

# **PROJECT REPORT**

## **CREATE A GOOGLE MY BUSINESS PROFILE**

### **1.INTRODUCTION:**

#### **1.1 Overview:**

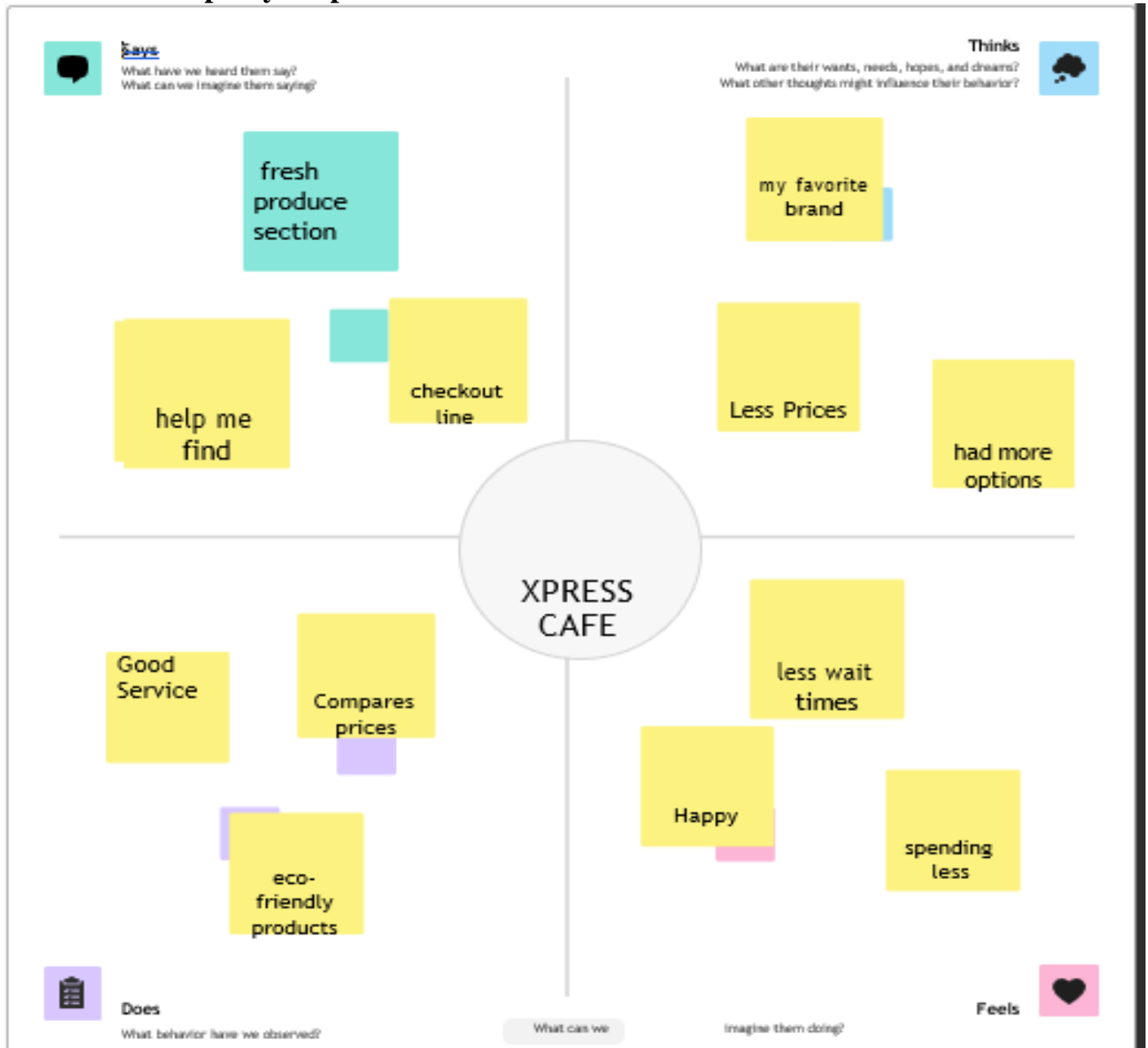
Creating a Google My Business (GMB) profile is a valuable project for businesses looking to establish a strong online presence. Here's an overview of the project: Identify your business goals and objectives for creating a GMB profile. Determine which locations or branches you want to list on GMB. Collect essential business information, including name, address, phone number (NAP), website URL, hours of operation, and a business description. Ensure that your business meets Google's eligibility criteria for GMB listings. Visit the Google My Business website ([business.google.com](https://business.google.com)) and sign in with your Google account or create one if you don't have it. Start the process of adding a new business location to GMB. Input accurate and complete details about your business, ensuring consistency with other online profiles. Verify your ownership of the business location through a postcard, phone call, or email verification process. This step is crucial to ensure the accuracy of your listing.

