

NAAN MUDHALVAN

DIGITAL MARKETING

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PROJECT - 13

Create A Google My Business Profile

AIM:

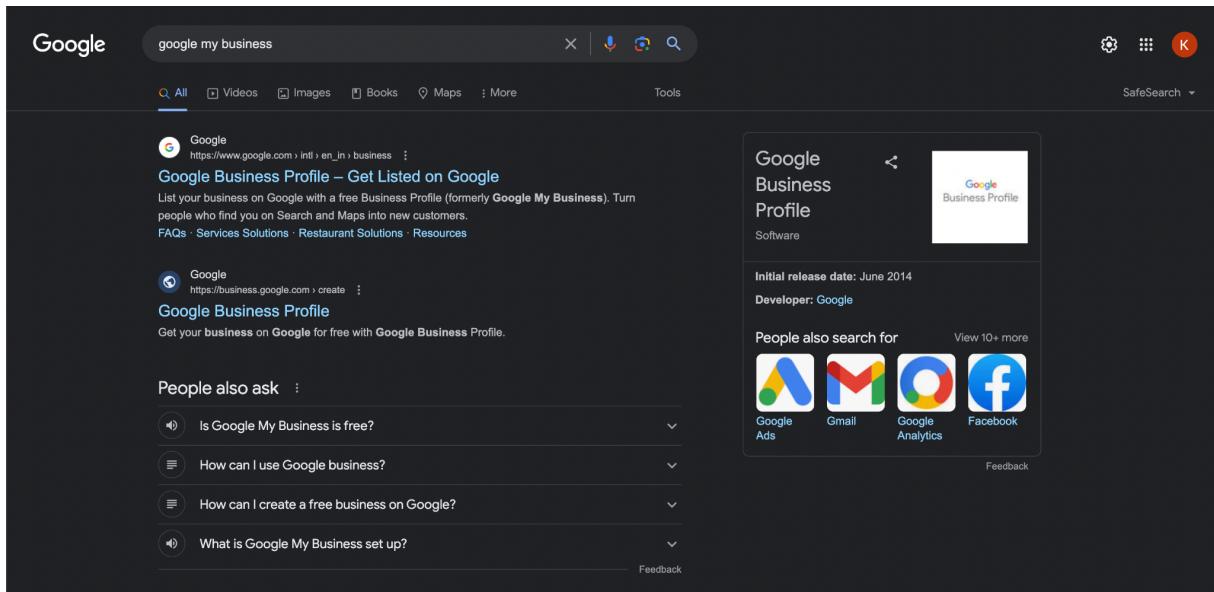
To Create a Google My Business profile to establish a robust online presence.

PROCEDURE:

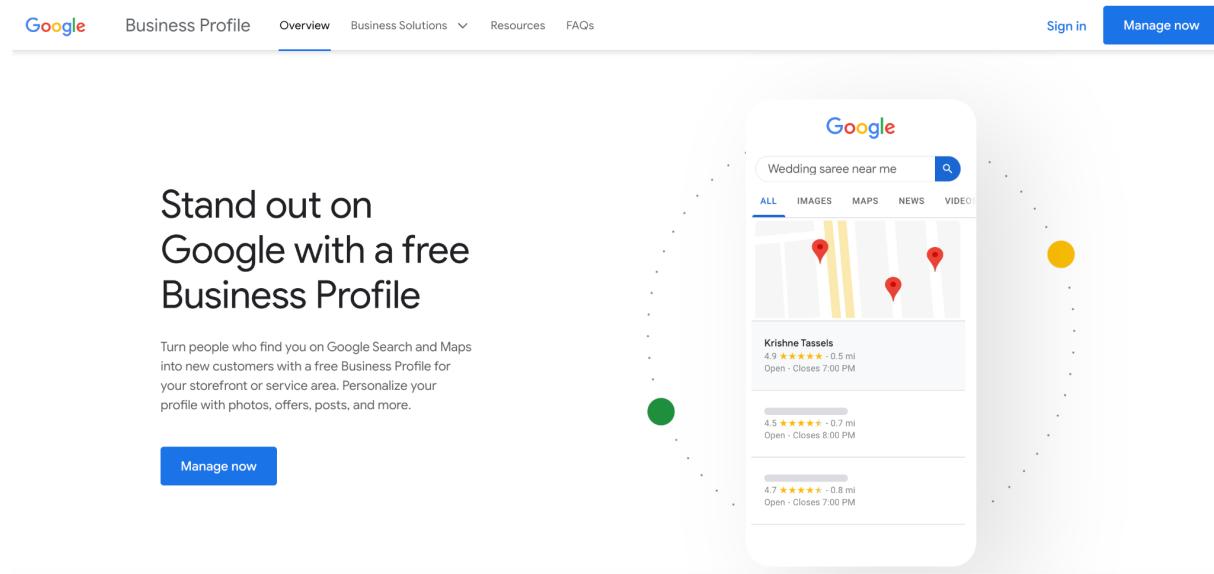
- The first step is to navigate to the link given below.

https://www.google.com/search?q=google+my+business&rlz=1C1O%20NGR_enIN1042IN1042&oq=google+my+&gs_lcp=EgZjaHJvbWUqCggBEAAysQM%20YgAQyBggAEEUYOTIKCAEQABixAxiABDINCAIQABiDARixAxiABDIHCAMQABiAB%20DINCAQQABiDARixAxiABDIGCAUQRg8MgYIBhBFGDwyBAgHEAXSAQg1Mzk5aj%20%20BqN6gCALACAA&sourceid=chrome&ie=UTF-8

