

Create a Google My Business profile

A PROJECT REPORT

Submitted by

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Submitted to

Digital Marketing – Smartbridge Engineering

UNIVERSITY VOC COLLEGE OF ENGINEERING

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INTRODUCTION:

Create a Google My Business profile

Category: Digital Marketing

Skills Required: Digital Marketing

Project Description:

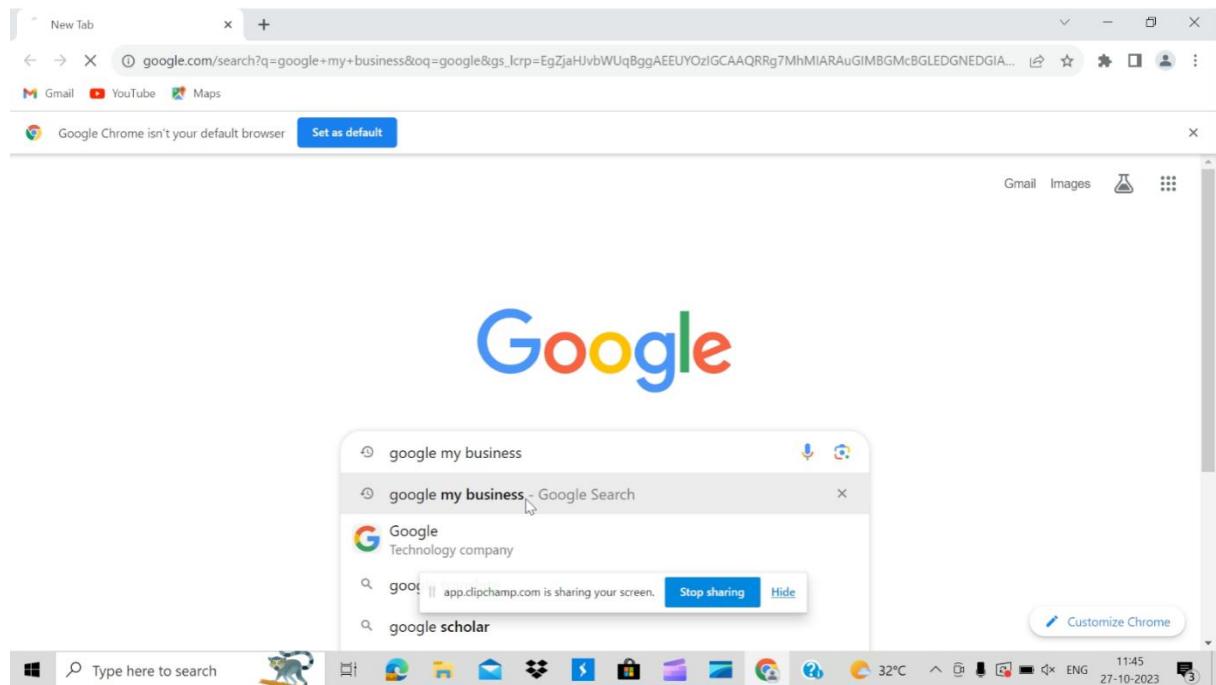
Creating a Google My Business profile is essential for businesses looking to establish a robust online presence. By providing accurate and comprehensive information about your business, including location, contact details, business hours, and high-quality images, you increase your visibility on Google Search and Maps. This enables potential customers in your area to discover and learn more about your services or products easily. Regularly updating your profile and engaging with customer reviews can also help build trust and credibility. Overall, a well-maintained Google My Business profile is a powerful tool to connect with local customers and grow your business.

PROCEDURE:

NAVIGATION:

Navigate to:

https://www.google.com/search?q=google+my+business&rlz=1C1ONGR_enIN1042IN1042&oq=google+my+&qs_icrp=EqZjaHJvbWUqCggBEAAysQMYgAQyBggAEEUYOTIKCAEQABixAxiABDINCAIQABiDARixAxiABDIHCAMQABiABDINCAQQQABiDARixAxiABDIGCAUQRRg8MgYIBhBFGDwyBAgHEAXSAQg1Mzk5ajBqN6gCALACAA&sourceid=chrome&ie=UTF-8



Select - Google My Business Profile:

Google

google my business

All Videos Maps Images Shopping More Tools SafeSearch

About 11,64,00,00,000 results (0.44 seconds)

[Google Business Profile – Get Listed on Google](#)

List your business on Google with a free Business Profile (formerly Google My Business). Turn people who find you on Search and Maps into new customers.

[Google My Business](#)

Click 'Create an account' on the next screen. If you already have ...

[Sign in](#)

Not your computer? Use Guest mode to sign in privately. Learn ...

[My Business](#)

Stand out on Google with a free Business Profile

[Services Solutions](#)

https://www.google.com/intl/en_in/business/

Stop sharing Hide

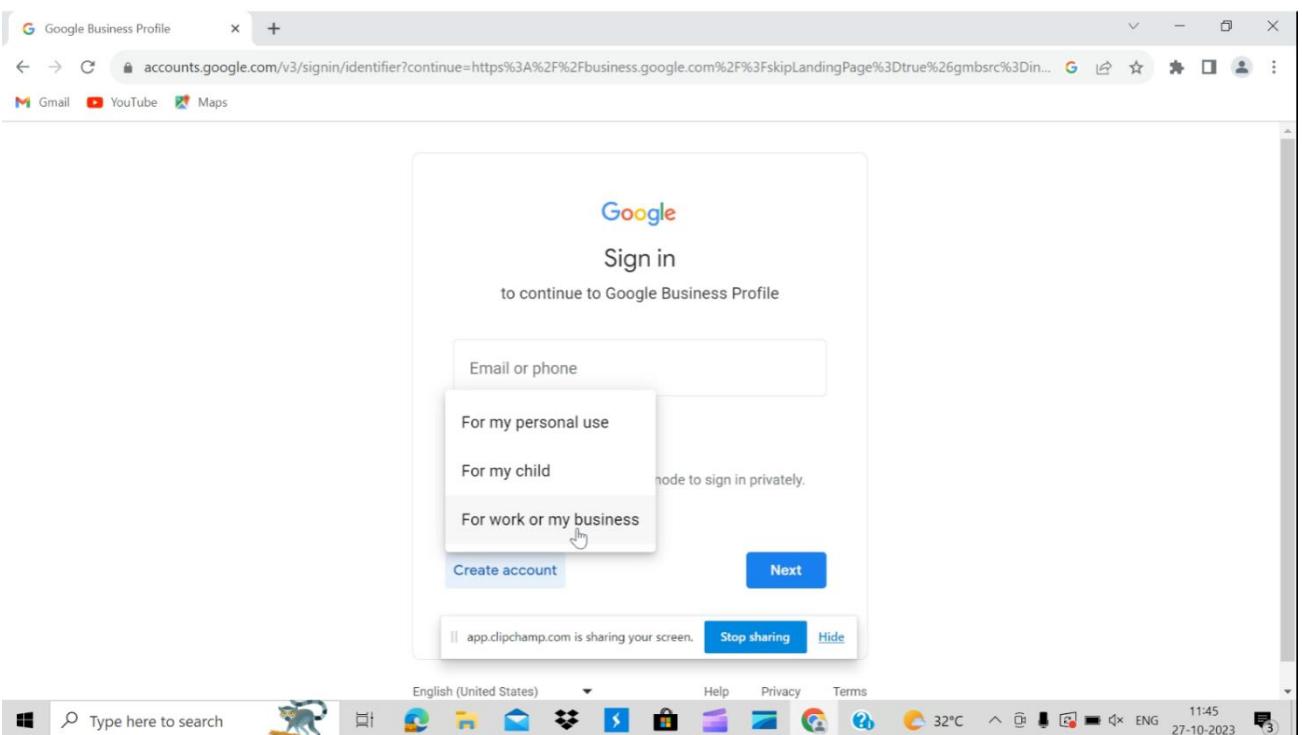
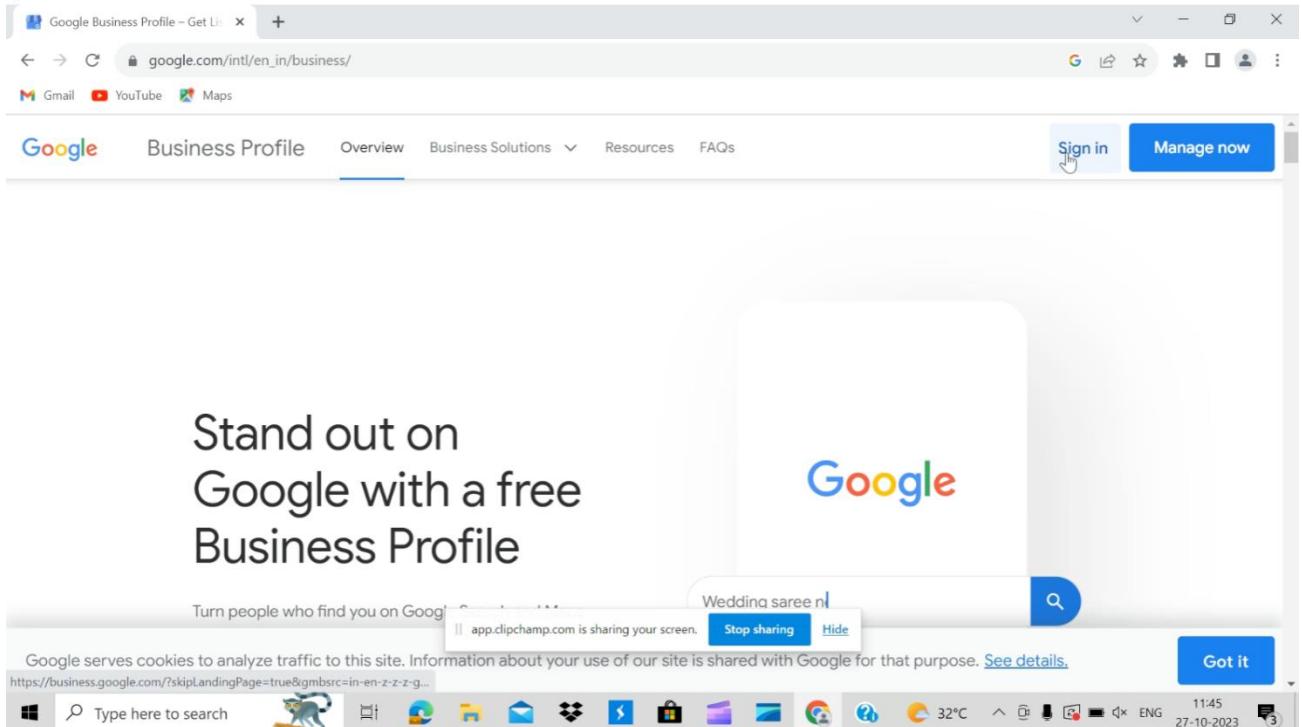
app.clipchamp.com is sharing your screen.

