

NAAN MUDHALVAN DIGITAL MARKETING

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PROJECT - 13

Create A Google My Business Profile

AIM:

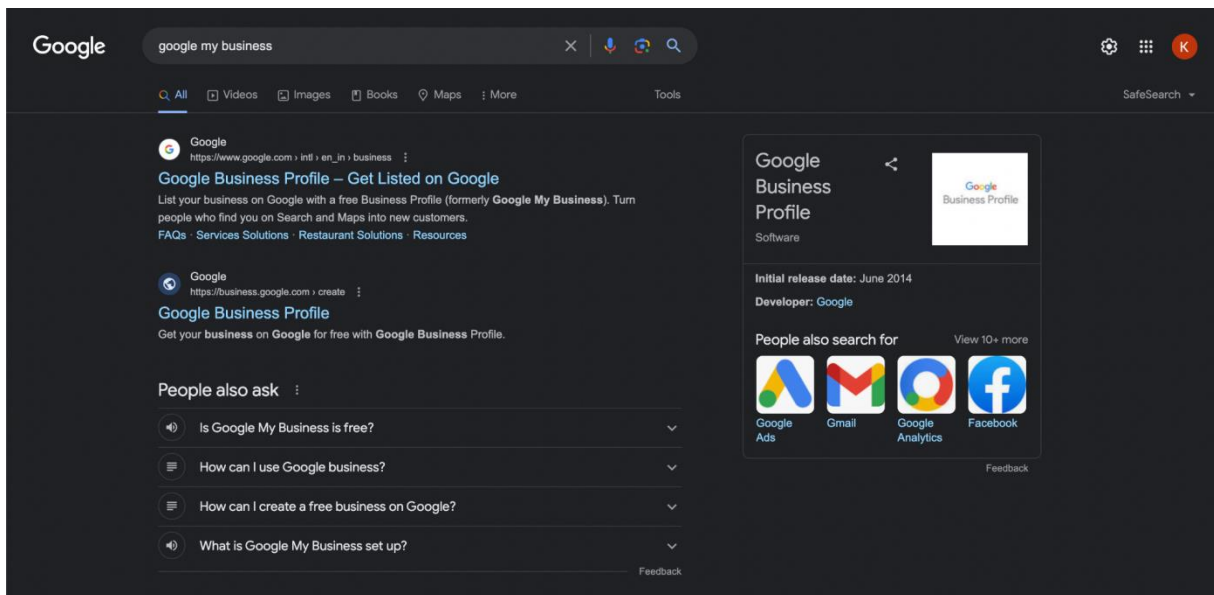
To Create a Google My Business profile to establish a robust online presence.

PROCEDURE:

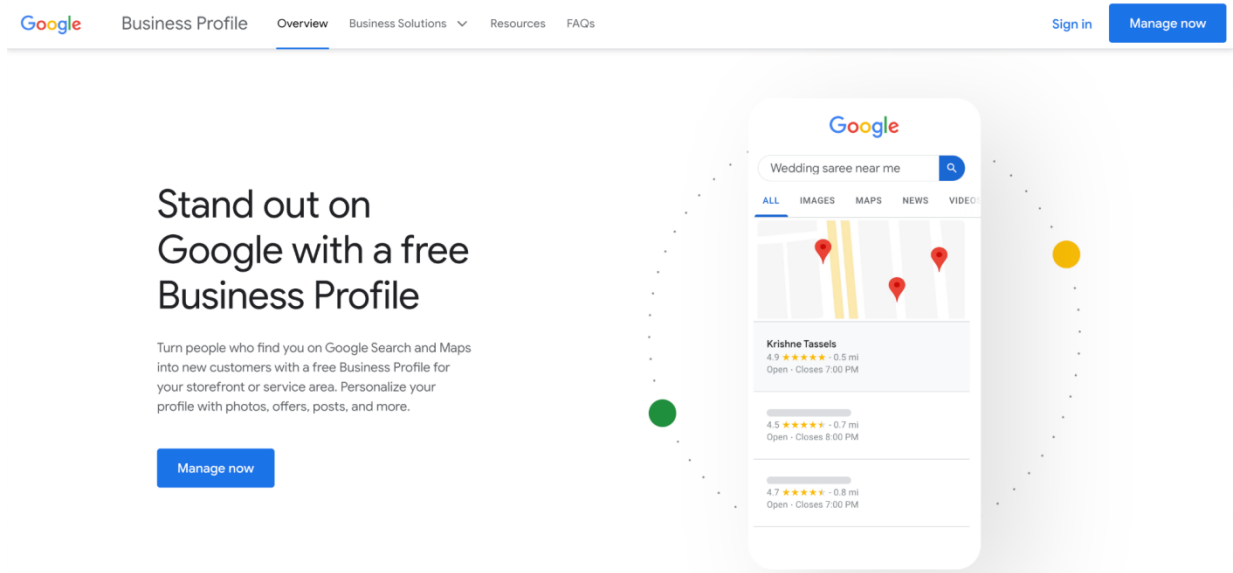
- The first step is to navigate to the link given below.

https://www.google.com/search?q=google+my+business&rlz=1C1O%20NGR_enIN1042IN1042&oq=google+my+&gs_lcrp=EgZiaHJvbWUqCggBEAAYsQM%20YgAQyBggAEEUYO TIKCAEOABixAxiABDINCAIOABiDARixAxiABDIHCAMOABiAB%20DINCAOOABiDARixAxiABDIGCAUQRRg8MgYIBhBFGDwyBAGHEAXSAQg1Mzk5aj%20%20BqN6gCALACAA&sourceid=chrome&ie=UTF-8