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

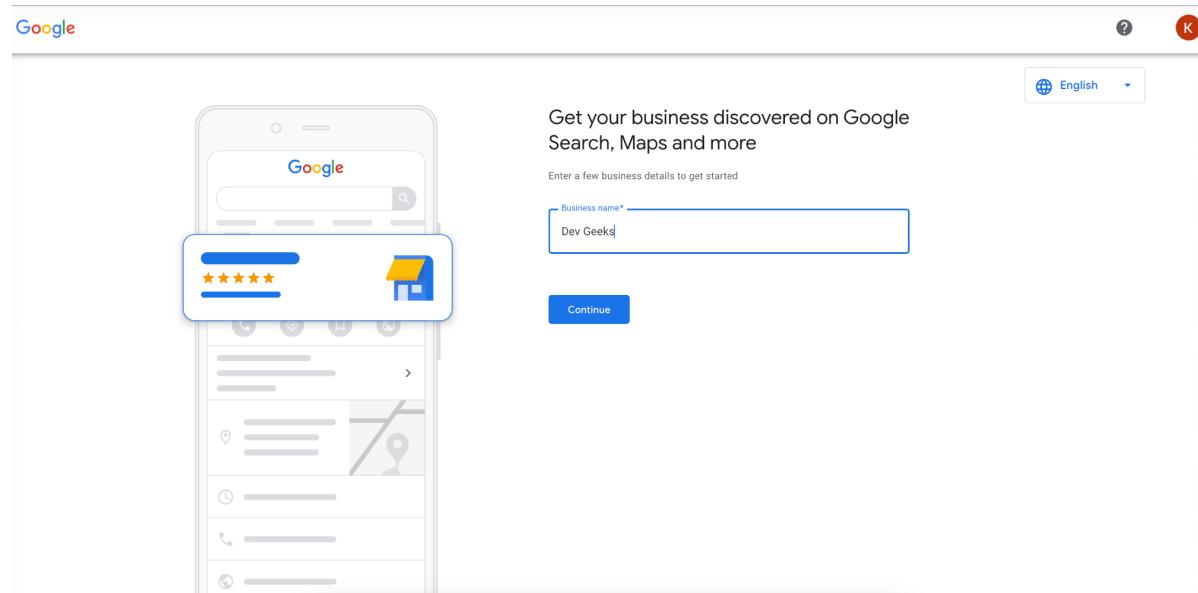


- Then, sign in to your google account.



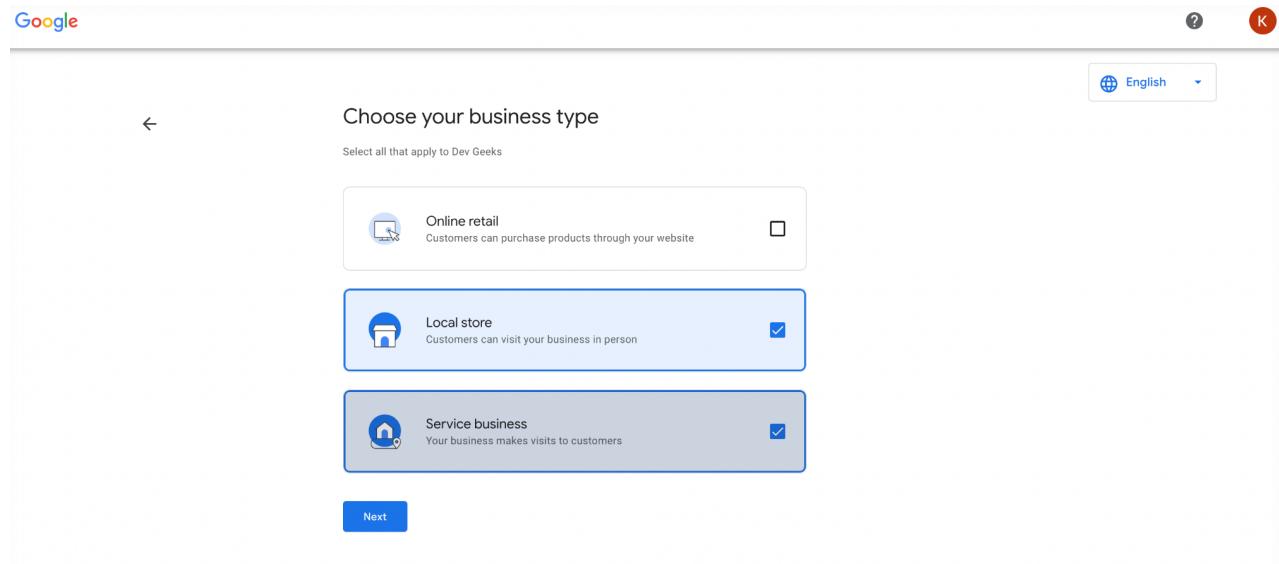
The screenshot shows the Google Business Profile landing page. At the top, there's a navigation bar with the Google logo, 'Business Profile' (highlighted in blue), 'Overview', 'Business Solutions', 'Resources', 'FAQs', 'Sign in', and a 'Manage now' button. The main heading is 'Stand out on Google with a free Business Profile'. Below it, a sub-headline reads: 'Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.' A large 'Manage now' button is centered below the sub-headline. To the right, there's a preview of what a Google search result might look like for a business named 'Kristine Tassels', showing ratings and location information.