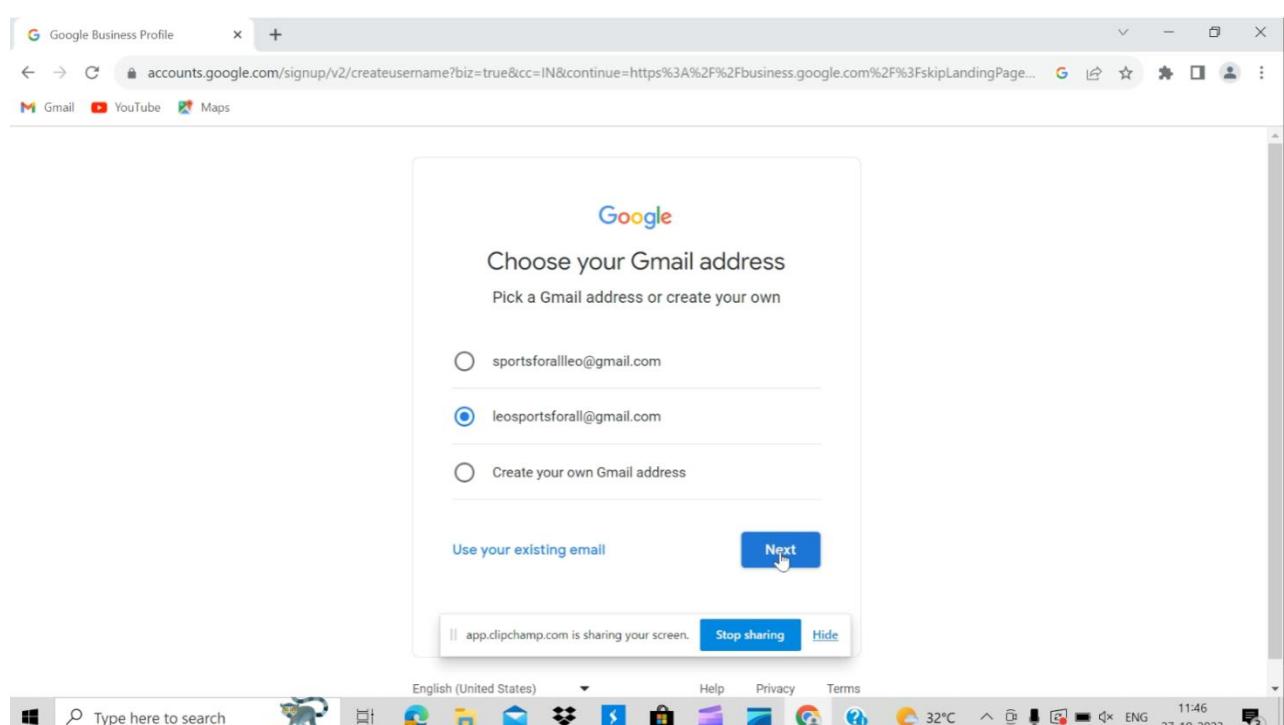
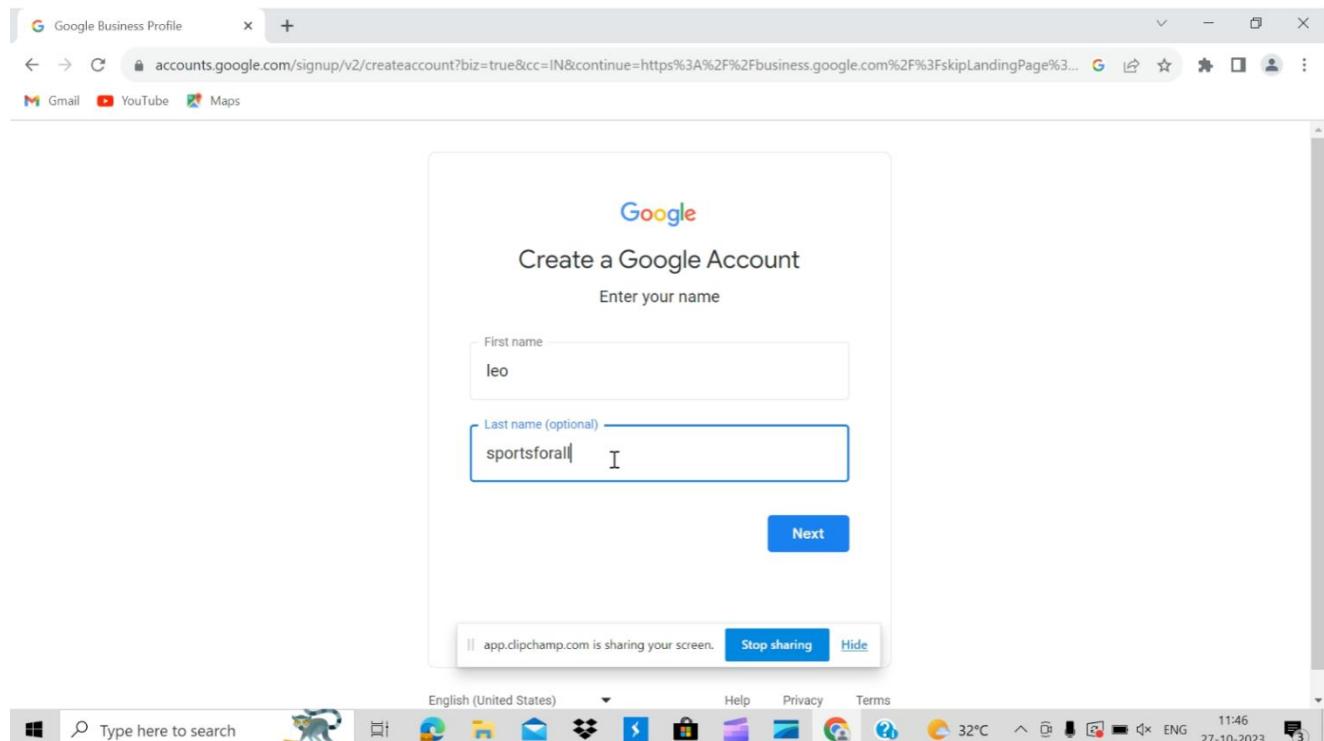
Google Ads Gmail Google Analytics Facebook