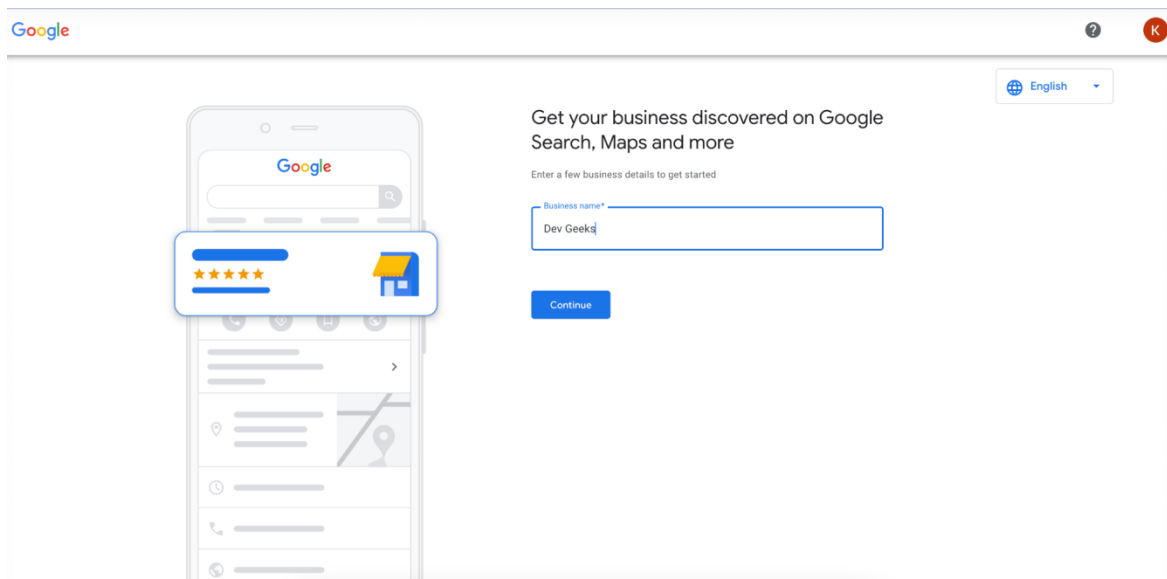
- Click Google Business Profile Listed on the top of the results page.



- Then, sign in to your google account.



- Click the Business name field and enter business name - “Dev Geeks” and Click Continue.



- Choose the business type and click next.

The screenshot shows the Google Business Setup interface. At the top, the Google logo is on the left, and a help icon and a user profile icon (labeled 'K') are on the right. Below the logo is a back arrow. The main heading is 'Choose your business type'. Below this is a subtext: 'Select all that apply to Dev Geeks'. There are three business type options, each with an icon, a title, a description, and a checkbox:

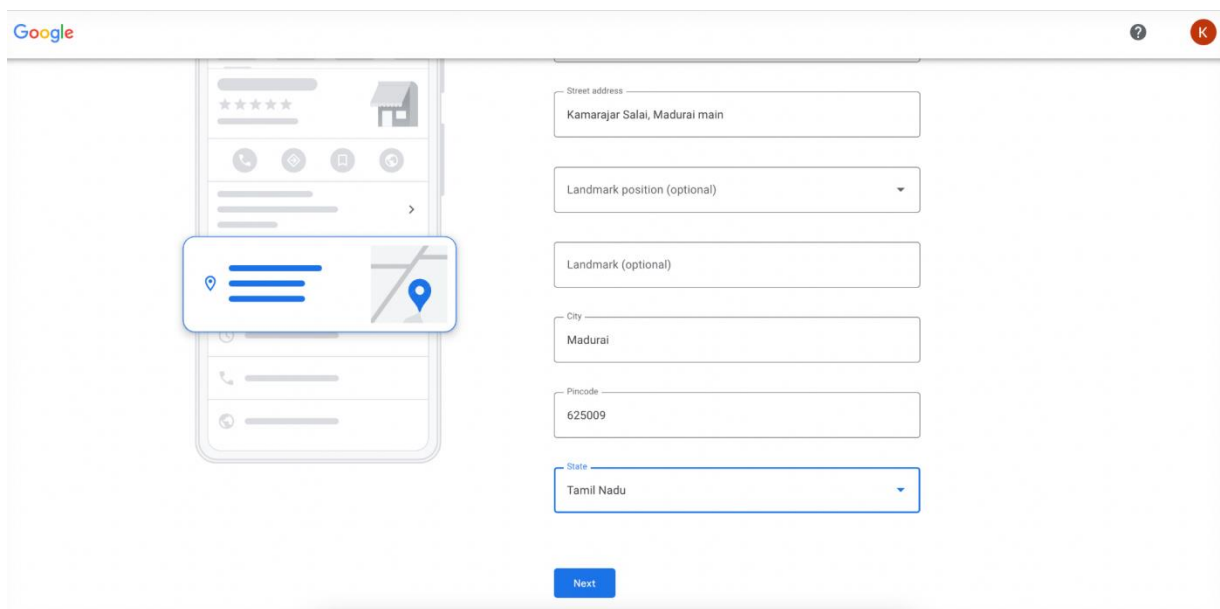
- Online retail**: Customers can purchase products through your website. The checkbox is empty.
- Local store**: Customers can visit your business in person. The checkbox is checked.
- Service business**: Your business makes visits to customers. The checkbox is checked.