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

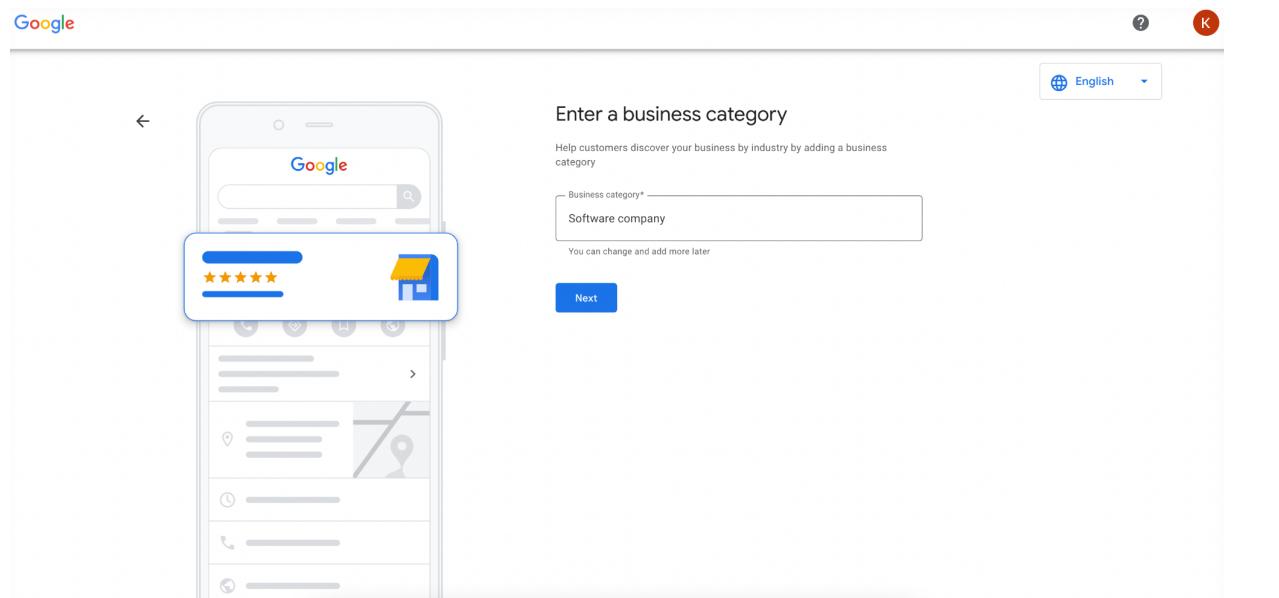


The screenshot shows the initial setup page for creating a Google Business Profile. On the left, there's a graphic of a smartphone displaying a Google search result for a business. On the right, the text 'Get your business discovered on Google Search, Maps and more' is displayed, followed by the instruction 'Enter a few business details to get started'. A 'Business name*' input field contains the text 'Dev Geeks'. Below the input field is a 'Continue' button. At the top right, there are language and user profile icons.

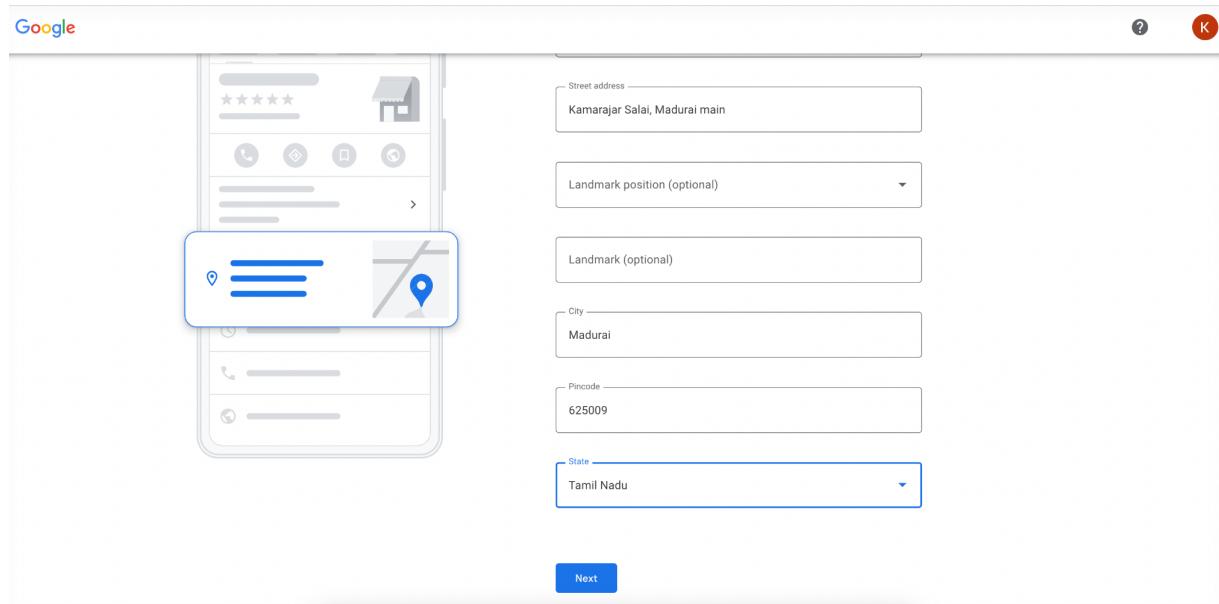
- Choose the business type and click next.



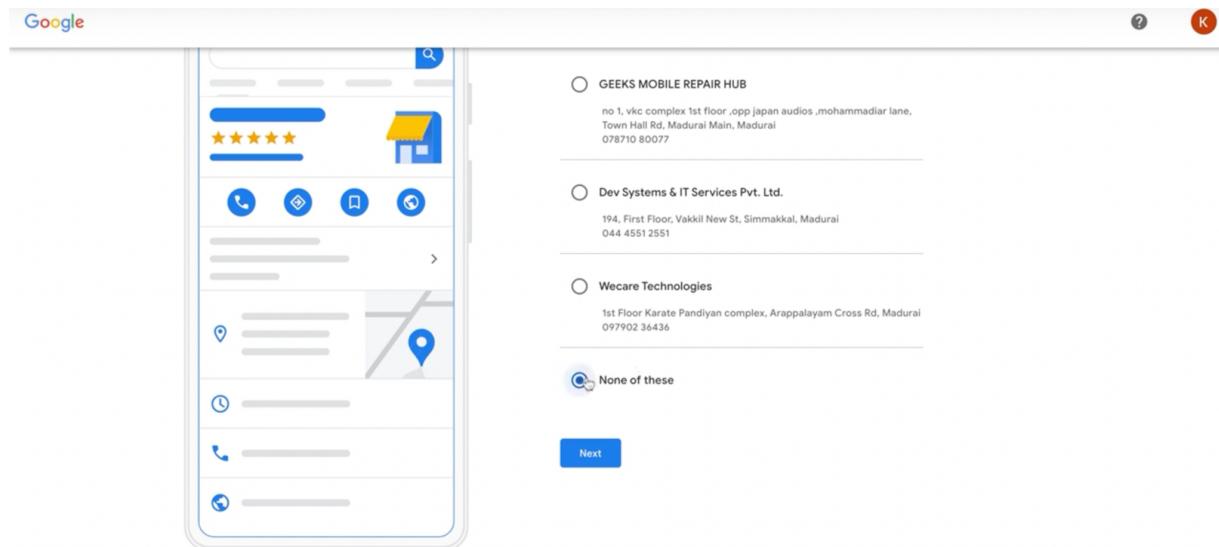
- Click the Business category field as software company and Click Next.