Gmail Images

32°C ENG 11:45 27-10-2023

Sign In:





Google Business Profile accounts.google.com/signup/v2/createpassword?biz=true&cc=IN&continue=https%3A%2F%2Fbusiness.google.com%2F%3FskipLandingPage... Gmail YouTube Maps

Create a strong password

Create a strong password with a mix of letters, numbers and symbols

Password: Confirm:
 Show password

Next

|| app.clipchamp.com is sharing your screen. Stop sharing Hide

Type here to search   32°C ENG 11:47 27-10-2023

Google Business Profile accounts.google.com/signup/v2/addrecoveryemail?biz=true&cc=IN&continue=https%3A%2F%2Fbusiness.google.com%2F%3FskipLandingPage... Gmail YouTube Maps

Add recovery email

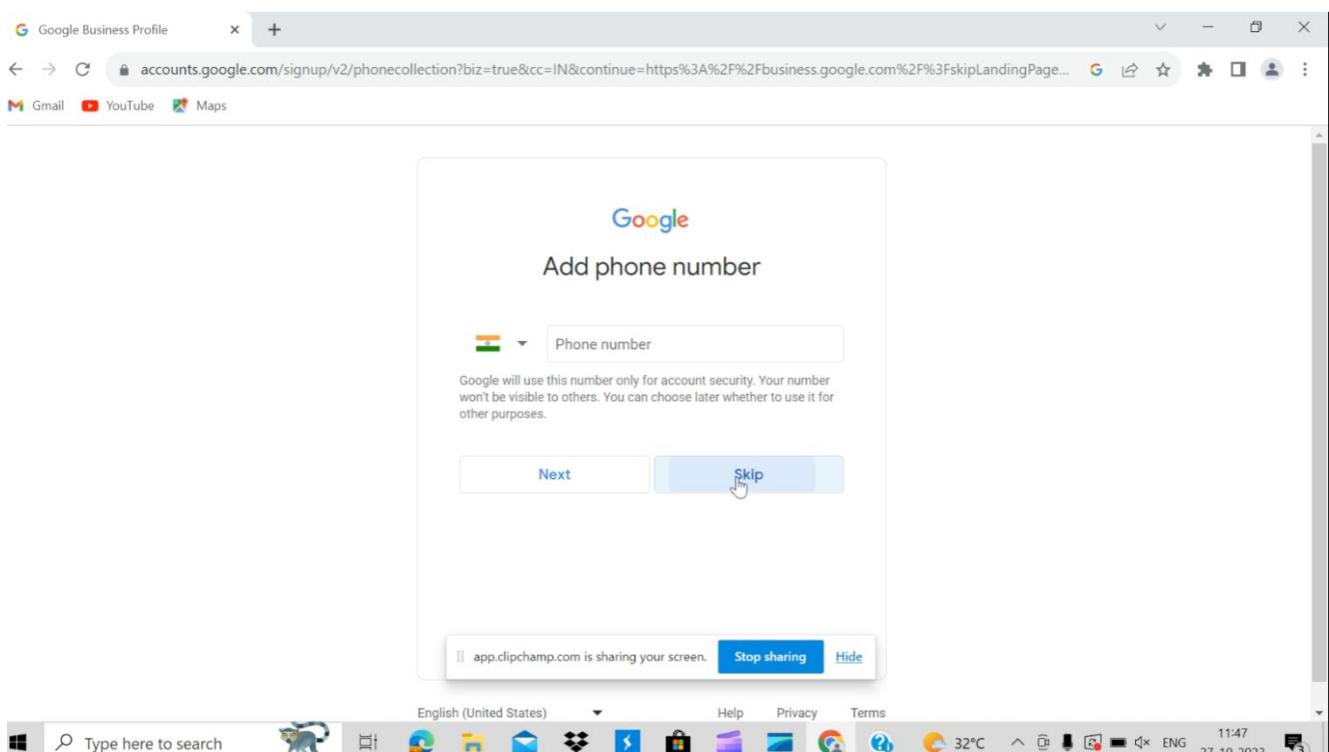
The address where Google can contact you if there's unusual activity in your account or if you get locked out.

Recovery email address:

Next 

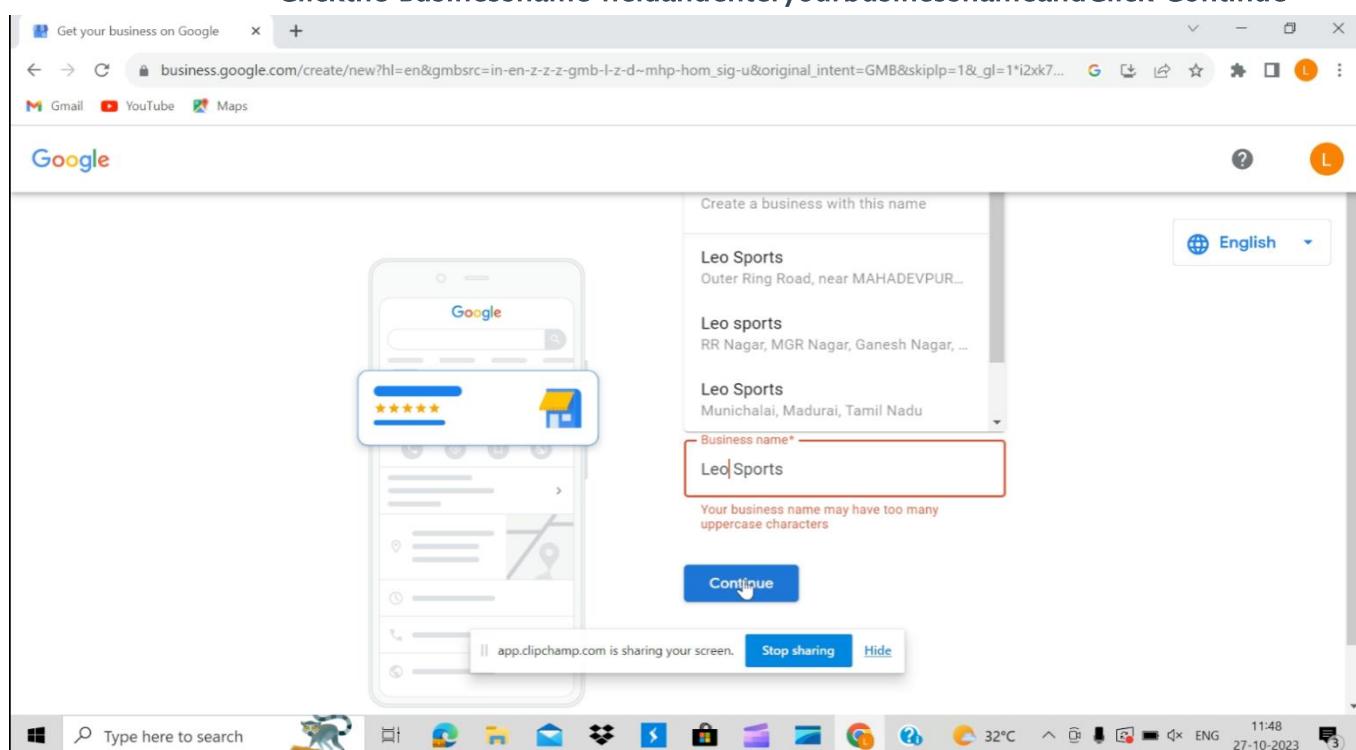
|| app.clipchamp.com is sharing your screen. Stop sharing Hide

Type here to search  English (United States) Help Privacy Terms 32°C ENG 11:47 27-10-2023 3



Business Address:

Click the "Business name" field and enter your business name and Click "Continue"