At the bottom of the options is a blue 'Next' button.

- Click the Business category field as software company and Click Next.

The screenshot shows the Google Business Setup interface for entering a business category. At the top, the Google logo is on the left, and a help icon and a user profile icon (labeled 'K') are on the right. Below the logo is a back arrow. The main heading is 'Enter a business category'. Below this is a subtext: 'Help customers discover your business by industry by adding a business category'. There is a text input field labeled 'Business category*' with the text 'Software company' entered. Below the input field is a small text: 'You can change and add more later'. At the bottom of the input field is a blue 'Next' button. On the left side of the screen, there is a large, semi-transparent image of a smartphone displaying a Google search result for a business with a 5-star rating and a location pin icon.

- Then, we entered our business address in the location field.

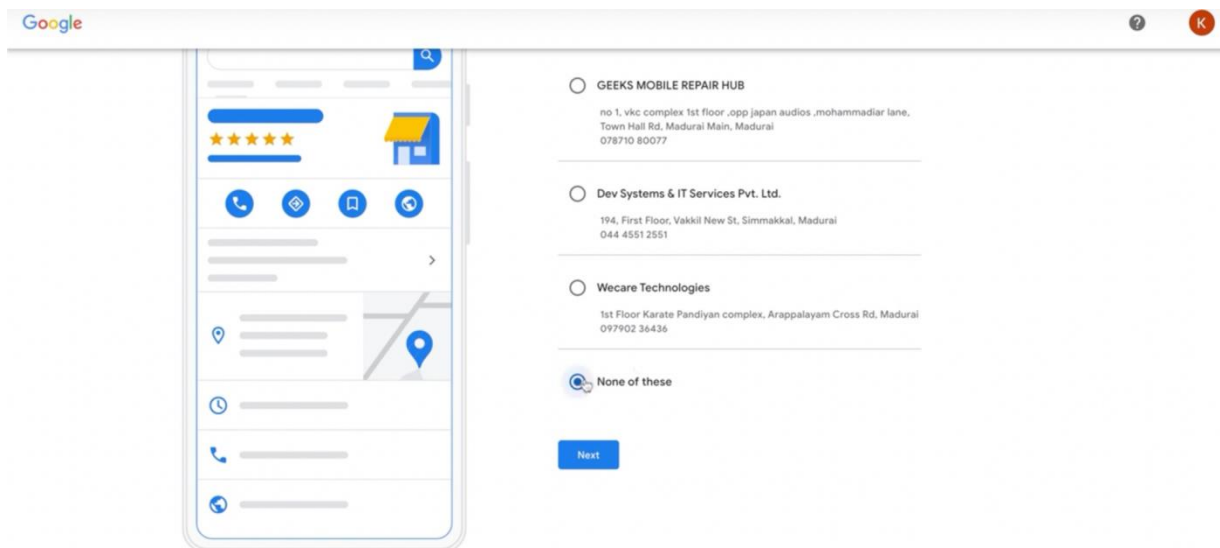


A screenshot of the Google Business Profile location entry form. On the left, a smartphone mockup displays a business card with a location pin icon highlighted. The form on the right contains the following fields:

- Street address: Kamarajar Salai, Madurai main
- Landmark position (optional):
- Landmark (optional):
- City: Madurai
- Pincode: 625009
- State: Tamil Nadu

A blue "Next" button is located at the bottom right of the form.

- We'll check if our business is already listed and then click none of these as ours is not listed.

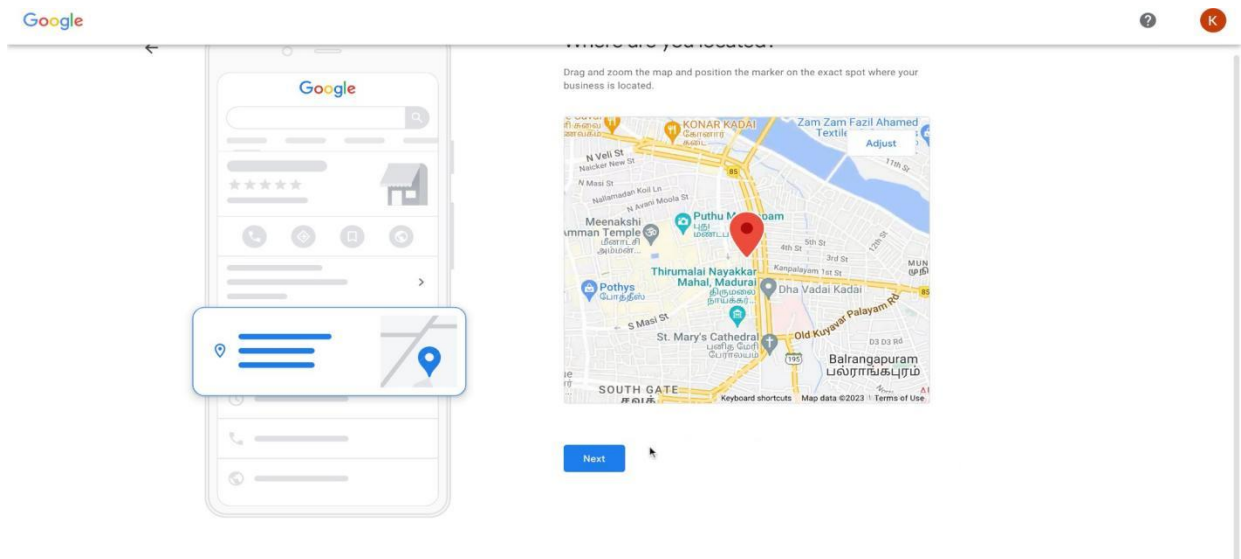


A screenshot of the Google Business Profile search results screen. On the left, a smartphone mockup shows a search interface with a location pin icon highlighted. The search results on the right are as follows:

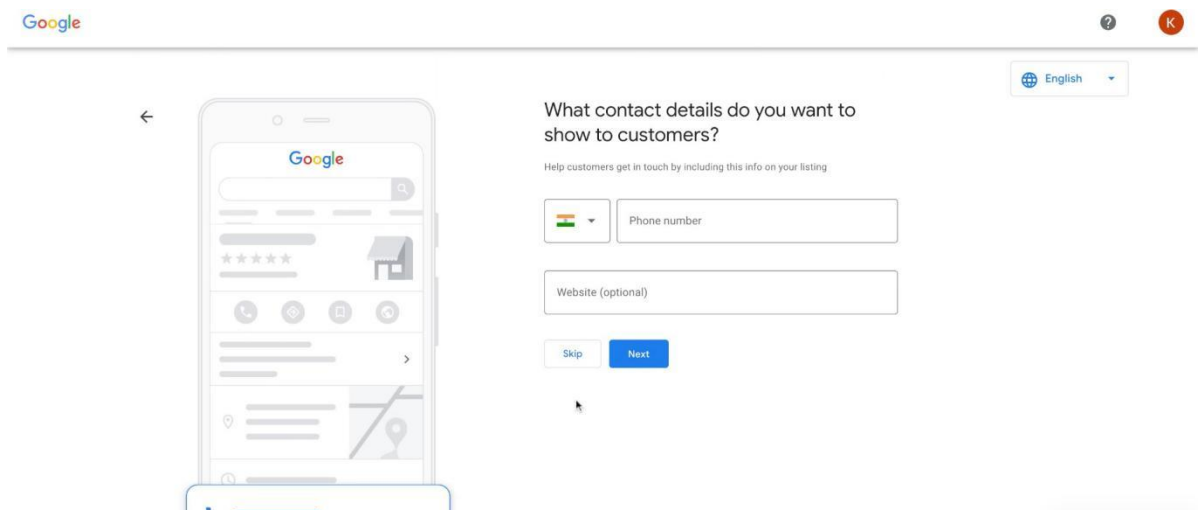
- ☐ GEEKS MOBILE REPAIR HUB
no 1, vkc complex 1st floor ,opp japan audios ,mohammadlar lane,
Town Hall Rd, Madurai Main, Madurai
078710 80077
- ☐ Dev Systems & IT Services Pvt. Ltd.
194, First Floor, Vakkil New St, Simmakal, Madurai
044 4551 2551
- ☐ Wecare Technologies
1st Floor Karate Pandiyan complex, Arappalayam Cross Rd, Madurai
097902 36436
- ☒ None of these

A blue "Next" button is located at the bottom right of the form.

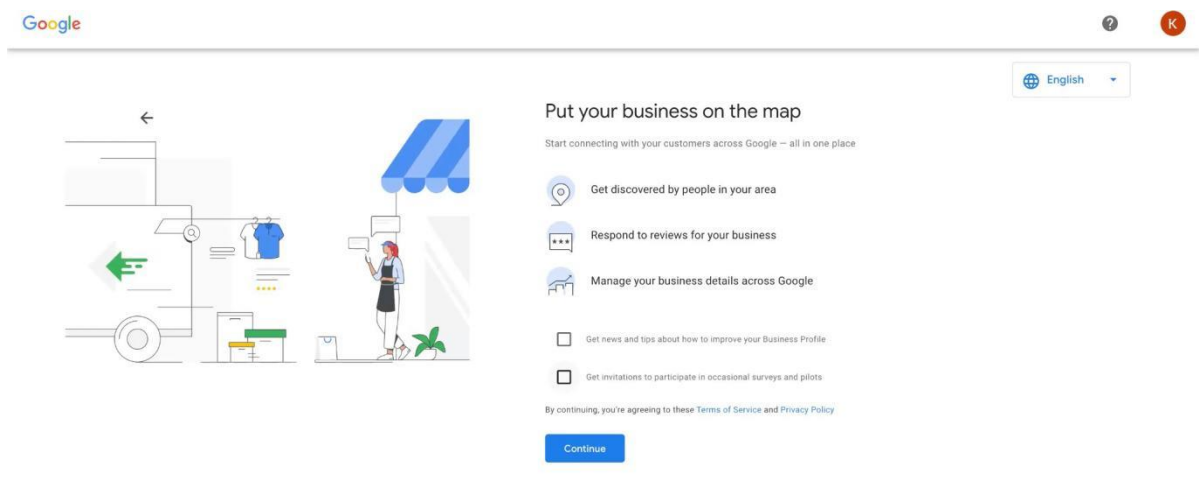
- Check the location and click next.