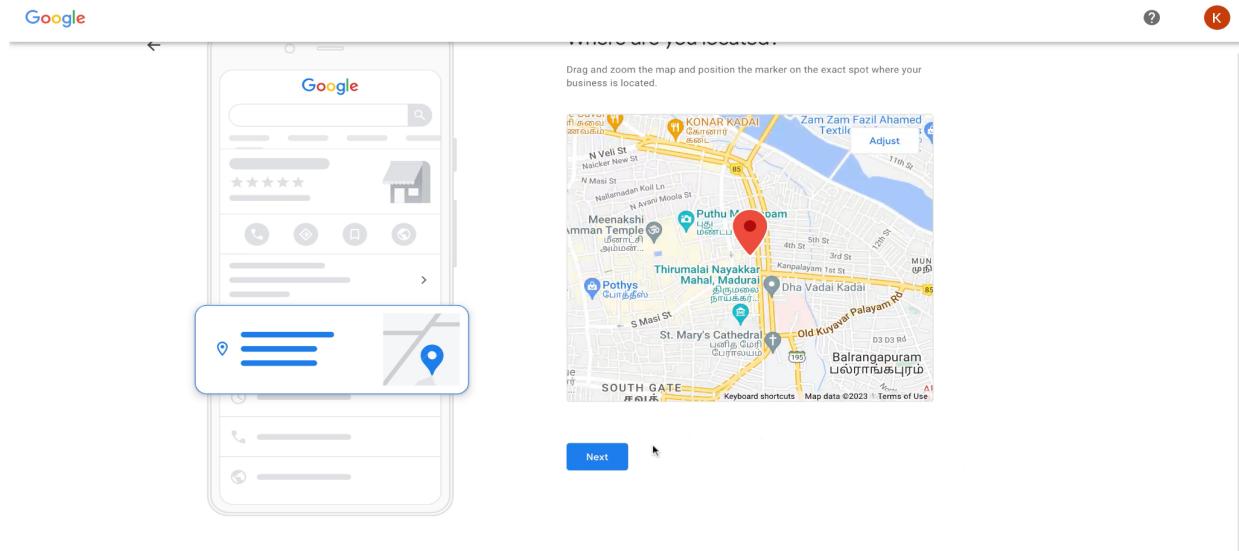
- Then, we entered our business address in the location field.



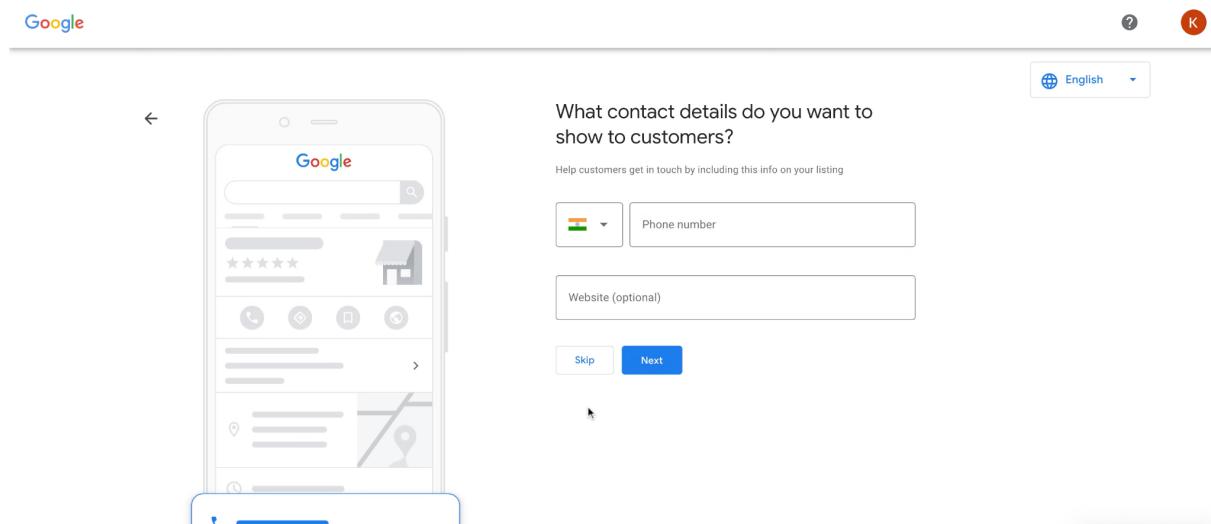
- We'll check if our business is already listed and then click none of these as ours is not listed.



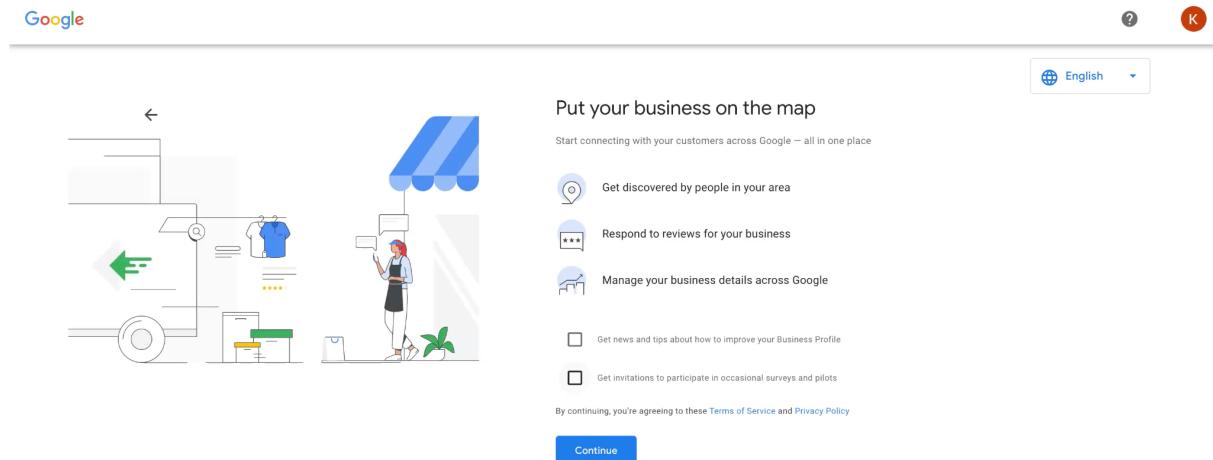
- Check the location and click next.