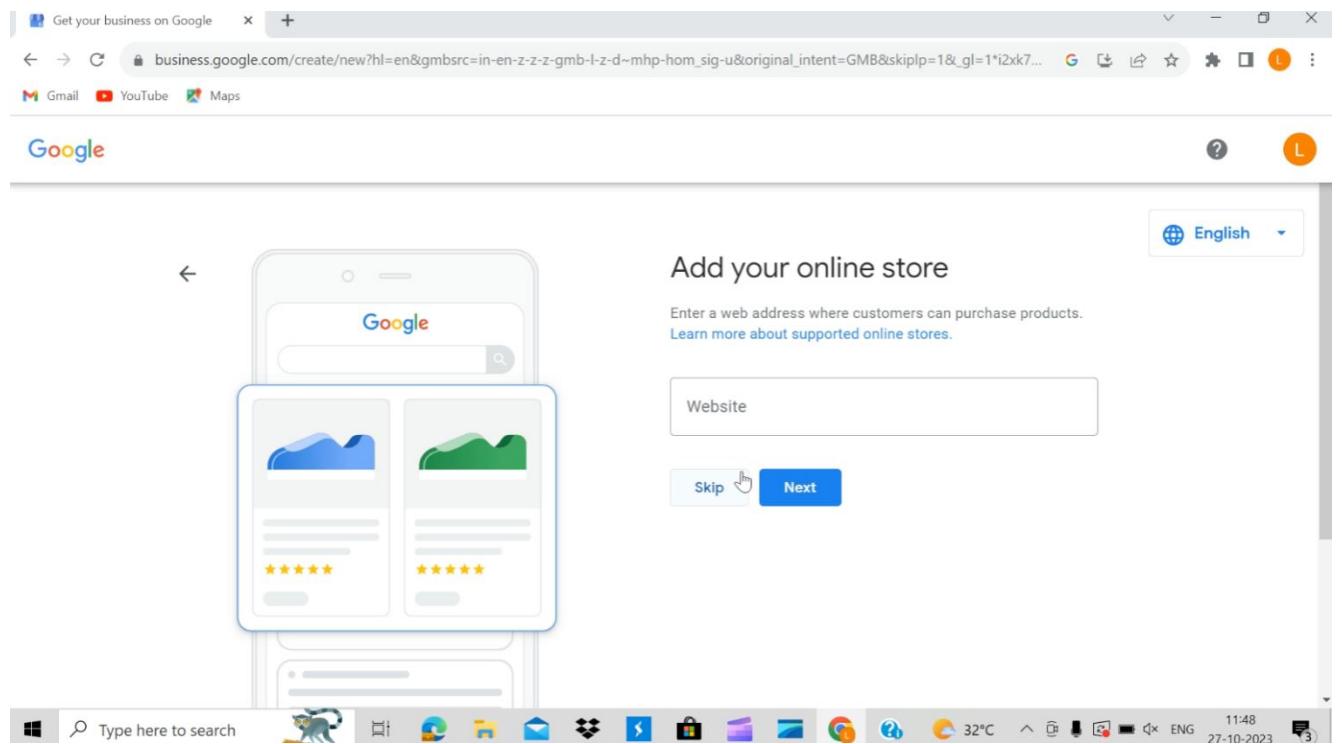
Business Type:

Choose your business type and click next

The screenshot shows two side-by-side browser windows displaying the Google Business Profile creation process. Both windows are at the same URL: business.google.com/create/new?hl=en&gmbsrc=in-en-z-z-gmb-l-z-d~mhp-hom_sig-u&original_intent=GMB&skiplp=1&_gl=1*i2xk7....
The top window displays the 'Choose your business type' step. It asks the user to 'Select all that apply to Leo Sports'. Two options are shown:

- Online retail**: Customers can purchase products through your website. This option has a checked checkbox.
- Local store**: Customers can visit your business in person. This option also has a checked checkbox.

A floating message from 'app.clipchamp.com' is visible, stating 'sharing your screen' with buttons to 'Stop sharing' or 'Hide'.
The bottom window shows the continuation of the process, where the 'Local store' and 'Service business' options are now highlighted with blue outlines. The 'Service business' option is described as 'Your business makes visits to customers'. A similar floating message from 'app.clipchamp.com' is also present.
Both windows have a standard Windows taskbar at the bottom, showing various pinned icons like File Explorer, Edge, Mail, and Photos.



Business Category:

Click the "Business category" field and Click "Next"

A screenshot of a web browser displaying the Google Business Profile creation process. The URL in the address bar is business.google.com/create/new?hl=en&gmbsrc=in-en-z-z-z-gmb-l-z-d~mhp-hom_sig-u&original_intent=GMB&skiplp=1&_gl=1*i2xk7.... The page title is "Get your business on Google". The main content area shows a mobile phone interface with a 5-star rating icon and a blue square icon. To the right, the heading "Enter a business category" is displayed, followed by the text "Help customers discover your business by industry by adding a business category". A text input field contains the text "Accessories Wholesaler". Below the input field is the message "You can change and add more later". At the bottom is a blue "Next" button with a white hand cursor icon. The top navigation bar includes links for Gmail, YouTube, and Maps, along with standard browser controls like back, forward, and search.

Business Address:

Enter your business address in the location field and Click "Next"

A screenshot of a web browser showing the Google Business Profile creation interface. The URL in the address bar is business.google.com/create/new?hl=en&gmbsrc=in-en-z-z-gmb-l-z-d~mhp-hom_sig-u&original_intent=GMB&skipIp=1&gl=1*i2xk7... The main content area displays a large smartphone icon representing a mobile device. To its right, the text "Enter your business address" is centered above three input fields: "Country / Region" (set to India), "Street address" (an empty text field), and "Landmark position (optional)". A "Back" arrow is located to the left of the smartphone icon. On the far right, there's a "Google English" language selector and a help icon. The bottom navigation bar includes links for Gmail, YouTube, and Maps, along with the standard browser controls.

Get your business on Google x + business.google.com/create/new?hl=en&gmbsrc=in-en-z-z-z-gmb-l-z-d-mhp-hom_sig-u&original_intent=GMB&skiplp=1&_gl=1*i2xk7... G ↴ ↵ ☆ ⚡ 🔍 ⌂ ⌃ ⌄ ⌅ ⌆ ⌇ ⌈ ⌉ ⌊ ⌋ ⌊ ⌋

Gmail YouTube Maps

Google ? L

Street address
2 nd west street,RK Nagar

Landmark position (optional)
near

Landmark (optional)
complex

City
thoothukudi

Pincode I

State
Tamil Nadu

Type here to search

Get your business on Google x + business.google.com/create/new?hl=en&gmbsrc=in-en-z-z-z-gmb-l-z-d-mhp-hom_sig-u&original_intent=GMB&skiplp=1&_gl=1*i2xk7... G ↴ ↵ ☆ ⚡ 🔍 ⌂ ⌃ ⌄ ⌅ ⌆ ⌇ ⌈ ⌉ ⌊ ⌋ ⌊ ⌋

Gmail YouTube Maps

Google ? L

Landmark (optional)
complex

City
thoothukudi

Pincode
628002

State
Tamil Nadu

Next

Check The Location And Click Next

A screenshot of a web browser displaying the Google Business Profile creation page. The URL in the address bar is business.google.com/create/new?hl=en&gmbsrc=in-en-z-z-z-gmb-l-z-d~mhp-hom_sig-u&original_intent=GMB&skiplp=1&_gl=1*i2xk7... The main content area shows a large smartphone icon with a map interface on its screen. To the right of the phone, the text "Where are you located?" is displayed, followed by instructions: "Drag and zoom the map and position the marker on the exact spot where your business is located." Below this text is a map of a residential area with several location markers. One marker is highlighted with a red circle, indicating the user's current location or the business's location. The map labels include "MUTHUKRISHNA NAGAR", "Rehoboth Shop", "MILLERPURAM", "RAJIV NAGER", and "Traders". The top of the page features the Google logo and navigation links for Gmail, YouTube, and Maps. The bottom of the page shows the standard Windows taskbar with various pinned icons.

A screenshot of a web browser showing the Google Business Profile creation process. The URL in the address bar is business.google.com/create/new?hl=en&gmbsrc=in-en-z-z-z-gmb-l-z-d~mhp-hom_sig-u&original_intent=GMB&skipIp=1&_gl=1*i2xk7... The main content area has a heading 'Add your phone number' with a subtitle explaining its importance: 'Let customers get in touch by including your phone number on your Business Profile.' Below this are two input fields: one for a country code (with the Indian flag icon) and another for the contact phone number. At the bottom are 'Skip' and 'Next' buttons.

Contact Details

Click The Check Boxes If You Needed And Click Continue

The screenshot shows a web browser window with the URL business.google.com/create/new?hl=en&gmsrc=in-en-z-z-z-gmb-l-z-d~mhp-hom_sig-u&original_intent=GMB&skipplp=1&_gl=1*i2xk7.... The page title is "Get your business on Google". On the left, there's a cartoon illustration of a person in a shop. On the right, the heading "Put your business on the map" is displayed with the subtext "Start connecting with your customers across Google – all in one place". Below this are four icons with descriptions: "Get discovered by people in your area", "Respond to reviews for your business", "Manage your business details across Google", and two checked boxes: "Get news and tips about how to improve your Business Profile" and "Get invitations to participate in occasional surveys and pilots". At the bottom, a link to "Terms of Service" and "Privacy Policy" is shown, followed by a "Continue" button.

