

CREATE A GOOGLE BUSINESS PROFILE PROJECT REPORT

Submitted by

Muthukkumar A (950020106033)

Hareesh Vishnu G (950020106014)

Arthi p (950020106004)

Biruntha K (950020106007)

in partial fulfilment of the requirements for the course

DIGITAL MARKETING

Conducted by

Smart Bridge Engineering

Under Naan Mudhalvan Scheme



DEPARTMENT OF

ELECTRONICS AND COMMUNICATION ENGINEERING

ANNA UNIVERSITY REGIONAL CAMPUS TIRUNELVELI

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BONAFIDE CERTIFICATE

Certified that this project report titled "CREATE A GOOGLE BUSINESS PROFILE" is the Bonafide work of

Muthukkumar A (950020106033)

Hareesh Vishnu G (950020106014)

Arthi p (950020106004)

Biruntha K (950020106007)

In partial fulfilment of the requirements for the course in Digital Marketing conducted by Smart Bridge Engineering under Naan Mudhalvan scheme is a Bonafede record of the work carried out under my guidance and supervision at Anna university regional campus-Tirunelveli.

Dr.Suja Priyadharshini,M.E.,Ph.D	Dr.Suja Priyadharshini,M.E.,Ph.D	
Assistant Professor, Head Of the Department,	Assistant Professor, Course Mentor,	
Department of Electronics and Communication Engineering,	Department of Electronics and Communication Engineering,	
Anna University Regional CampusTirunelveli,	Anna University Regional CampusTirunelveli,	
Tirunnelveli-627007	Tirunnelveli-627007	

Evaluated On:

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Muthukkumar A (950020106033)

Hareesh Vishnu G (950020106014)

Arthi p (950020106004)

Biruntha K (950020106007)

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HOW TO CREATE A GOOGLE BUSINESS PROFILE

1.Introduction

1.1. Purpose

To create Google Business Profile for increasing business's online visibility, building trust with potential customers, and engaging with local audience.

1.2. Goals

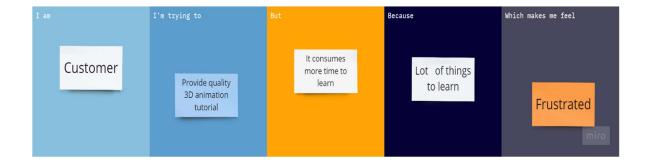
- Attract more customers.
- Increase business's presence in Google search results and maps.
- Provide accurate and easily accessible contact details.

2. Ideation & Proposed Solution

2.1. Problem Statement Definition

Many small businesses struggle to establish a strong online presence, hindering their ability to reach potential customers and thrive in the digital age. One key aspect of this challenge is creating and optimizing a Google Business Profile to enhance visibility and credibility. However, these businesses often face obstacles in understanding, setting up, and maintaining their Google Business Profile effectively. They may lack the necessary knowledge, time, or resources to manage this crucial online asset, resulting in missed opportunities for growth.