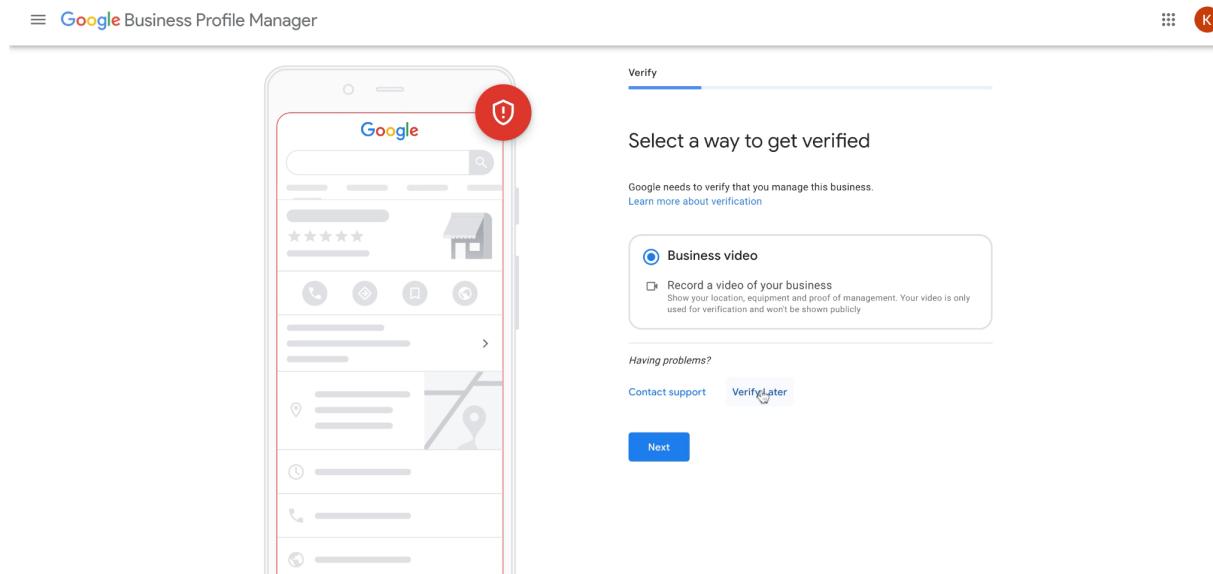
- Enter the contact details if needed and click on Next.



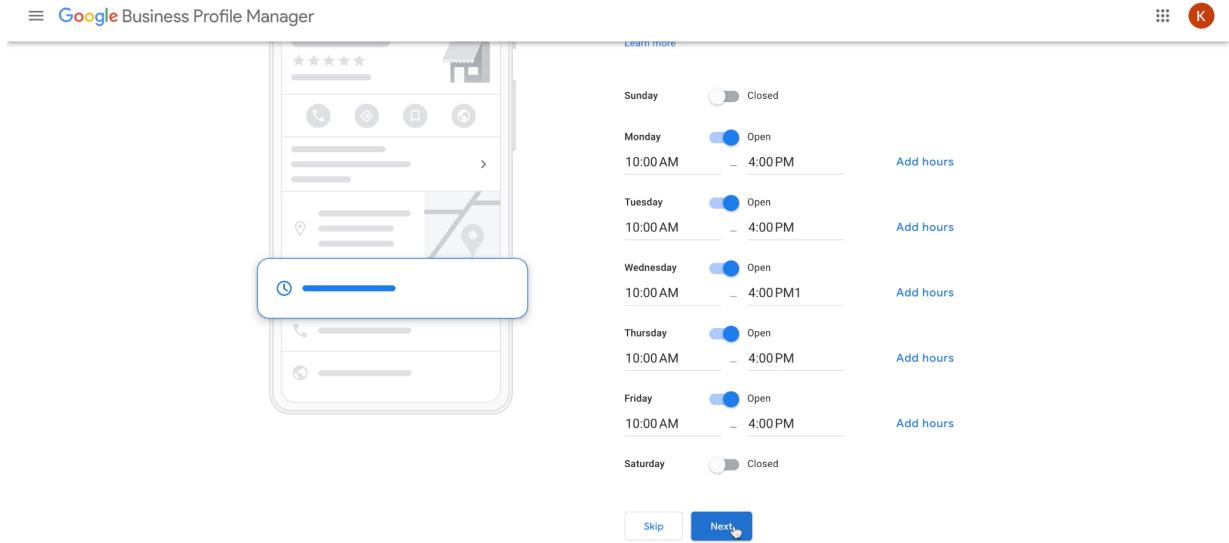
- Click The Check Boxes If You Needed And Click Continue.