The screenshot shows a web browser window with the URL business.google.com/complete/l/16700024843542229873?sof=1&hl=en&service=ome&gmsrc=in-en-z-z-z-gmb-l-z-d~mhp-hom_sig-u.... The page title is "Google Business Profile Manager". On the left, there's a thumbnail of a Google Business Profile page. On the right, the heading "Select a way to get verified" is displayed with the subtext "Google needs to verify that you manage this business. Learn more about verification". Below this is a section for "Business video" with a radio button selected and a checkbox for "Record a video of your business". There's also a "Having problems?" link, "Contact support" button, and "Verify Later" button. At the bottom, a "Next" button is highlighted with a mouse cursor.

Verification

Business Hours

Complete your Business Profile [+](#)

business.google.com/complete/l/16700024843542229873/s/10?hl=en&initialStep=true&sof=1&service=ome

Gmail YouTube Maps

Google Business Profile Manager

Add business hours

Let customers know when you are open for business [Learn more](#)

Sunday Open
Opens at Closes at

Monday Open
Opens at Closes at

Tuesday Open
Opens at Closes at

Wednesday Closed

Type here to search 
Complete your Business Profile [+](#)

business.google.com/complete/l/16700024843542229873/s/10?hl=en&initialStep=true&sof=1&service=ome

Gmail YouTube Maps

Google Business Profile Manager

9:00 AM – 8:00 PM [Add hours](#)

Wednesday Open
9:00 AM – 8:00 PM [Add hours](#)

Thursday Open
9:00 AM – 8:00 PM [Add hours](#)

Friday Open
9:00 AM – 8:00 PM [Add hours](#)

Saturday Open
9:00 AM – 8:00 PM [Add hours](#)

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

Type here to search 

Adding Messing Feature

The screenshot shows a browser window for the Google Business Profile Manager. The URL is business.google.com/complete/l/16700024843542229873/s/28?hl=en&sof=1&service=ome. The page title is "Google Business Profile Manager". On the left, there's a mobile device icon displaying a Google search result for a business profile. On the right, the main content area has a heading "Add messaging" and a sub-headline "Let customers message your business on Google for free". Below this is a "Learn more" link. A toggle switch labeled "Accept Messages" is turned on. At the bottom are "Skip" and "Next" buttons, with "Next" being highlighted with a cursor icon.

The screenshot shows the same browser window at a later step. The URL is now business.google.com/complete/l/16700024843542229873/s/1?hl=en&sof=1&service=ome. The main content area has a heading "Add business description" and a sub-headline "Let customers learn more about your business by adding a description to your Business Profile on Search, Maps, and other Google services.". Below this is a "Learn more" link. A text input field contains the placeholder text "Step into a world of sporting excellence at our sports accessories boutique". At the bottom right of the input field, it says "76 / 750".

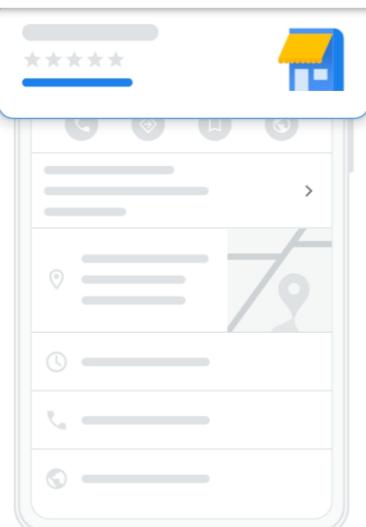
Business Description:

Complete your Business Profile x +

business.google.com/complete/l/16700024843542229873/s/1?hl=en&sof=1&service=ome

Gmail YouTube Maps

Google Business Profile Manager



description to your Business Profile on Search, Maps, and other Google services.

[Learn more](#)

Step into a world of sporting excellence at our sports accessories boutique.