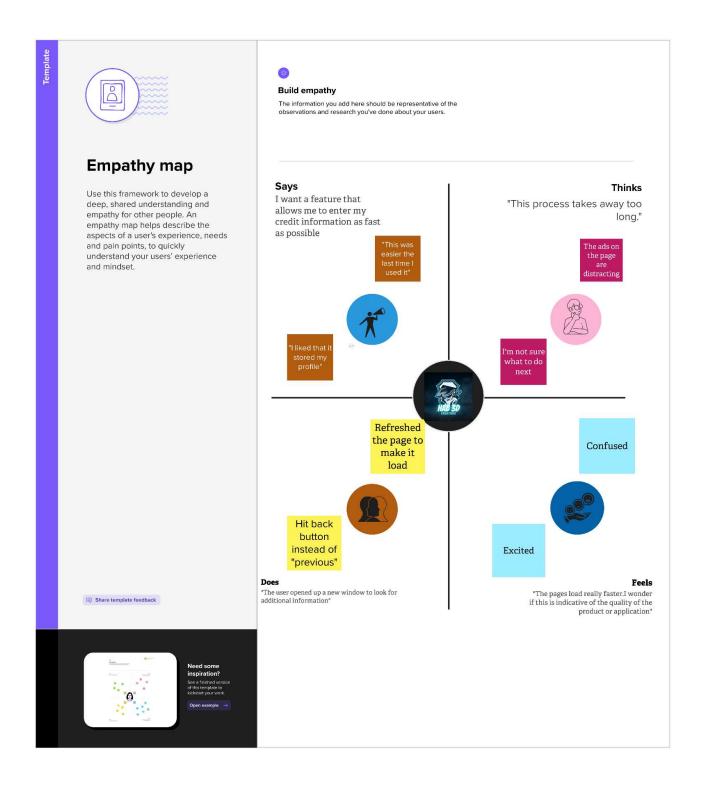
The problem statement involves finding a solution that simplifies the process of creating and maintaining a Google Business Profile, making it accessible and manageable for small businesses



2.2. Empathy Map Canvas

An Empathy Map Canvas for creating a Google Business Profile is a visual tool designed to help businesses gain a deeper understanding of their target audience and tailor their Google Business Profile to meet the needs and preferences of their customers. It consists of different sections or categories, each focused on a specific aspect of the user's experience and emotions. The canvas consists of four quadrants: "Says," "Thinks," "Does," and "Feels," along with a central section for "Needs." In the "Says" quadrant, we document the explicit statements or quotes from the customer, such as their expressed desires, concerns, or pain points related to the our business profile. The "Thinks" quadrant focuses on capturing the internal thoughts and assumptions of the customer. This includes their beliefs, attitudes, and perceptions regarding Digital Marketing. The "Does" quadrant concentrates on the observable behaviours and actions of the customer. In the "Feels" quadrant, we delve into the emotions and underlying motivations of the customer. Finally, the central section of the Empathy Map Canvas is dedicated to capturing the customer's overarching needs.

Empathy maps help businesses prioritize user needs and preferences. This customer-centric approach ensures that the Google Business Profile is designed with the end-user in mind, resulting in a better experience for potential customers. Empathizing with customers,



businesses can ensure that the information provided in the profile is relevant and engaging. This can lead to higher click-through rates, more customer interactions, and ultimately, increased business success Understanding customer needs and pain points can help a business stand out from its competitors. By addressing issues or providing benefits that competitors overlook, a business can gain a competitive advantage in the marketplace. On the positive side, designing an empathy map for a Google Business Profile is that it fosters user-centered design, enhances user experience, and contributes to business success through increased visibility, engagement, and conversions.

2.3. Ideation and Brainstorming

Ideation is the process of generating and developing creative and innovative ideas. In the context of creating a Google business profile, ideation involves coming up with unique and effective ways to present your business on the platform, such as crafting engaging descriptions, selecting appealing images, and determining the best keywords to optimize your profile. In our brainstorming session, we focused on key elements for an impactful business profile. It's a collaborative and unstructured method for generating ideas. In the context of a Google business profile, we can brainstorm by gathering a team or individuals to come up with ideas for profile content, promotions, reviews, and other elements that can make our business stand out on Google. It's a way to generate a variety of potential strategies and tactics for our online presence.





Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- (§ 10 minutes to prepare
- 🗵 1 hour to collaborate
- 2-8 people recommended



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

- ① 10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
 Use the Facilitation Superpowers to run a happy and productive session.