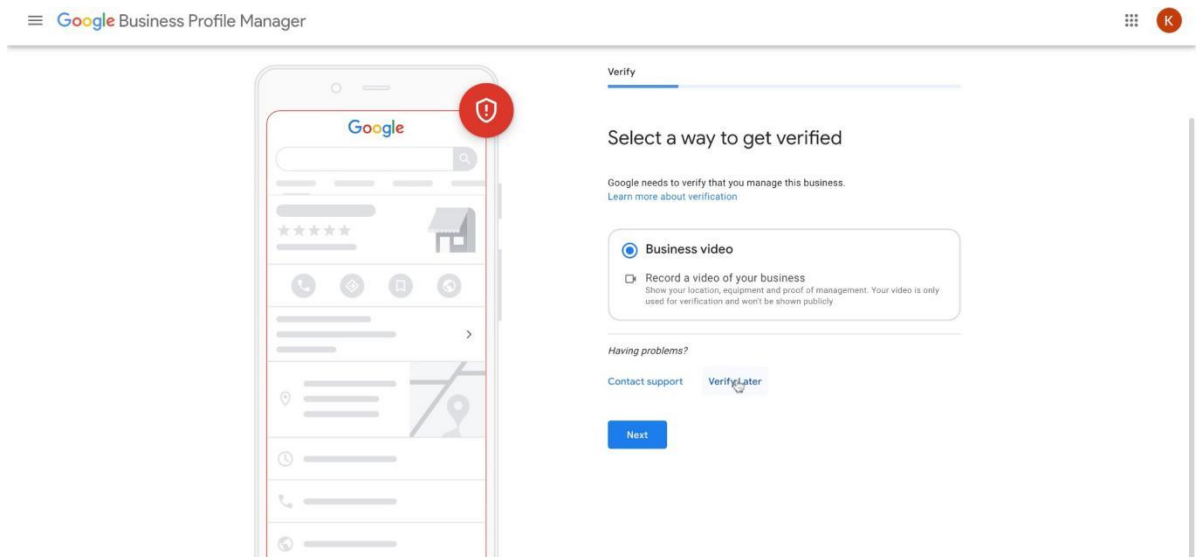
- Enter the contact details if needed and click on Next.



- Click The Check Boxes If You Needed And Click Continue.



- Click on Verify later to do the verification afterwards.



- Then, we add our business days and hours and click next.

The screenshot shows the Google Business Profile Manager interface. On the left, a mobile phone mockup displays a business profile with a clock icon highlighted. On the right, the 'Business hours' section is active. It lists days from Sunday to Saturday, each with a toggle switch to set the business status (Open or Closed). For open days, a time range is specified (e.g., 10:00 AM to 4:00 PM), and an 'Add hours' link is provided. At the bottom, there are 'Skip' and 'Next' buttons. The 'Next' button is highlighted with a mouse cursor.

| Day | Status | Hours | Action |
|-----------|--------|---------------------|---------------------------|
| Sunday | Closed | | |
| Monday | Open | 10:00 AM - 4:00 PM | Add hours |
| Tuesday | Open | 10:00 AM - 4:00 PM | Add hours |
| Wednesday | Open | 10:00 AM - 4:00 PM1 | Add hours |
| Thursday | Open | 10:00 AM - 4:00 PM | Add hours |
| Friday | Open | 10:00 AM - 4:00 PM | Add hours |
| Saturday | Closed | | |

- Add messaging feature if needed and click next.

The screenshot shows the Google Business Profile Manager interface at the 'Add messaging' step. On the left, a mobile phone mockup displays a business profile with a messaging icon highlighted. On the right, the 'Customize profile' progress bar is shown. Below it, the 'Add messaging' section explains that customers can message the business for free. There is a 'Learn more' link and a toggle switch for 'Accept Messages', which is currently turned on. At the bottom, there are 'Skip' and 'Next' buttons. The 'Next' button is highlighted with a mouse cursor.

Customize profile

Add messaging

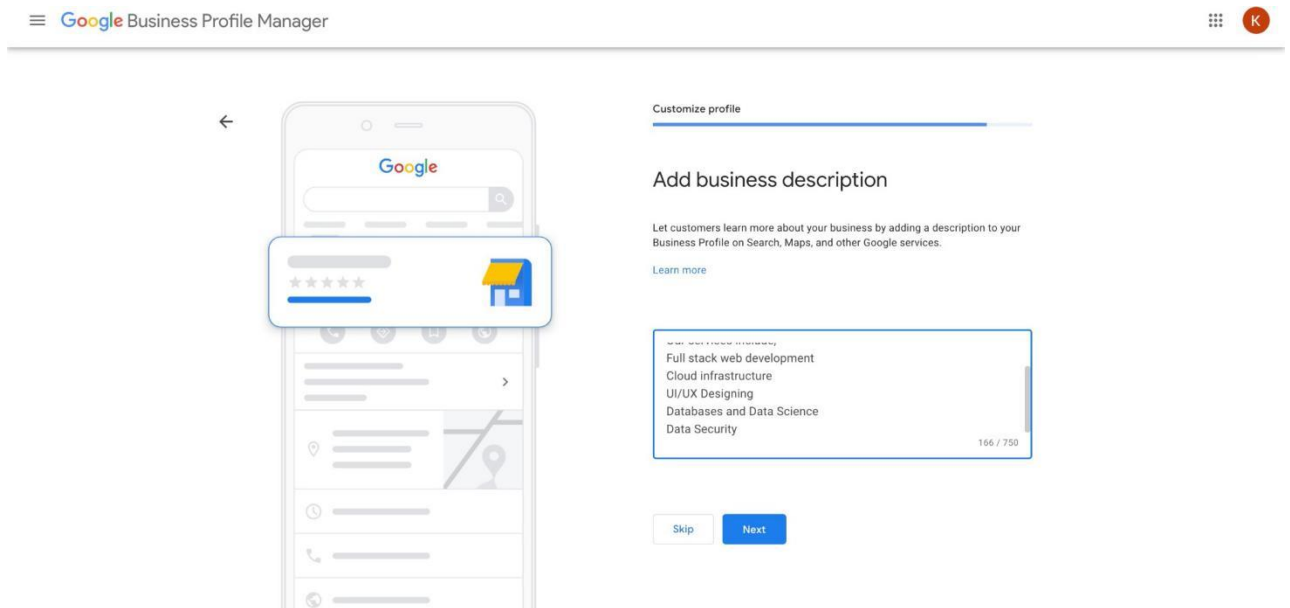
Let customers message your business on Google for free