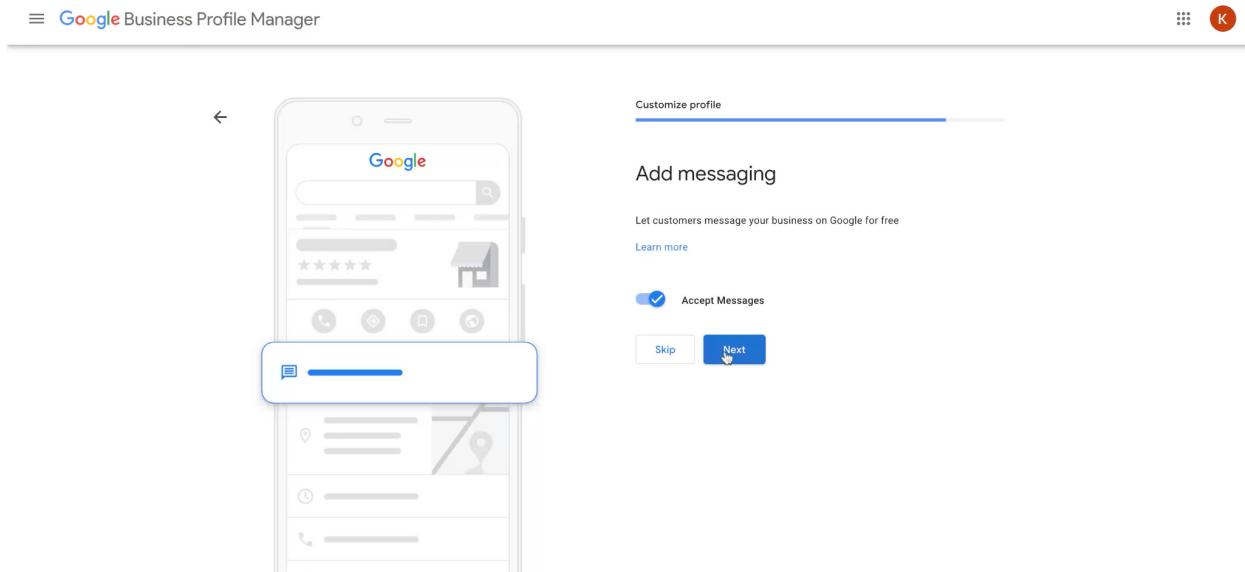
- Click on Verify later to do the verification afterwards.



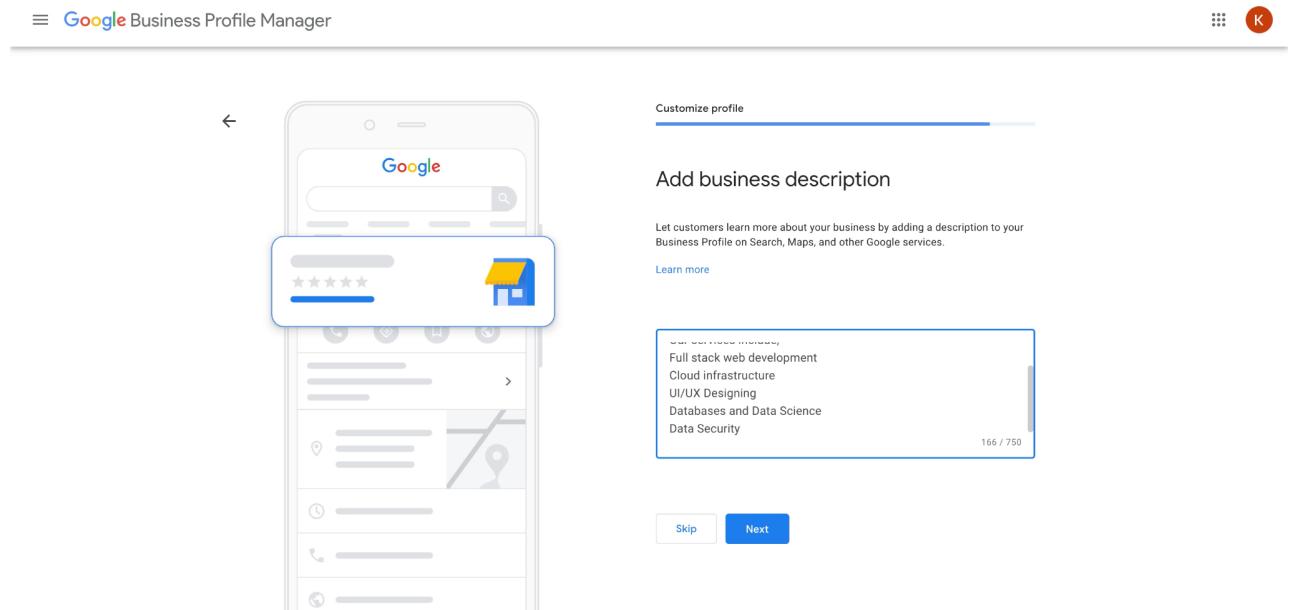
- Then, we add our business days and hours and click next.



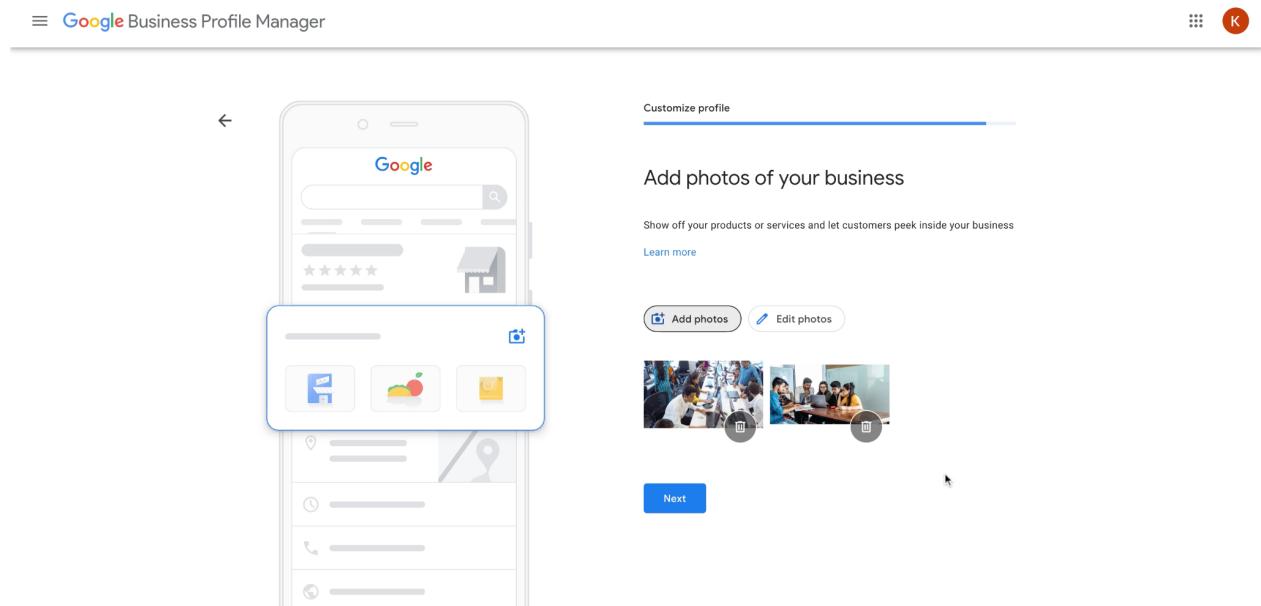
- Add messaging feature if needed and click next.