#### **1.2 Purpose:**

Creating a Google My Business (GMB) profile is a valuable project for businesses looking to establish a strong online presence. Here's an overview of the project. Identify your business goals and objectives for creating a GMB profile. Determine which locations or branches you want to list on GMB. Collect essential business information, including name, address, phone number (NAP), website URL, hours of operation, and a business description. Ensure that your business meets Google's eligibility criteria for GMB listings. Visit the Google My Business website ([business.google.com](https://business.google.com)) and sign in with your Google account or create one if you don't have it.

## 2.PROBLEM DEFINITION AND DESIGN THINKING:

### 2.1 Empathy Map:



## 2.2 Ideation and Brainstorming Map:

1

### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?



#### Key rules of brainstorming

To run a smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

#### TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

#### BHARATHWAJ

Choose a strategic location with high foot traffic. Consider factors like proximity to schools, offices, or tourist attractions.

Conduct thorough market research to understand your target audience's preferences, demographics, and competitors in the area.

#### JAGAJEEVARAMAN

Create a strong brand identity with a memorable name, logo, and visual elements. Your branding should reflect the café's theme and values.

Design the café's interior to match your theme and create a comfortable, inviting atmosphere.

#### MADHESH

Develop a unique and enticing menu. Offer a variety of coffee and tea options, along with snacks, pastries, and possibly light meals.

Invest in high-quality coffee beans and professional coffee equipment. Train your staff to make consistently great coffee.

#### MAKANTAN

Consider eco-friendly practices like using biodegradable cups and utensils, recycling, and sourcing products locally.

Develop a marketing strategy that includes social media, a website, and traditional advertising.

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

**TP**

Add a common name to sticky notes to make transfer to grid a piece, organize and categorize important ideas as themes with your team!

Focus on high-quality coffee beans, brewing methods, and unique coffee creations.

Find a location in a busy commercial area or near offices, schools, or tourist attractions.

Provide a mix of cozy couches, communal tables, and bar seating for different customer preferences.

Establish a strong online presence on platforms like Instagram, Facebook, and Twitter to showcase your café's offerings and engage with customers.

4

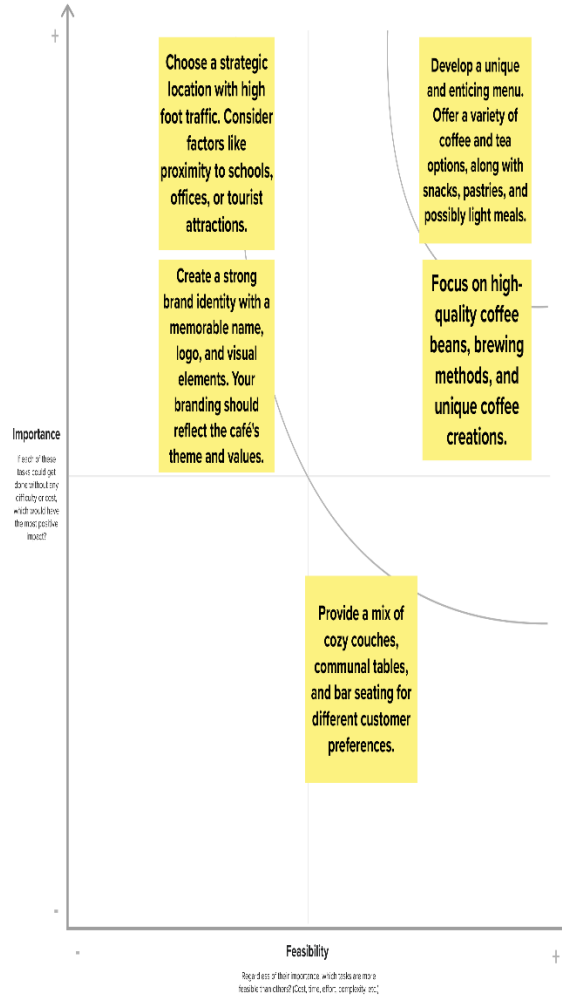
### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