[Learn more](#)

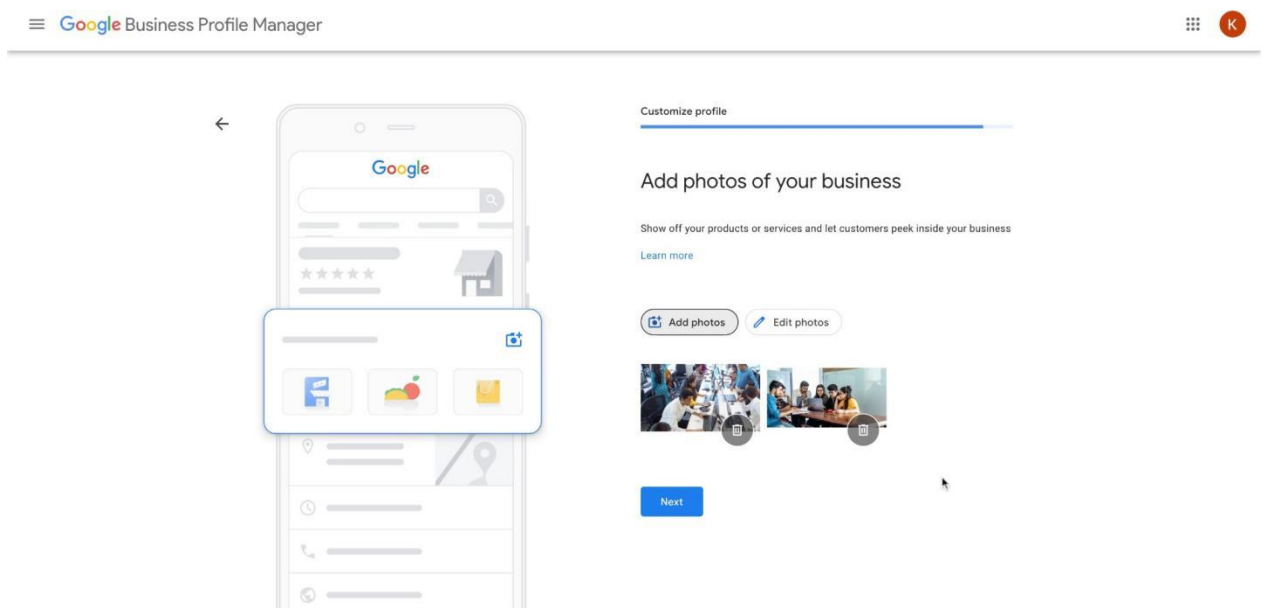
☒ Accept Messages

[Skip](#) [Next](#)

