

Project Development Phase

Functional Features

Team ID	NM2023TMID01244
Project Name	Google Business profile

Sl.No	Features	Description
1.	Business Information Management	<ul style="list-style-type: none">• Create or claim your business listing.• Update and maintain essential information, such as name, address, phone number, hours of operation, and business category.
2.	Photos and Videos	<ul style="list-style-type: none">• Upload high-quality images and videos of your business, products, and services.• Showcase the interior, exterior, and other aspects of your business to give customers a visual sense of what to expect.
3.	Customer Reviews and Ratings	<ul style="list-style-type: none">• Monitor and respond to customer reviews and ratings to build trust and reputation.• Encourage satisfied customers to leave positive reviews.
4.	Google Posts	<ul style="list-style-type: none">• Create posts with updates, promotions, events, and other content to keep customers informed.• Posts can include images, text, and call-to-action buttons.

5.	Messaging	<ul style="list-style-type: none"> • Enable messaging to communicate with customers directly through the platform. • Respond to inquiries, provide information, and address customer concerns.
6.	Q&A Section	<ul style="list-style-type: none"> • Answer frequently asked questions to provide valuable information to potential customers. • Ask and answer questions to improve engagement and clarity.
7.	Products and Services	<ul style="list-style-type: none"> • List products or services that your business offers. • Provide details, pricing, and availability information.
8.	Insights and Analytics	<ul style="list-style-type: none"> • Access performance data and analytics, including the number of views, clicks, and engagement metrics. • Gain insights into how customers find and interact with your business.
9.	Posts Scheduler	<ul style="list-style-type: none"> • Schedule posts in advance to ensure timely and consistent communication with customers.
10	Attributes	<ul style="list-style-type: none"> • Add specific attributes about your business, such as Wi-Fi availability, wheelchair accessibility, outdoor seating, and more.