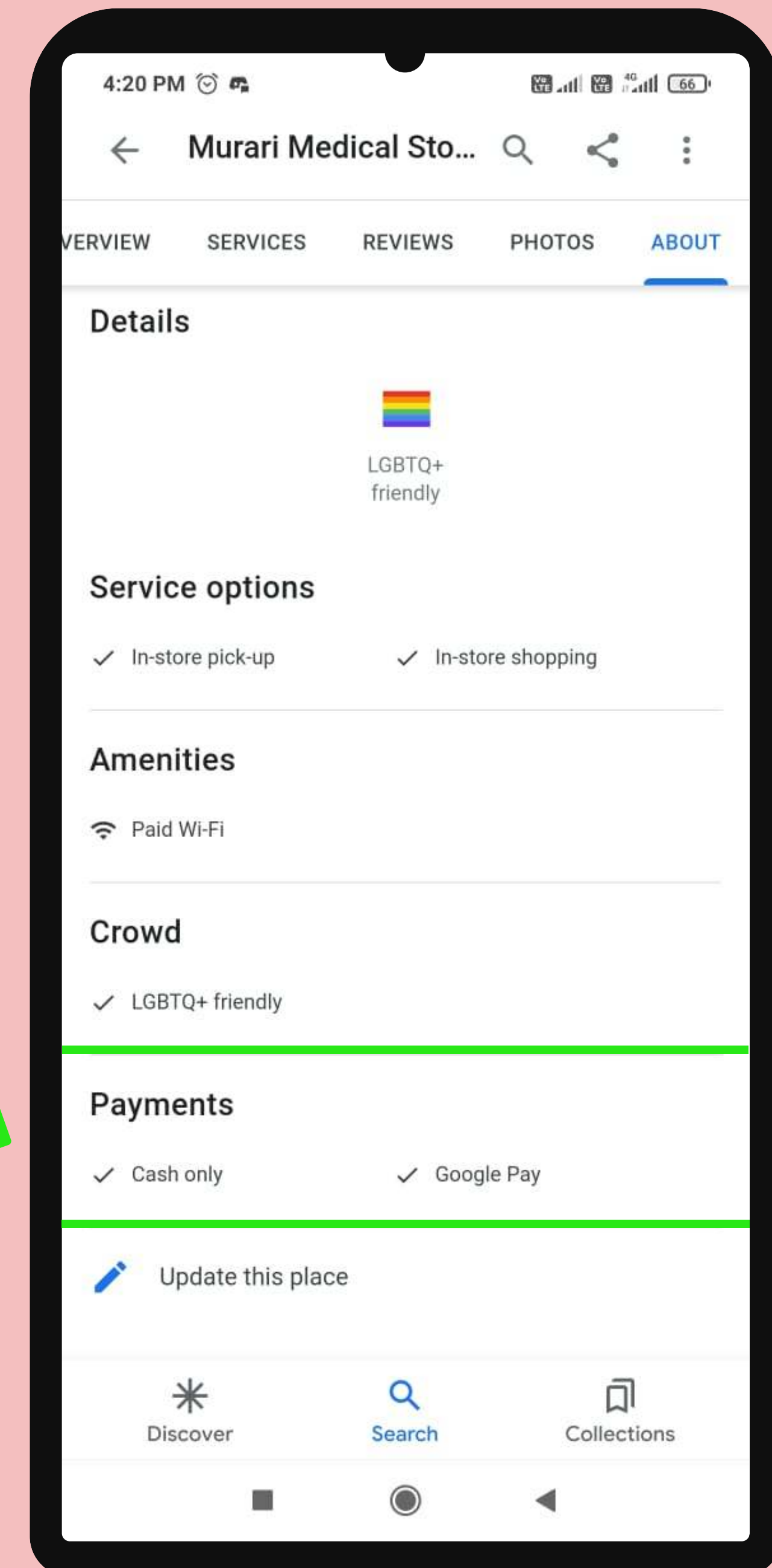
3-D Image

GMB should make it mandatory for businesses to upload a 3-D image of surroundings.

How it will help

Adding only images of the shop or businesses is not enough. Because surroundings also adds up to the experience of the customer.
How it will help-

1. Adding 3-D images will make it easy for the customers to find the busenesses.

2. This will give a more realistic feel to the customer while searching online.

3. By seeing this 3-D image number of local customers will increase as customers are more comfortable to visit a place they already know.

Rating through Gpay and Google Maps

Google Pay- An option can be added in Gpay through which it will ask for the rating after payment to a business.

Google Maps- Suppose a customer reviews a business online, so when next time their mobile location is near that business so google map should automatically ask for the review, assuming customer is visiting the business.

How it will help

This will increase the number of ratings for the businesses.
These kind of features is already available in Google maps but algorithm can be enhanced according to small shops in consideration by linking it to GMB as it can be a tough work for Maps if customer is visiting a market.

Removal of Irrelevant Photos

GMB should also focus on simplifying and expedite the removal of irrelevant photos.

How it will help

This step will be quite helpful to the businesses to manage their appearance online.

Some irresponsible customers adds some irrelevant photos (generally memes) in the photos section of the businesses.

For removing such photos process should be expedite and simple. GMB can use video calls to ensure if the photo is irrelevant or not in case of any confusions (like a photo of surroundings).

This step will increase the trust of the businesses on the GMB.

Go-to-market Plan

We should focus on users in new areas.
An algorithm should be added to the GMB in association with Google maps.
By this if Google maps locates a google user in a new area so it can simply ask the purpose of visit and using this information
GMB can suggest nearby shops and businesses.

We should focus on users in large and more populated cities as it has been observed that people in small cities generally know about the shops in their localities. While in big cities new shops and businesses are setting up more frequently.
So GMB will be more successful in large cities.

We should focus on new type of shops and businesses in an area.

For ex- A new business or shop opens up in a locality of one of its kind so a notification will be sent to the local google users like an advertisement. This will show the importance and competency of GMB to customers.

GMB can run advertisements on the online platforms related to businesses to reach to more and more businesses.

Use of you tube, google search engine and television advertisements will also play an important role in the promotion of the GMB.

Success Metrics

Some key success metircs for the GMB are-

1. By Evaluating number of users searching for shops and businesses near them by google.

2. By observing number of users visiting a particular shop or business after searching on google. we can observe these numbers using google maps and google pay.

3. By observing number of businesses registering on GMB in a certain period of time.

4. By simply looking at the revenue generated.

In these four metrics first and third should be our priority to look at.