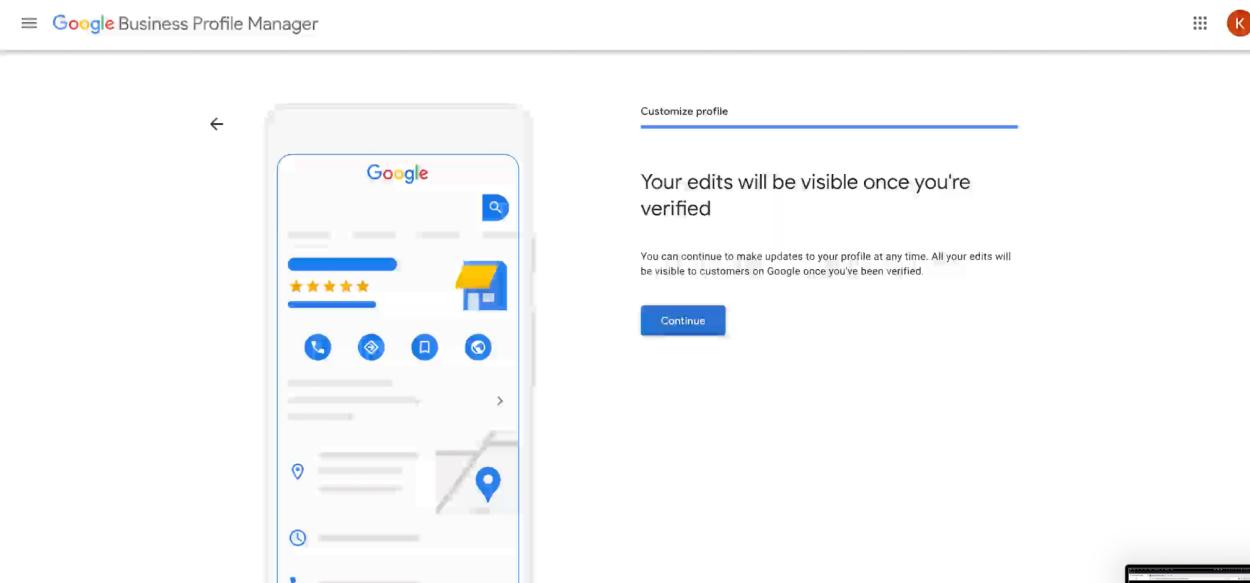
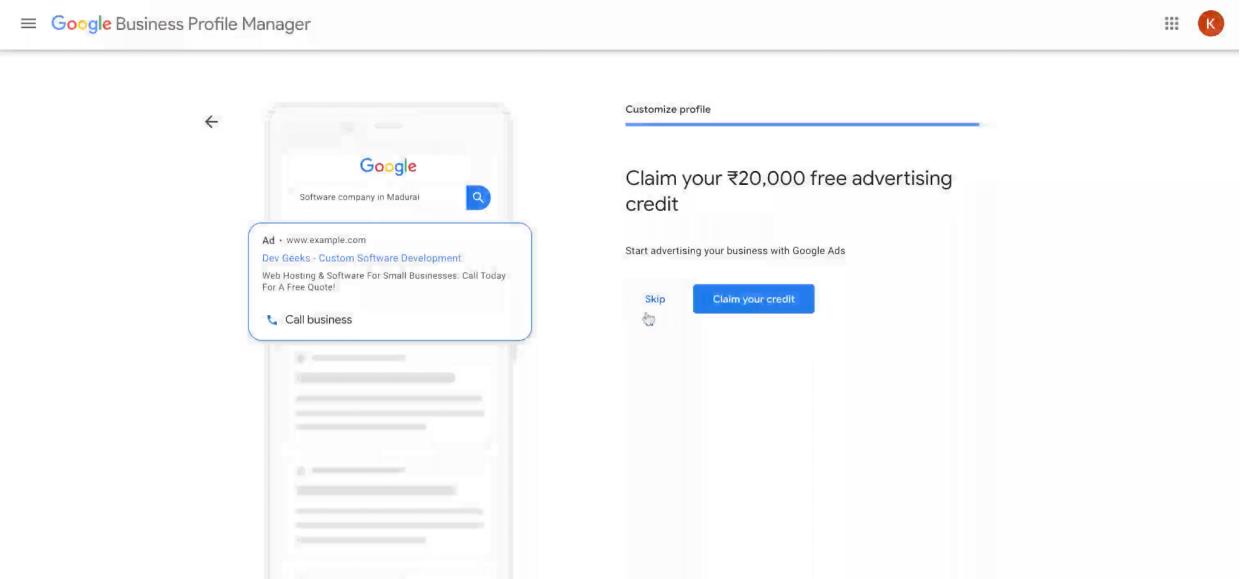
- The description about our business (Dev Geeks) including the services was added.