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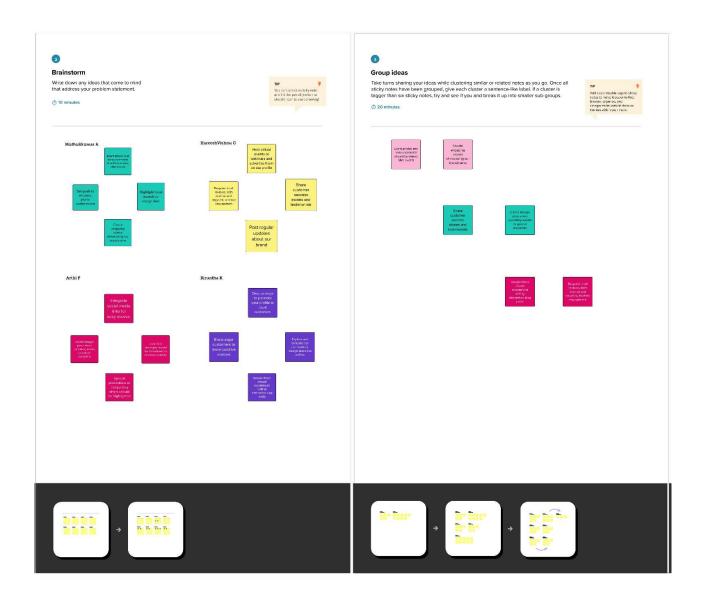
Define your problem statement

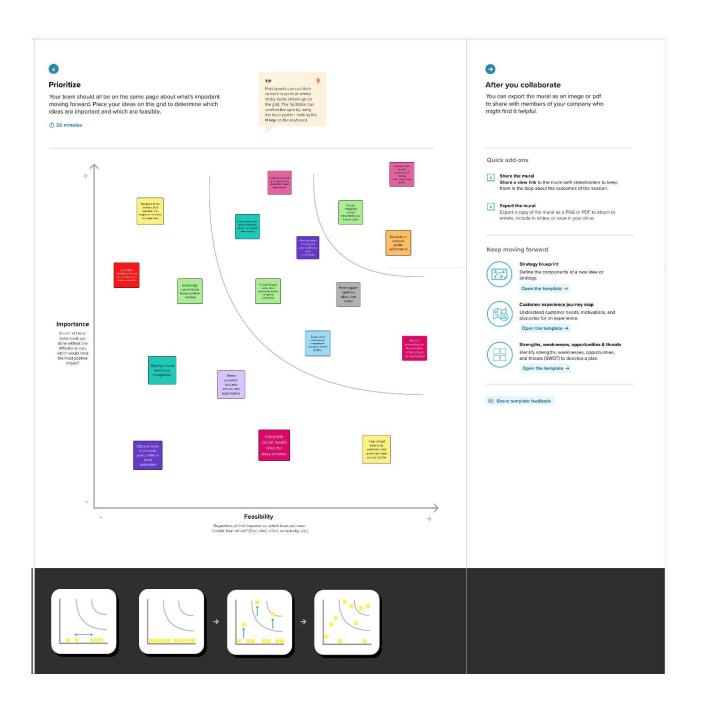
What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

We need to creating a
Google My Business profile
for businesses looking to
establish a robust online
presence.

Key rules of brainstorming To run an smooth and productive session







3. Project Design phase-part-I

3.1. Proposed solution

With a Business Profile on Google, you can manage how your local business shows up across Google products, like Maps and Search. If you run a business that serves customers at a particular location, or you serve customers within a designated service area, your Business Profile can help people find you. Verified businesses on Google are twice as likely to be considered reputable.

With a Business Profile, you can:

Maintain accurate information about your business online

- Tell Google your hours, website, phone number, and location (a street address, service area, or place marker, depending on your business).
- Use Google Maps and Search to stay up-to-date with your online presence wherever you are.
- Interact with customers
- Post photos of your business and its products and services.
- Collect and respond to reviews from customers.
- Attract new customers
- Improve how your business appears online so new customers can find you.
- Point customers to your website.