77 / 750

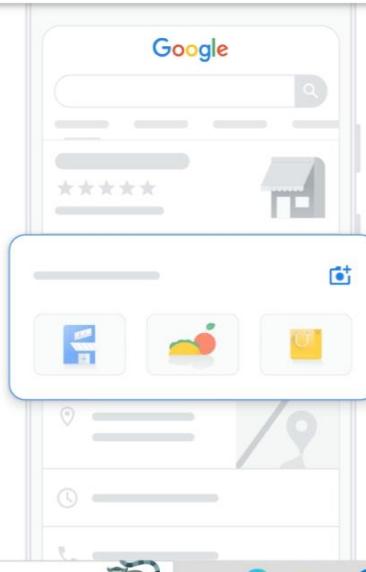
Skip Next

Type here to search Complete your Business Profile x +

business.google.com/complete/l/16700024843542229873/s/5?hl=en&sof=1&service=ome

Gmail YouTube Maps

Google Business Profile Manager



Add photos of your business

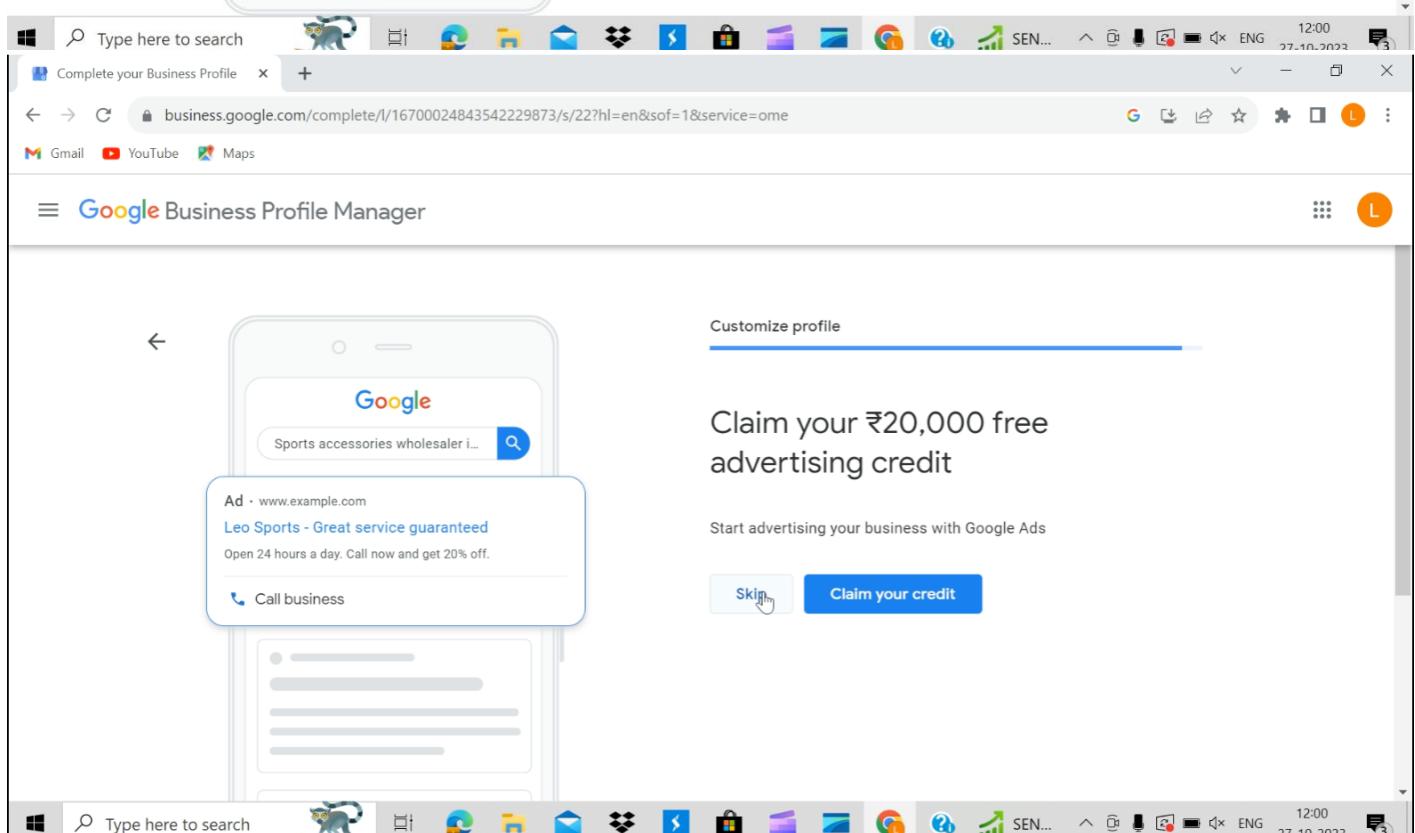
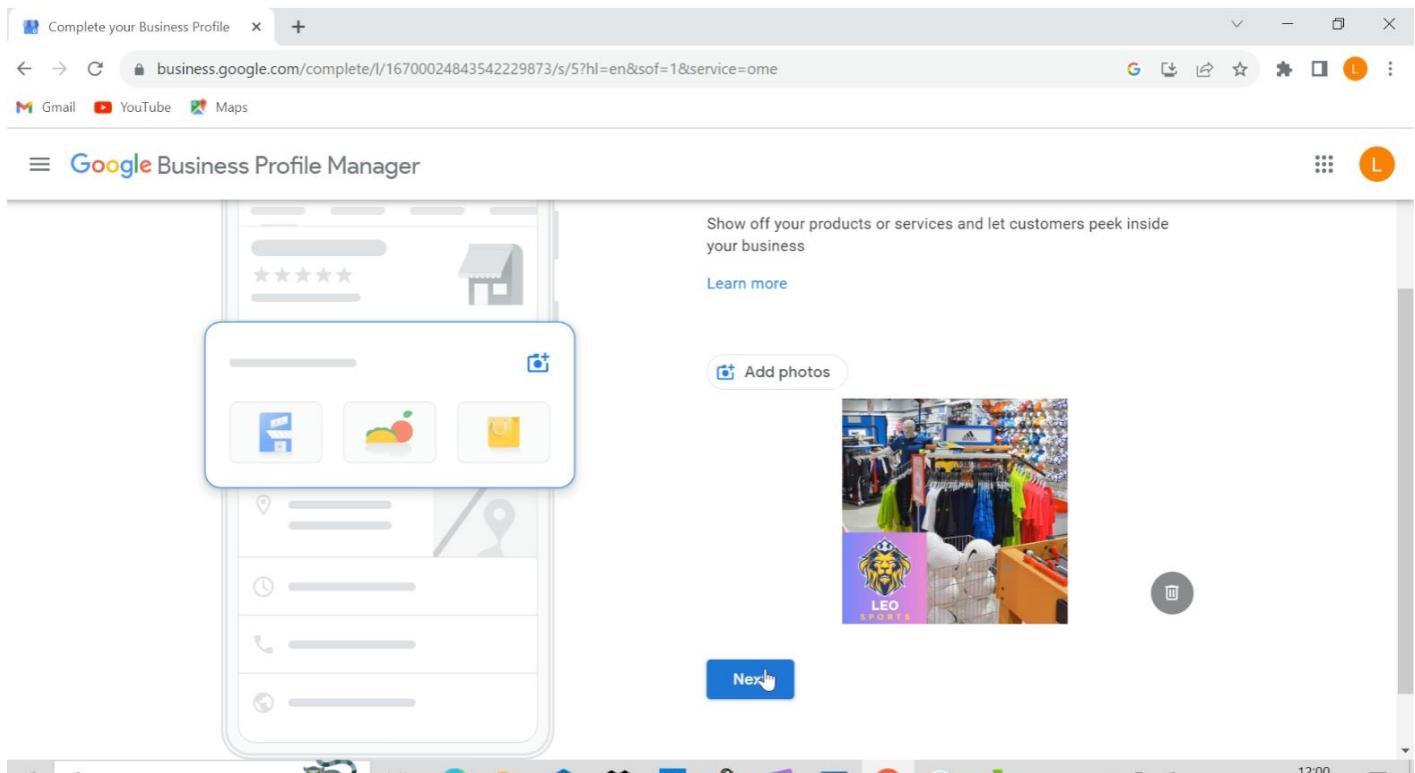
Show off your products or services and let customers peek inside your business

[Learn more](#)

Drag photos here or Select photos



Upload Photos:



Claim Your Business

Complete your Business Profile x Smart campaign - 261-729-916 x +

business.google.com/complete/l/16700024843542229873/s/2?hl=en&sof=1&service=ome

Gmail YouTube Maps

≡ Google Business Profile Manager L

Customize profile

Your edits will be visible once you're verified

You can continue to make updates to your profile at any time. All your edits will be visible to customers on Google once you've been verified.

Continue

Type here to search

my business - Google Search x +

google.com/search?q=my+business&mat=Ce3X1cUISpleEksB17_LI9-hFhn5ixfNT3W1oHFA3e03MFjRb9-IBuWCcXkRx2RZPj6jYQlPy9c1CHzVAaTqBaL8... 33°C 12:05 27-10-2023

Gmail YouTube Maps

Google my business

All Videos Books Images Maps More Tools SafeSearch

Your business is not visible to customers

Edit profile Read reviews Messages Add photo Performance Advertise

Edit products Q & A Add update Manage phot...

⚠ Customers can't see your business information. Get verified to let them find you on Google. [Learn more](#)

Get verified

Leo Sports NOT PUBLICLY VISIBLE

Sports Accessories Wholesaler

Address: 2 nd west street,RK Nagar, near complex, thoothukudi, Tamil Nadu 628002

Type here to search

33°C 12:06 27-10-2023

Click "Edit Profile"

my business - Google Search

google.com/search?q=my+business&mat=Ce3X1cUISpleEksBl7_LI9-hFhn5ixfNT3W1oHFA3e03MFjRb9-IBuWCcXkRx2RZPj6jYQlPy9c1CHzVAaTqBaL8...

Gmail YouTube Maps

Google my business

Your business is not publically visible.

Business information

About Contact Location Hours More

Opening date

Add the date that you opened or will open at this address. [Learn more](#)

Year* 2023 Month* October Day 9

Required Required

Save Cancel

Leo Sports NOT PUBLICLY VISIBLE

Sports Accessories Wholesaler

Address: 2 nd west street,RK Nagar, near complex, thoothukudi, Tamil Nadu 628002

Type here to search

my business - Google Search

google.com/search?q=my+business&mat=Ce3X1cUISpleEksBl7_LI9-hFhn5ixfNT3W1oHFA3e03MFjRb9-IBuWCcXkRx2RZPj6jYQlPy9c1CHzVAaTqBaL8...

Gmail YouTube Maps

Google my business

Your business is not publically visible.

Business information

About Contact Location Hours More

Phone number

01234 567 890

Website

Add the link to your website. [Learn more](#)

leosportsforall.blogspot.com

Save Cancel

Leo Sports NOT PUBLICLY VISIBLE

Sports Accessories Wholesaler

Address: 2 nd west street,RK Nagar, near complex, thoothukudi, Tamil Nadu 628002

Click “Manage Photos”:

Google my business - Google Search

my business

Your business is not visible to customers

Edit profile Read reviews Messages Add photo Performance Advertise

Edit products Q & A Add update Manage phot... Manage photos

⚠ Customers can't see your business information. Get verified to let them find you on Google. Learn more Get verified

Leo Sports NOT PUBLICLY VISIBLE

Sports Accessories Wholesaler

Address: 2 nd west street,RK Nagar, near complex, thoothukudi, Tamil Nadu 628002

Type here to search

my business - Google Search

google.com/search?q=my+business&mat=Ce3X1cUISpleEksB17_LI9-hFhn5ixfNT3W1oHFA3e03MFjRb9-lBuWCcXkRx2RZPj6jYQlPy9c1CHzVAaTqBaL8...

