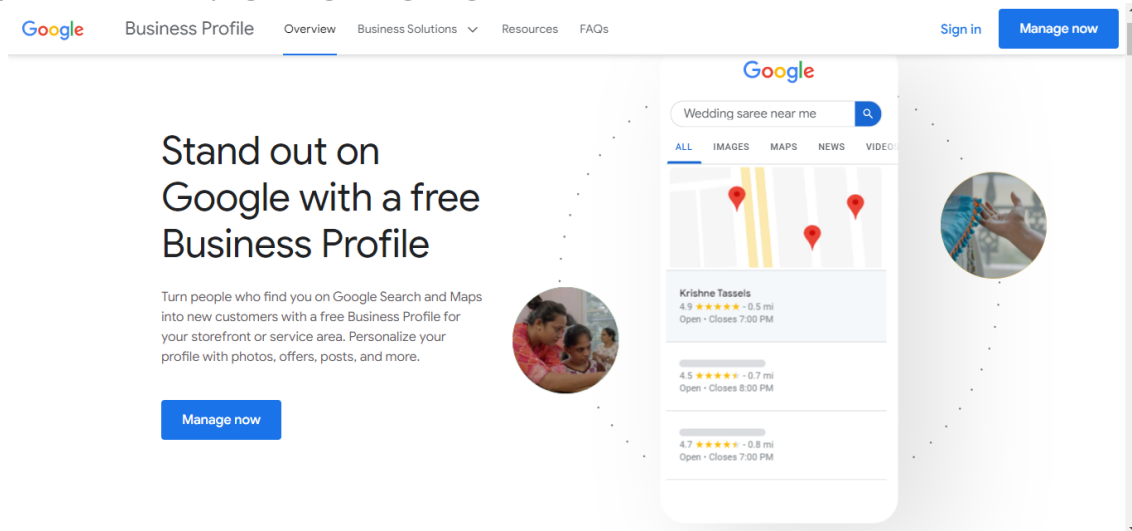


DIGITAL MARKETING PROJECT

Create a Google My Business profile

Step 1: Start by going to google.com/business



Step 2: Log in with your Google account

A screenshot of the Google sign-in page for Google Business Profile. The page features the Google logo at the top, followed by the text "Sign in to continue to Google Business Profile". Below this is a text input field labeled "Email or phone" with a blue border and a vertical cursor. To the left of the input field is a link for "Forgot email?". Below the input field, there is a message "Not your computer? Use Guest mode to sign in privately." with a link for "Learn more". At the bottom left is a link for "Create account", and at the bottom right is a blue button labeled "Next". The footer of the page includes the text "English (United States)" with a dropdown arrow, and links for "Help", "Privacy", and "Terms".

Step 3: Enter your business name

The screenshot shows the Google Business Setup interface for Step 3. On the left, there is a smartphone mockup displaying a Google search result for a business with a 5-star rating and a storefront icon. The main heading is "Get your business discovered on Google Search, Maps and more". Below this, it says "Enter a few business details to get started". There is a text input field labeled "Business name*" with the text "digita" entered. A blue "Continue" button is positioned below the input field. The top of the page features the Google logo, a help icon, a user profile icon, and a language dropdown menu set to "English".

Step 4: Choose whether you're a storefront or a service provider

The screenshot shows the Google Business Setup interface for Step 4. The heading is "Choose your business type" with a subtext "Select all that apply to digita". There are three options, each with an icon, a description, and a checkbox: "Online retail" (Customers can purchase products through your website) with an unchecked checkbox, "Local store" (Customers can visit your business in person) with a checked checkbox, and "Service business" (Your business makes visits to customers) with an unchecked checkbox. A blue "Next" button is located at the bottom. The top of the page features the Google logo, a help icon, a user profile icon, and a language dropdown menu set to "English".

Step 5: Choose your Primary business category

The screenshot shows the Google Business Setup interface for Step 5. On the left, there is a smartphone mockup displaying a Google search result for a business with a 5-star rating and a storefront icon. The main heading is "Enter a business category" with 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 "Marketing consultant" entered. Below the input field, it says "You can change and add more later". A blue "Next" button is positioned below the input field. The top of the page features the Google logo, a help icon, a user profile icon, and a language dropdown menu set to "English".

Step 6: Enter your business address

Google

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Google

★★★★★

🏠

☎️

📧

📍

📍

☰

📍

Enter your business address

English

Add a location where customers can visit your business in person

Country / Region

India

Street address

123

Landmark position (optional)

near

Landmark (optional)

CEG

City

chennai

Next

Google

?

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←

Google

★★★★★

🏠

☎️

📧

📍

📍

☰

📍

near

English

Landmark (optional)

CEG

City

chennai

Pincode

600025

State

Tamil Nadu

Next

Step 7: Add your phone number and website

Google

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Google

★★★★★

🏠

☎️

📧

📍

☎️

📧

What contact details do you want to show to customers?

English

Help customers get in touch by including this info on your listing

🇮🇳

Phone number

Website (optional)

Skip

Next

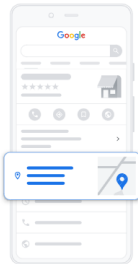
Step 8: Verify your local listing (most likely with a postcard)

Google

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Where are you located?

