

## *Ideation Phase Empathize & Discover*

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### **Empathize & Discover Creating a Google My Business (GMB) Profile :**

Creating a Google My Business (GMB) profile can be an important step for businesses to establish an online presence and connect with potential customers. To empathize with the process and discover the steps involved, put yourself in the shoes of a business owner or manager who wants to create a GMB profile. Here's a step-by-step guide along with some empathetic insights:

1. **Start with Purpose:** Imagine you are a small business owner who wants to increase your online visibility. You've heard that GMB can help you do that. Begin by understanding the purpose behind creating a GMB profile.
2. **Research and Gather Information:** Before starting, you need to gather essential information about your business. Think about the challenges of collecting accurate and up-to-date data such as your business name, address, phone number, website, hours of operation, and a brief description of your business.
3. **Access Google My Business:** You'd go to the Google My Business website (<https://www.google.com/business/>) or app to get started.
4. **Sign In or Create an Account:** If you have a Google account, you might need to sign in. If not, you would need to create one, which can be a new challenge if you're not tech-savvy.
5. **Search for Your Business:** If your business is already listed on Google, you might need to claim it. This can be a bit confusing, especially if your business has been around for a while.
6. **Create a New Listing:** If your business isn't listed, you'd proceed to create a new listing. You'll need to input all the gathered information. It can be time-consuming and may require some back-and-forth to ensure accuracy.
7. **Verify Your Business:** Google often sends a postcard to your business address with a verification code. This step might cause some anxiety as it can delay the process, but it's essential to ensure the legitimacy of your business.
8. **Add Photos and Details:** To make your profile stand out, you'd upload high-quality photos of your business, products, and services. This can be a creative and fun part of the process.
9. **Set Business Categories:** Selecting the right categories for your business is crucial for visibility. It might be challenging to choose the most accurate ones.
10. **Add Posts and Updates:** Google My Business allows you to post updates and events. This is where you can engage with potential customers, but it can be time-consuming.
11. **Respond to Reviews:** Encouraging customers to leave reviews is vital, and responding to both positive and negative reviews can be emotionally demanding.
12. **Monitor and Maintain:** After your GMB profile is live, you need to regularly update it with any changes in your business information, hours, or offerings.
13. **Analyze Insights:** GMB provides insights into how your profile is performing. Understanding and using these analytics can be a learning curve.
14. **Stay Engaged:** To truly benefit from GMB, staying engaged with your audience and being responsive to inquiries and reviews is a constant effort.

Creating a Google My Business profile is a journey that involves multiple steps, from initial setup to ongoing maintenance. It can be a mix of excitement, frustration, and dedication, all aimed at improving your online presence and connecting with potential customers. Remember that GMB is a valuable tool, and the effort you invest can have a significant impact on your business's success.