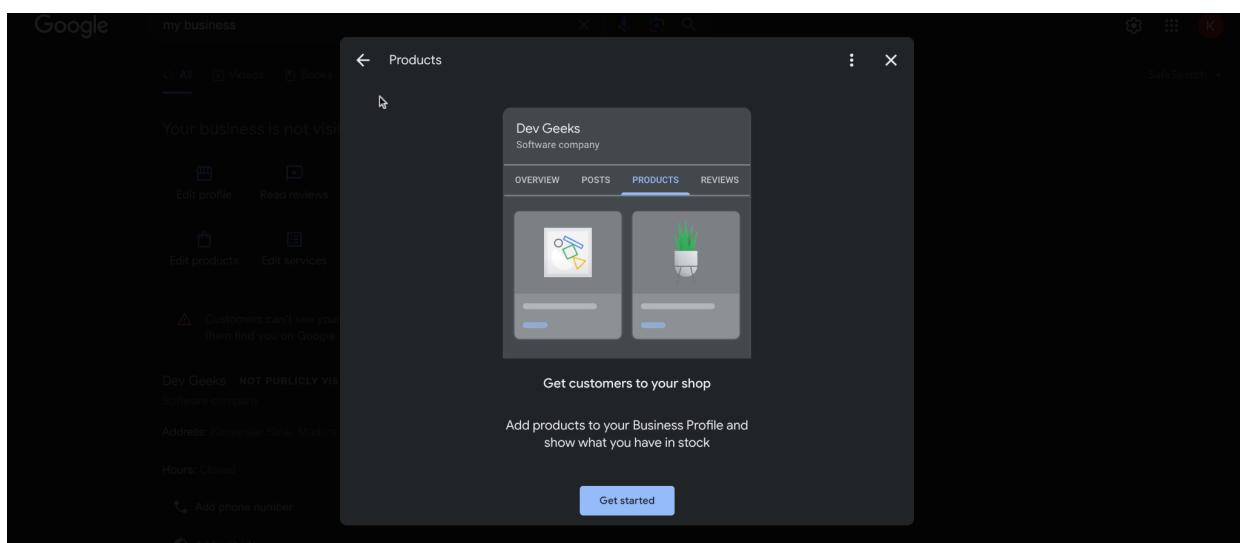
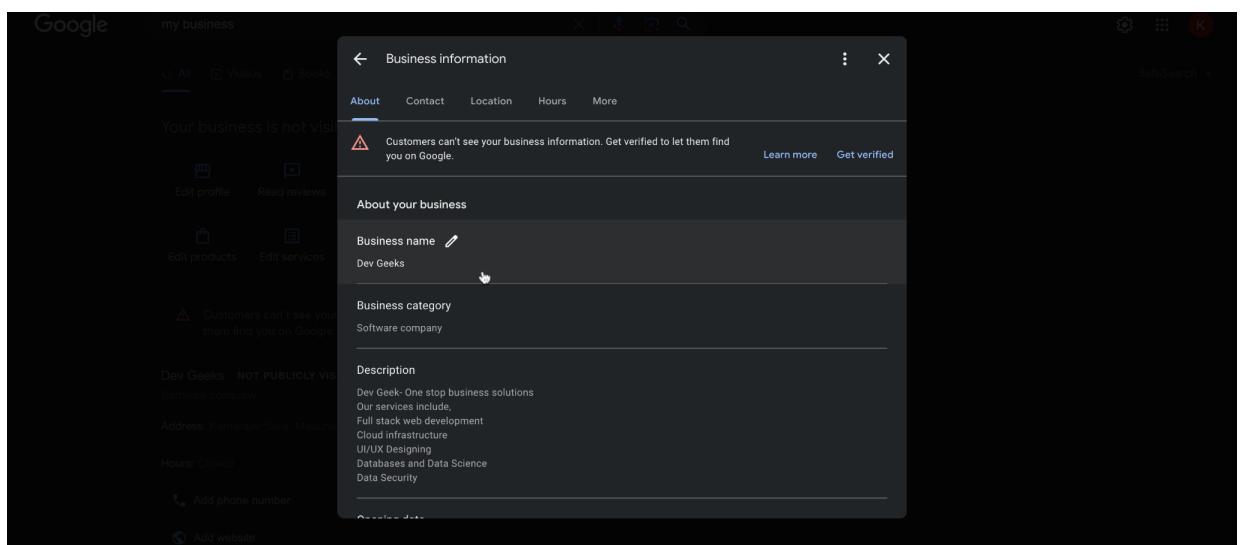
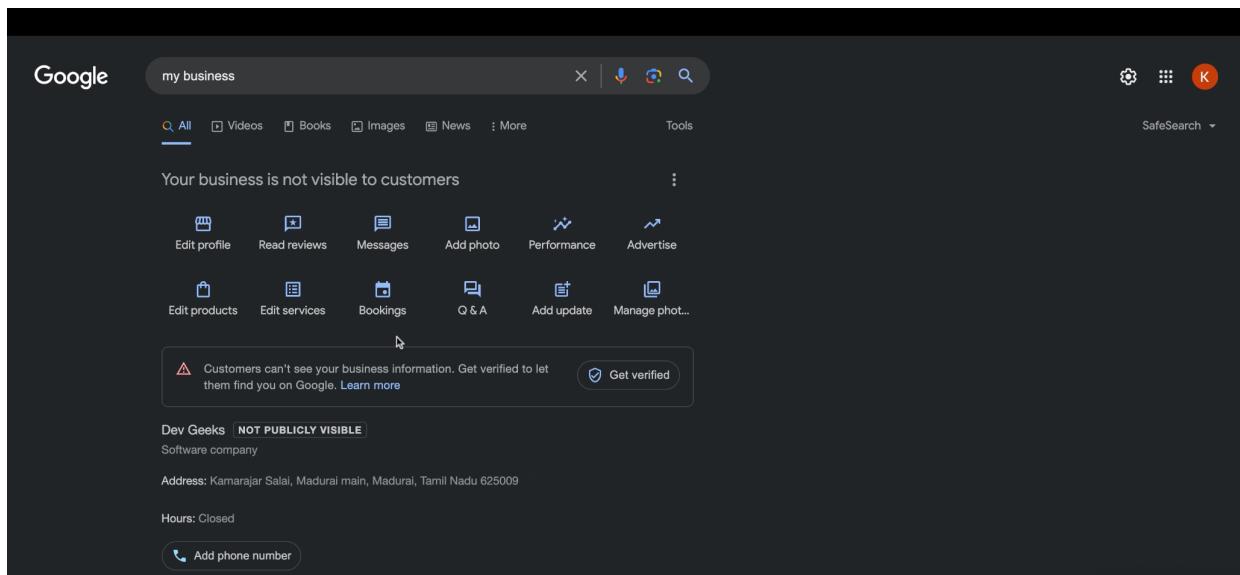
- Then, we uploaded our business photos and clicked next.



- 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/1O6pPiscvkhRjBMnhbmnpl-STJX_5ukcz/view?usp=sharing