Drag and zoom the map and position the marker on the exact spot where your business is located.



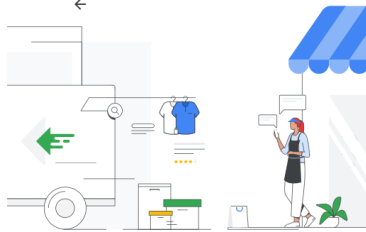
English

Google

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Put your business on the map

Start connecting with your customers across Google – all in one place

- Get discovered by people in your area
- Respond to reviews for your business
- Manage your business details across Google

☐ Get news and tips about how to improve your Business Profile

☐ Get invitations to participate in occasional surveys and pilots

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Continue

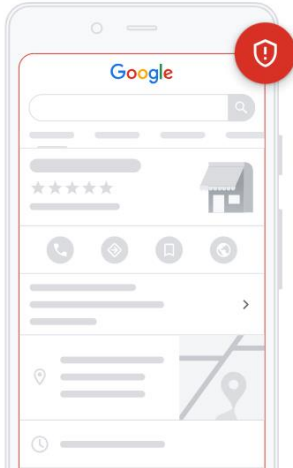
English

Step 9: Finish populating your Google Business Profile listing

Google Business Profile Manager

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Verify

Select a way to get verified

Google needs to verify that you manage this business.
[Learn more about verification](#)

Business video

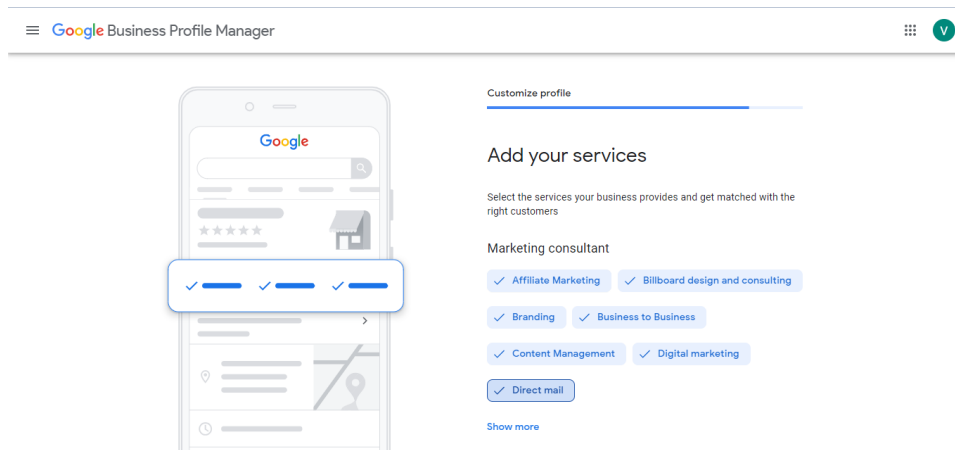
- ☐ Record a video of your business
Show your location, equipment and proof of management. Your video is only used for verification and won't be shown publicly

✓

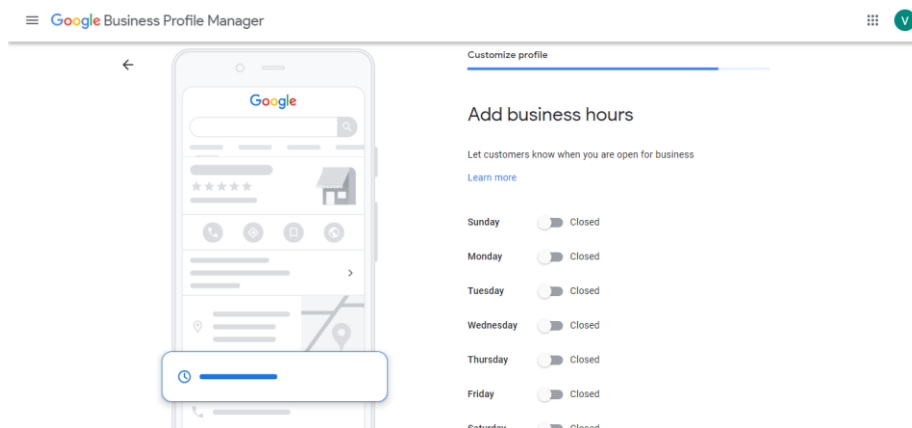
[More options](#)