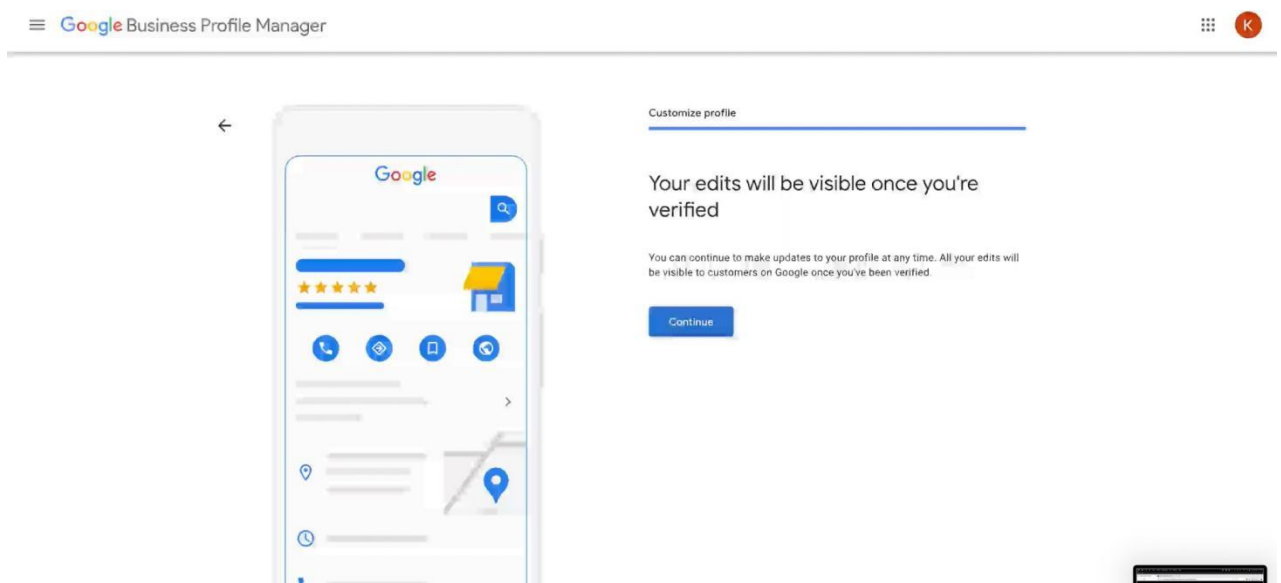
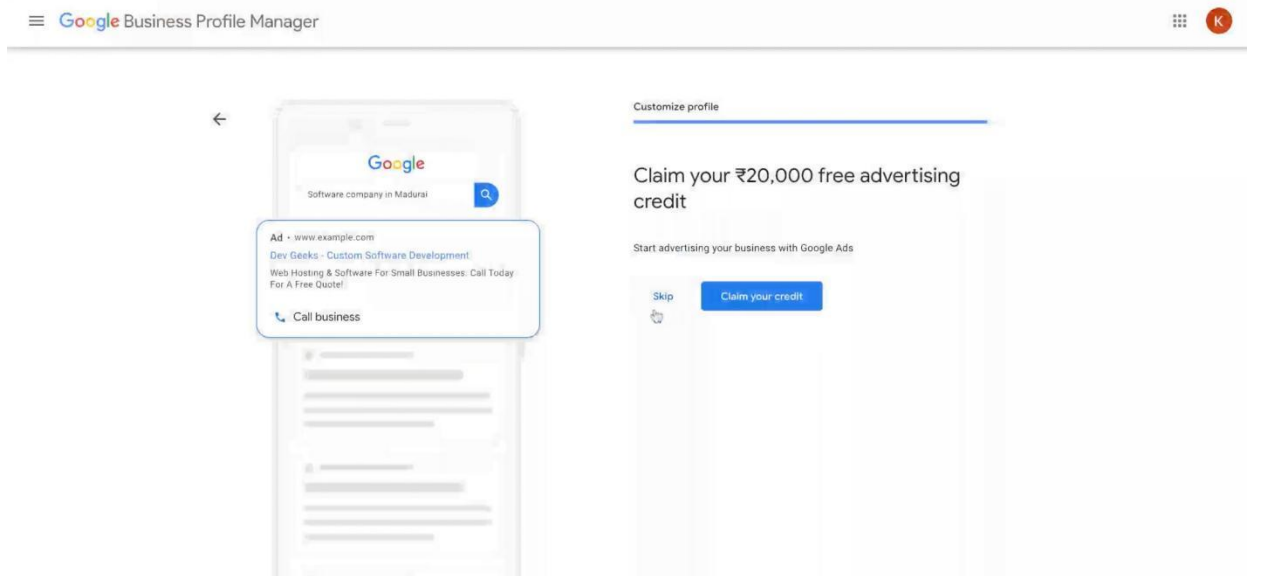
- The description about our business (Dev Geeks) including the services was added.