Gmail YouTube Maps

Photos and videos

⚠ Your photos won't be visible to customers until you're verified

Learn more Get verified

Add photos

Add a cover photo Showcase your business to customers

Add a logo Let customers see your business identity when you post photos or reply

PENDING

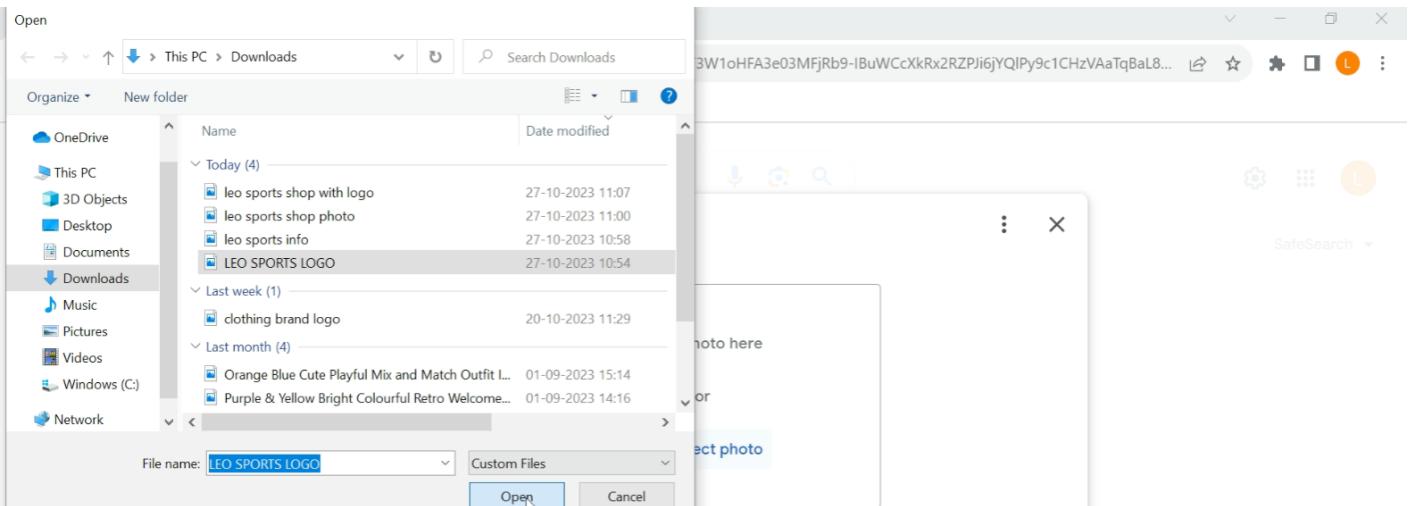
Leo Sports NOT PUBLICLY VISIBLE

Sports Accessories Wholesaler

Address: 2 nd west street RK Nagar, near complex, Thoothukudi, Tamil Nadu 628002

Waiting for www.gstatic.com...

Type here to search



Posting publicly as Leo Sports [\(i\)](#)

Leo Sports [NOT PUBLICLY VISIBLE](#)
Sports Accessories Wholesaler

Address: 2 nd west street,RK Nagar, near complex, Thoothukudi, Tamil Nadu 628002

my business

Your business is not public.

Edit profile Read reviews

Edit products Q & A

Customers can't see them find you on Google

Leo Sports [NOT PUBLICLY VISIBLE](#)
Sports Accessories Wholesaler

Address: 2 nd west street,RK Nagar, near complex, Thoothukudi, Tamil Nadu 628002

Type here to search

Google my business - Google Search csk champions - Google Search + [google.com/search?q=my+business&mat=Ce3X1cUISpleEksBl7_LI9-hFhn5ixfNT3W1oHFA3e03MFjRb9-IBuWCcXkRx2RZPj6jYQlPy9c1CHzVAaTq...](https://www.google.com/search?q=my+business&mat=Ce3X1cUISpleEksBl7_LI9-hFhn5ixfNT3W1oHFA3e03MFjRb9-IBuWCcXkRx2RZPj6jYQlPy9c1CHzVAaTq...)

Gmail YouTube Maps

Photos and videos

Your photos won't be visible to customers until you're verified [Learn more](#) [Get verified](#)

By owner

Add photos

PENDING PENDING

Leo Sports NOT PUBLICLY VISIBLE
Sports Accessories Wholesaler

Address: 2 nd west street,RK Nagar, near complex, Thoothukudi, Tamil Nadu 628002

Type here to search my business 12:13 27-10-2023

my business - Google Search csk champions - Google Search + [google.com/search?q=my+business&mat=Ce3X1cUISpleEksBl7_LI9-hFhn5ixfNT3W1oHFA3e03MFjRb9-IBuWCcXkRx2RZPj6jYQlPy9c1CHzVAaTq...](https://www.google.com/search?q=my+business&mat=Ce3X1cUISpleEksBl7_LI9-hFhn5ixfNT3W1oHFA3e03MFjRb9-IBuWCcXkRx2RZPj6jYQlPy9c1CHzVAaTq...)

Gmail YouTube Maps

Google my business 12:13 27-10-2023

All Videos Books Images Maps More Tools SafeSearch

Your business is not visible to customers

Edit profile Read reviews Messages Add photo Performance Advertise

Edit products Q & A Add update Manage phot...

⚠ Customers can't see your business information. Get verified to let them find you on Google. [Learn more](#) [Get verified](#)

Leo Sports NOT PUBLICLY VISIBLE
Sports Accessories Wholesaler

Address: 2 nd west street,RK Nagar, near complex, Thoothukudi, Tamil Nadu 628002

Click "Edit Products"

The screenshot shows a Google search results page with two tabs open: "my business - Google Search" and "csk champions - Google Search". Below the tabs, the URL is [google.com/search?q=my+business&mat=...](https://www.google.com/search?q=my+business&mat=...). The main content area displays the Google Business Profile for "Leo Sports". The profile card is titled "Leo Sports" and describes it as a "Sports Accessories Wholesaler". The "PRODUCTS" tab is selected, showing two items: a small icon of a toy and a potted plant. The left sidebar of the profile card includes links for "Edit profile", "Read review", "Edit products", and "Q & A". A warning message states "Your business is not publicly visible" and "Customers can't see them find you on Google".

Waiting for www.google.com...

Type here to search

my business - Google Search csk champions - Google Search

google.com/search?q=my+business&mat=Ce3X1cUlSpIeEksB17_LI9-hFhn5ixfNT3W1oHFA3e03MFjRb9-lBuWCcXkRx2RZPjI6jYQIPy9c1CHzVAaTq...

Gmail YouTube Maps

Google my business

Products

Your business is not public.

Edit profile Read review

Edit products Q & A

⚠ Customers can't see them find you on Google.