Next

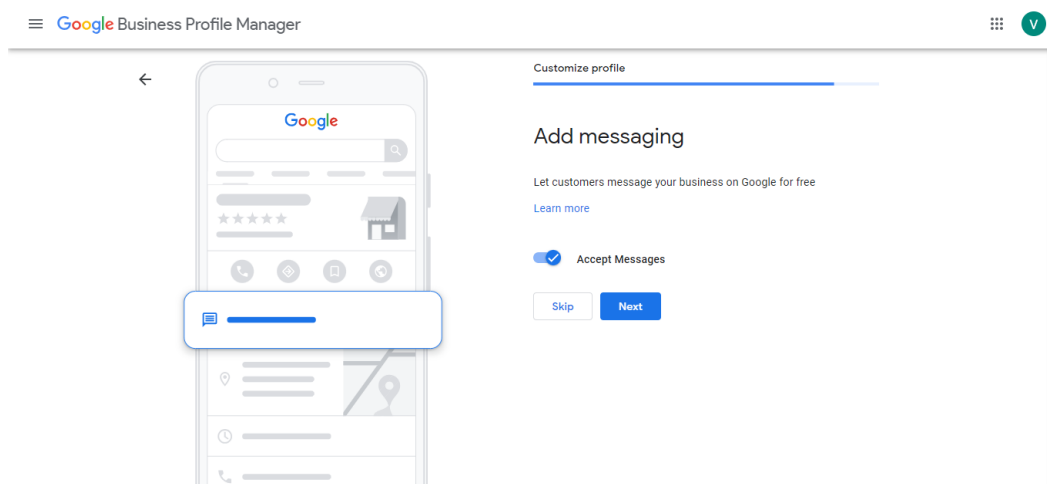
Step 10: Add services for your business



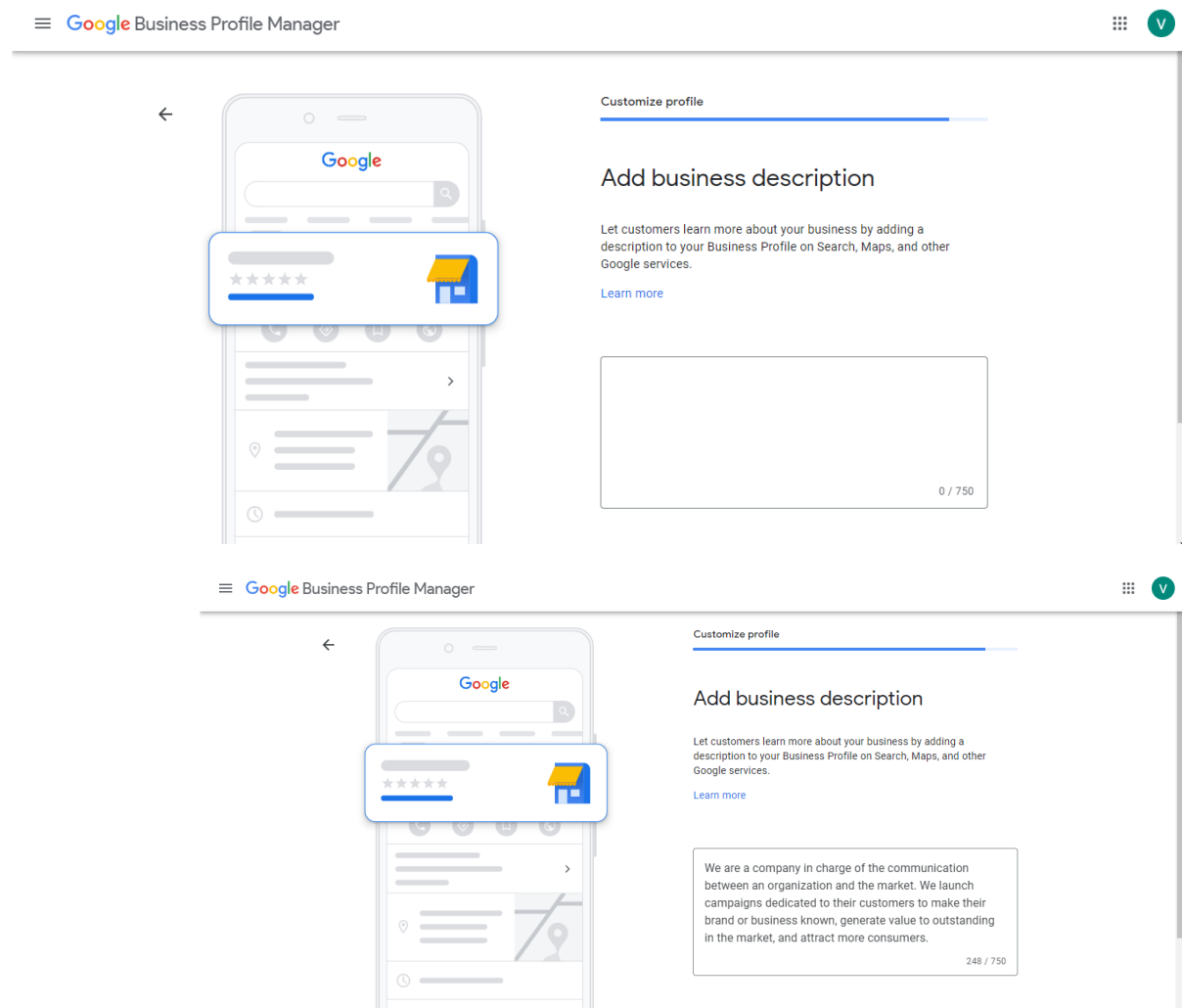
Step 11: Add business hours for your business



Step 12: Enable messaging option for customers



Step 13: Add Business Description for your business



Step 14: Add photos of your business