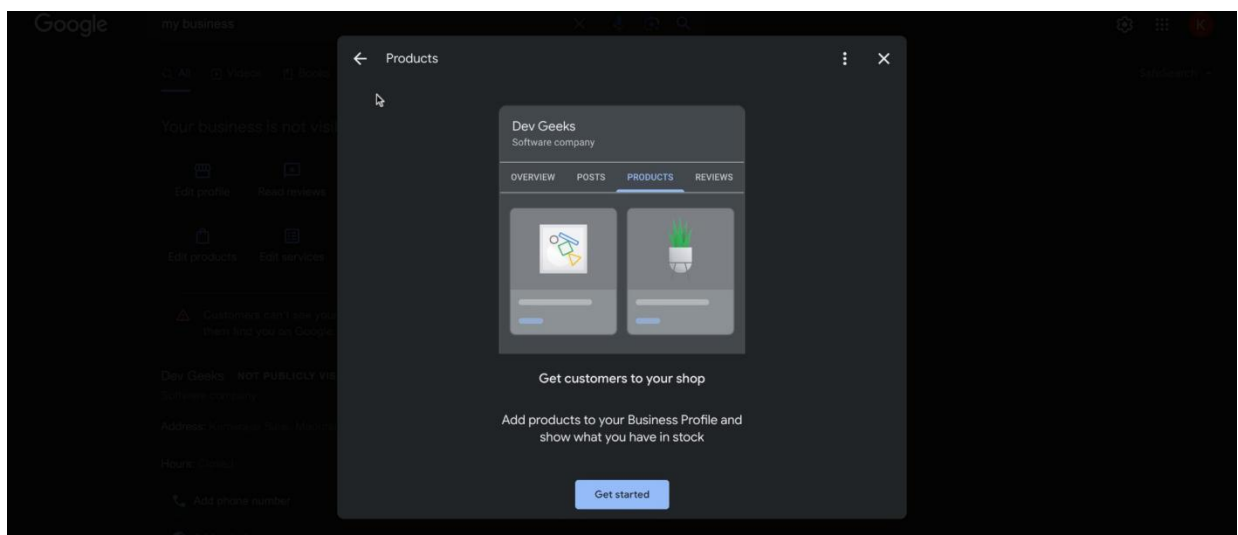
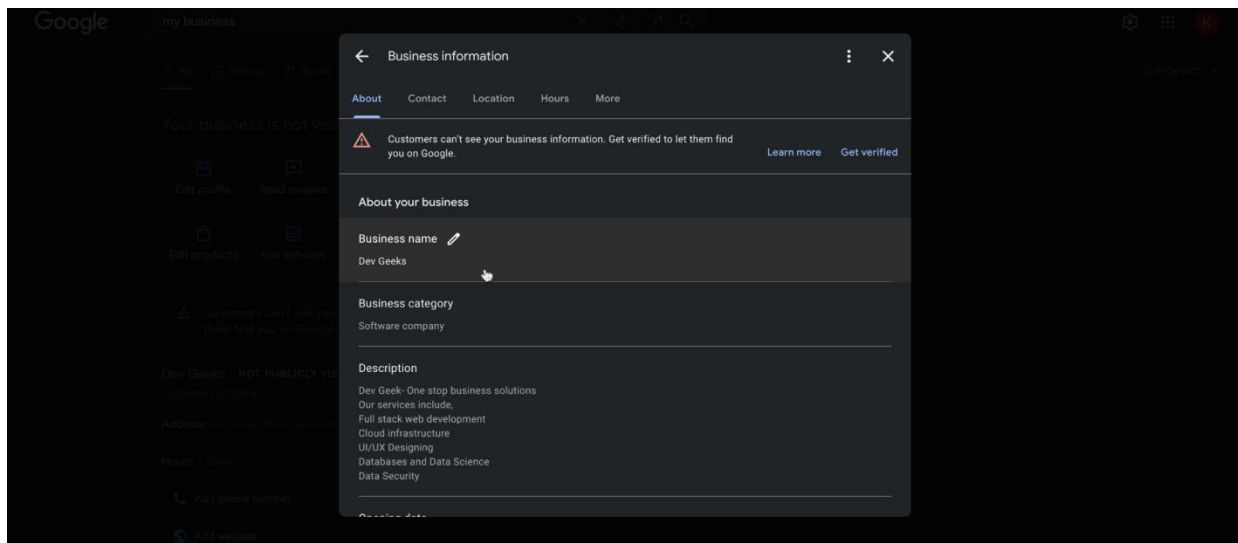
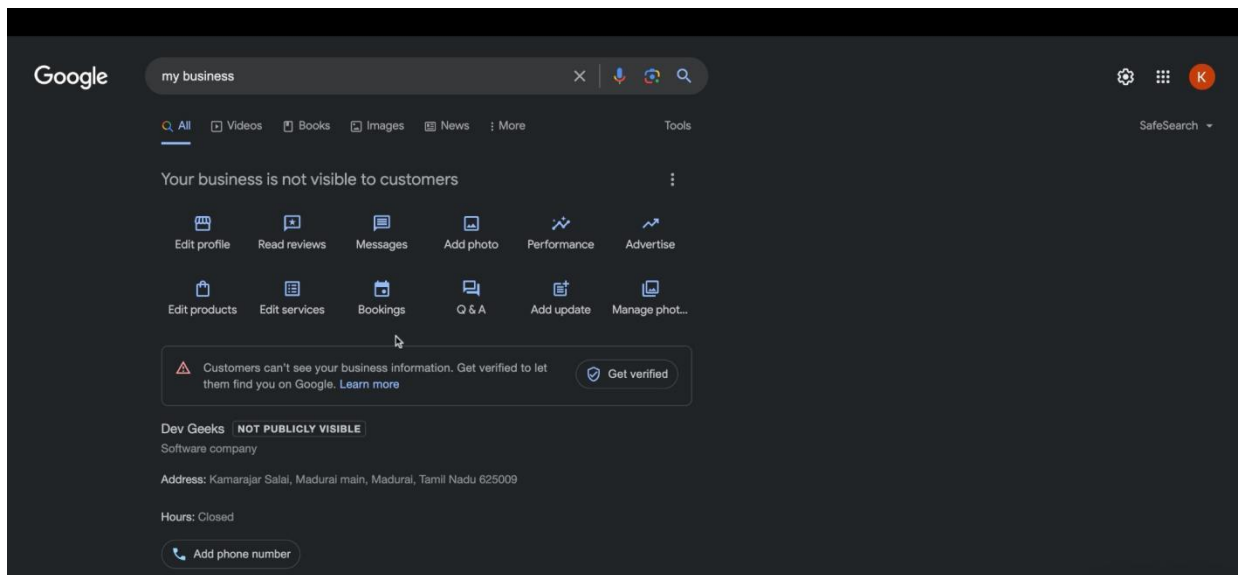
- Then, we uploaded our business photos and clicked next.



- Click claim your credit if you need or else click skip. Then, click continue.



- Our google business profile was created successfully.



RESULT:

Email : devgeeks01@gmail.com

Brand Name: Dev Geeks

Video Link :

https://drive.google.com/file/d/1Q6pPiscvkhRjBMnhbmnpI-STJX_5ukcz/view?usp=sharing