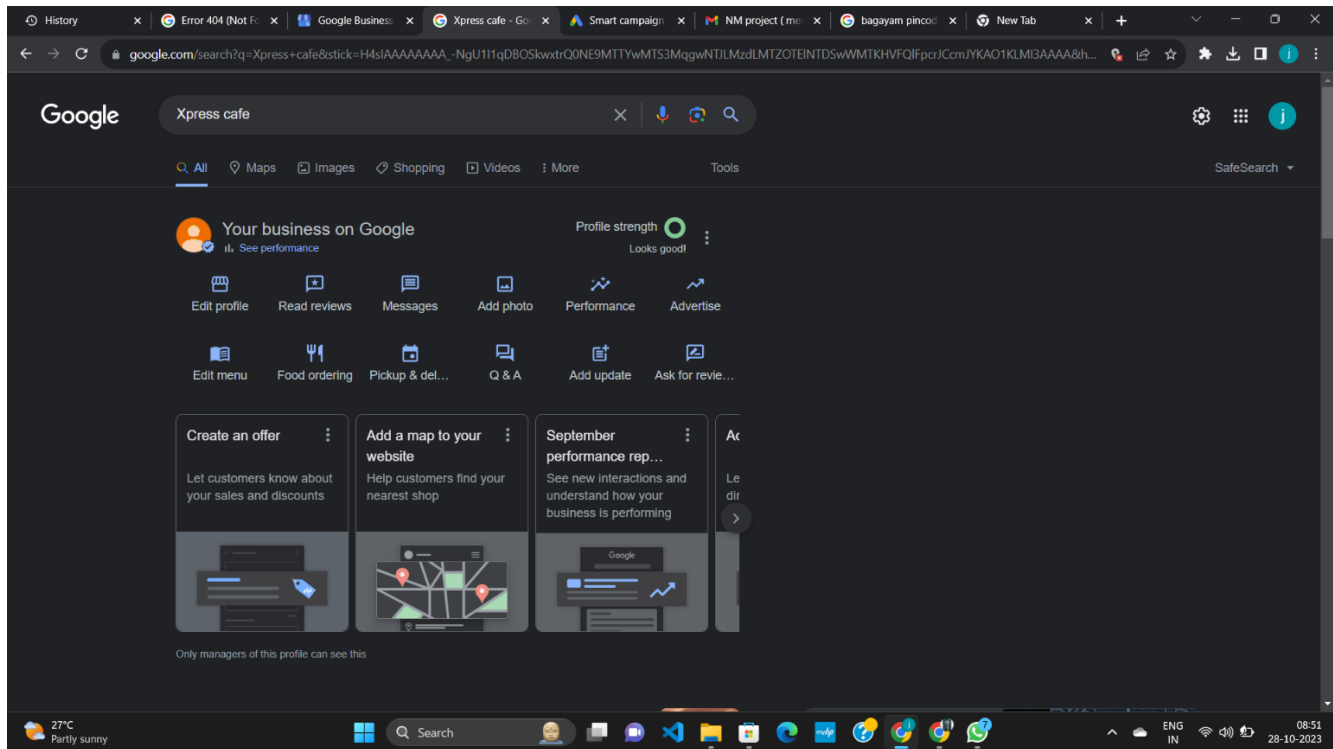
🕒 20 minutes

**TP**

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the arrow pointer tooling the H key on the keyboard.