Get started

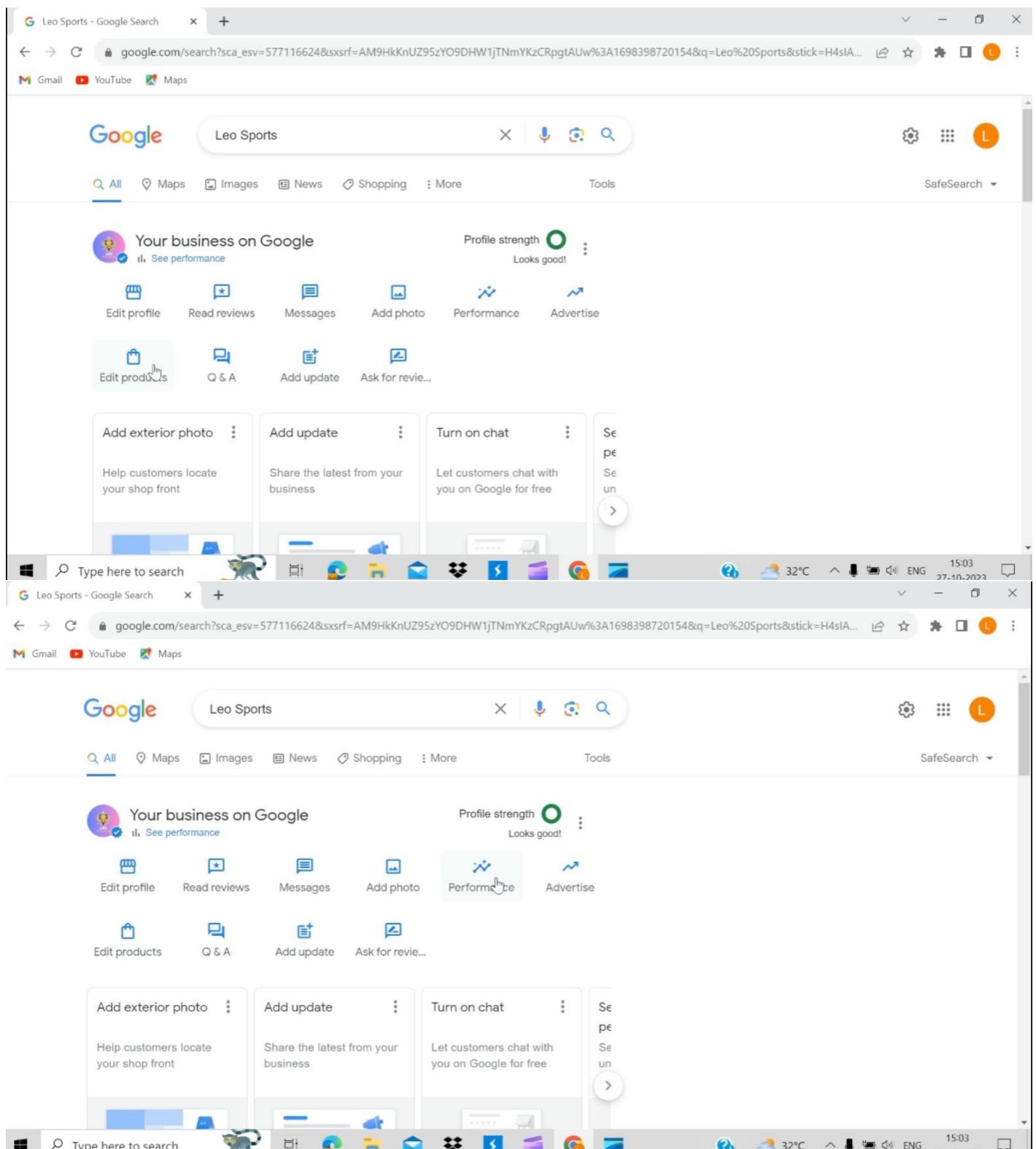
Leo Sports NOT PUBLICLY VISIBLE

Sports Accessories Wholesaler

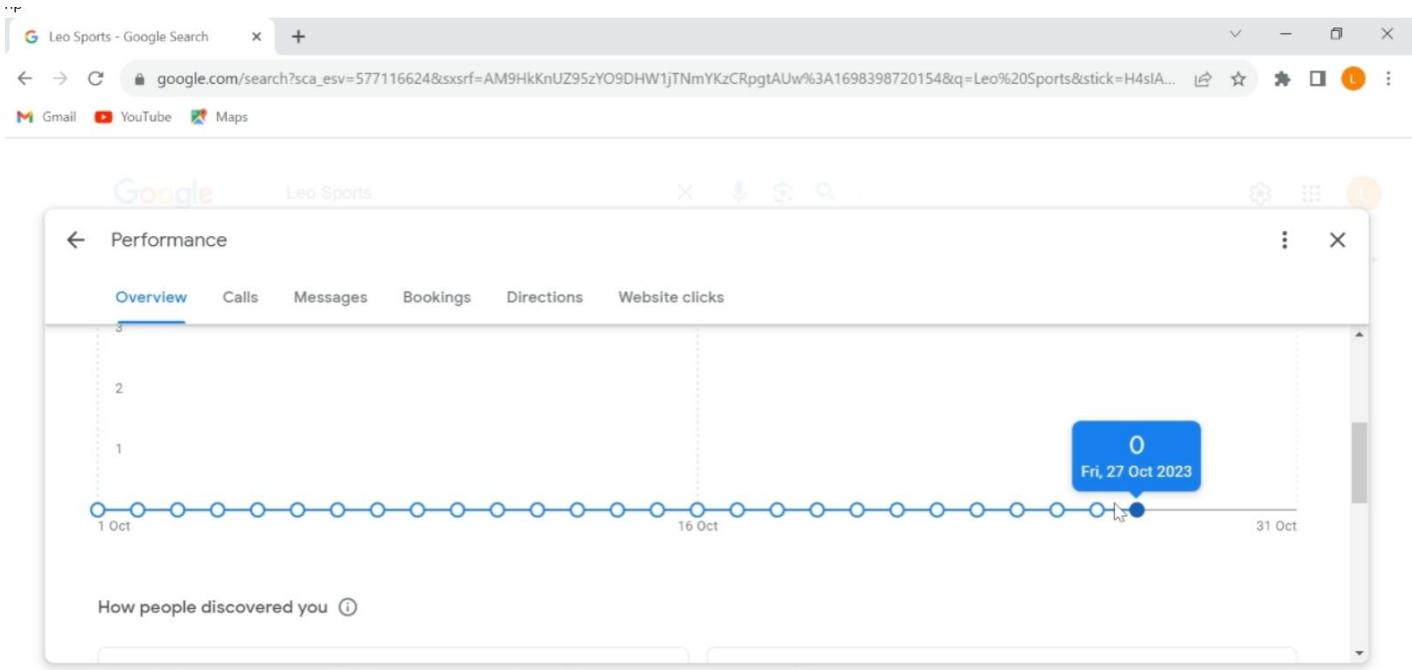
Address: 2 rd west street,RK Nagar, near complex, Thoothukudi, Tamil Nadu 628002

33°C 12:15 27-10-2023

Click "Edit Products":

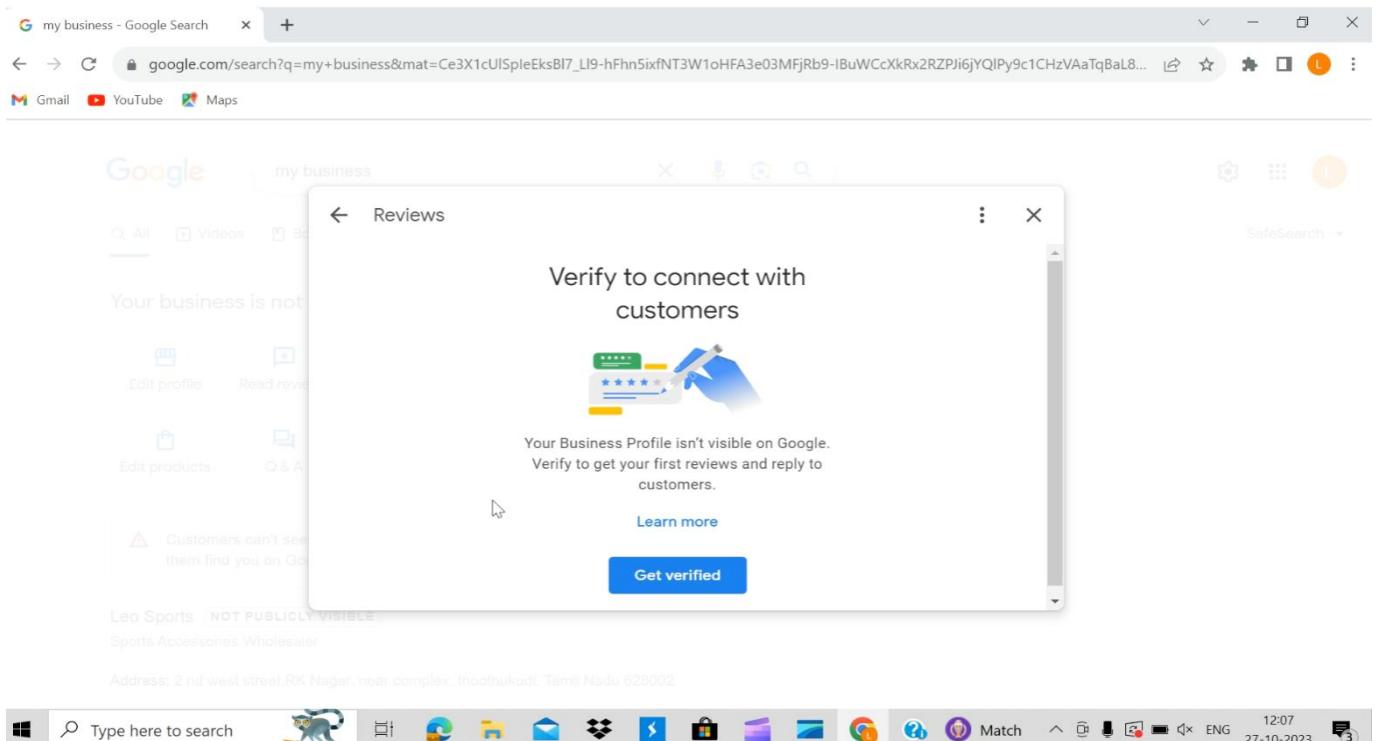


Click "Performance"



The screenshot shows the Google My Business dashboard for 'Leo Sports'. At the top, there's a search bar and a navigation bar with links for All, Maps, Images, News, Shopping, More, Tools, and SafeSearch. Below this, a section titled 'Your business on Google' shows a green 'Profile strength' status with the message 'Looks good!'. It features several management tools: Edit profile, Read reviews, Messages, Add photo, Performance, Advertise, Edit products, Q & A, Add update, and Ask for review... A sidebar on the right provides options like Add exterior photo, Add update, Turn on chat, and Set up. The bottom of the screen shows the Windows taskbar with the Start button, a search bar, and pinned icons for Edge, Mail, Photos, File Explorer, and Google Chrome.

Click "Read Reviews"



YOUTUBE LINK:

PROJECT VIDEO: <https://youtu.be/4BOJYc-6r6s>

WEBSITE LINK: <https://leosportsforall.blogspot.com/?m=1>

GITHUB LINK: https://github.com/Marikumar2002/Digital_marketing