

Project Design Phase-I

Proposed Solution Template

Project Name	Create a Google My Business profile
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Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1	Problem Statement (Problem to be solved)	<p>The problem addressed by creating a Google Business account is the need to establish a strong online presence, connect with local customers, and effectively market and manage a business digitally</p> <p>The problem to be solved by creating a Google Business account is the challenge of enhancing online visibility, increasing customer reach, and effectively managing business information for improved marketing and growth.</p>
2	Idea / Solution description	<p>One of the primary reasons for creating a Google Business account is to enhance your online visibility. When potential customers search for products or services related to your business, having a well-optimized Google Business profile</p>

		<p>can significantly increase your chances of appearing in the local and organic search results.</p> <p>With a Google Business account, your business information, including name, address, phone number, website, hours of operation, and more, is displayed prominently when users search for relevant terms. This presence is especially important for local businesses aiming to attract customers in their vicinity.</p>
3	Novelty / Uniqueness	<p>The novelty of creating a Google Business account lies in its ability to provide my venture with a unique online identity, connecting me with new customers and opportunities.</p> <p>Creating a Google Business account offers a novel approach to establishing a distinct online presence, enabling my business to stand out and connect with potential customers uniquely</p>