### 3.RESULT:



### 4.ADVANTAGES:

#### 1. Improved Visibility:

- GMB profiles appear prominently in Google Search and Google Maps, increasing your online visibility.
- It helps potential customers find your business when they search for related products or services in your area.

#### 2. Enhanced Credibility:

- A well-maintained GMB profile with accurate information, reviews, and images can boost your business's credibility and trustworthiness.

### 3. Increased Website Traffic:

- Your GMB profile includes a link to your website, driving more traffic to your site when users want to learn more about your products or services.

### 4. Customer Insights:

- GMB provides valuable insights about how users find your listing, where they're located, and what actions they take (e.g., visiting your website, requesting directions).

### 5. Online Reviews:

- Customers can leave reviews and ratings on your GMB profile, which can influence the decisions of potential customers and improve your reputation.

### 6. Engage with Customers:

- You can respond to reviews, answer questions, and provide updates directly through your GMB profile, improving customer engagement and satisfaction.

## **DISADVANTAGES:**

### 1. Privacy Concerns:

- Sharing business information, including your address and phone number, can raise privacy concerns for some businesses, especially if they operate from home or have security concerns.

### 2. Negative Reviews:

- GMB allows customers to leave reviews, which can be both positive and negative. Negative reviews can impact your reputation and may require effective management.

### 3. Inaccurate Information:

- Keeping GMB information up-to-date is crucial. Inaccurate information, such as incorrect hours of operation or contact details, can confuse customers and lead to dissatisfaction.
4. Time and Effort:
- Maintaining an active GMB profile requires time and effort. Responding to reviews, posting updates, and managing the information can be a significant commitment.
5. Competition:
- Your competitors may also have GMB profiles, making it important to ensure that your profile stands out and ranks well in local search results.
6. Verification Process:
- The verification process can be cumbersome for some businesses. Google may require you to verify your business through a postcard sent to your physical address, which can take some time.

## 5.APPLICATIONS:

1. **Google My Business App:** As mentioned earlier, Google provides a dedicated mobile app for Google My Business, available for both Android and iOS devices. This app is specifically designed for creating and managing GMB profiles.
2. **Google My Business Web Application:** You can access the Google My Business platform through a web browser on your computer by visiting the Google My Business website (<https://business.google.com>). This web application allows you to create and manage your GMB profile.
3. **Google Maps App:** While primarily used for navigation, the Google Maps app also allows you to manage your business on Google Maps, including claiming and updating your business listing.
4. **Local SEO Tools:** There are various local SEO and business listing management tools available that can help you optimize your Google My

Business profile and ensure consistency across multiple online directories. Examples include Moz Local, BrightLocal, and Yext.

5. **Photo Editing Tools:** High-quality images are essential for your GMB profile. You can use photo editing applications like Adobe Photoshop, Canva, or Snapseed to enhance your images before uploading them to your GMB profile.
6. **Review Management Tools:** To keep track of and respond to customer reviews efficiently, you can use online reputation management tools like ReviewTrackers or Birdeye.
7. **Scheduling and Posting Tools:** To streamline the process of posting updates and managing your GMB posts, you can use social media management tools like Hootsuite, Buffer, or Later.
8. **Analytics Tools:** While GMB provides basic insights, more in-depth analytics can be obtained through tools like Google Analytics and Google Data Studio, which can help you track the performance of your website and online presence.
9. **Citation Management Tools:** For maintaining consistent business information across multiple online directories, citation management tools like Whitespark, BrightLocal, and Yext can be helpful.

## **6. CONCLUSION:**

In conclusion, creating a Google My Business (GMB) profile offers numerous advantages for businesses, particularly those with a local or physical presence. It can significantly enhance your online visibility, credibility, and customer engagement. While there are some potential disadvantages and challenges, proper management can mitigate these issues. Various applications and tools, including the official GMB app, web platform, and other software for photo editing, review management, analytics, and local SEO, can help you create and maintain a strong GMB profile.