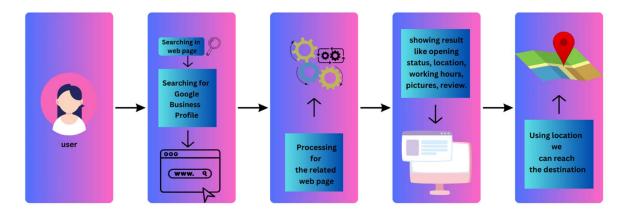
Sl.No	Parameter	Description
1.	Novelty	In our Design phase, we take pride in pushing the boundaries of creativity and innovation. We are dedicated to bringing fresh and original ideas to life. Our focus on Novelty ensures that our projects stand out and make a difference in their respective industries. We strive to create solutions that challenge the status quo and offer a unique perspective.

2.	Feasibility of Idea	At the heart of our design process is a commitment to the practicality and feasibility of our ideas. We understand that innovation must also be realistic. We carefully assess and refine our concepts to ensure they are not only groundbreaking but also implementable. Our rigorous feasibility analysis ensures that our projects have a strong foundation for success.
3.	Business Model	Crafting a solid business model is a key aspect of our Design phase. We believe that great ideas should not only be feasible but also sustainable. Our business models are designed to create value for both our clients and their target audiences. We work to identify revenue streams, cost structures, and value propositions that lead to long-term success.
4.	Social Impact	Beyond profitability, our Design phase emphasizes the positive impact that projects can have on society. We are committed to projects that contribute to the greater good, whether that means improving lives, solving community challenges, or addressing global issues. Our focus on Social Impact ensures that our work goes beyond business success to create meaningful change.
5.	Business Model (Revenue Model)	We understand that great ideas have the potential to grow and reach a wider audience. Scalability is a core principle of our Design phase. We design solutions with scalability in mind, allowing them to expand and adapt as they gain traction. This ensures that our projects have the flexibility to meet evolving needs and seize new opportunities
6.	Scalability of Solutions	Our visually appealing landing page, designed to captivate visitors with a clear message and persuasive "Subscribe" button, can easily handle growing visitor numbers. Using high-quality visuals ensures a seamless experience even as traffic increases. Its adaptable design allows for effortless integration of new features, making it a scalable solution for future needs.

3.2 Solution Architecture

The solution architecture for Google Business Profile is designed to enhance a business's online visibility to local customers. It incorporates components like data management for accurate business information, integration with Google services like Maps and Search, user engagement through reviews and posts, analytics and reporting for performance assessment, security measures to protect sensitive data, and ensuring accessibility on both mobile and web platforms. This architecture empowers businesses to optimize their online presence, improve customer engagement, and attract a broader local audience through Google's powerful search and mapping services.

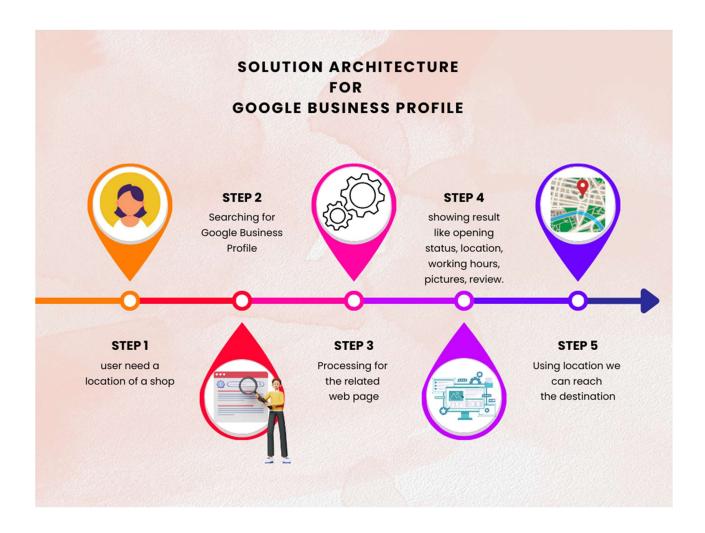
Solution Architecture for Google Business Profile



4. Project Design phase-part-II

4.1. Coustomer Journey Map

A customer journey map for your Google Business Profile represents the steps a customer takes when interacting with your business online. It typically begins with a user's search for a product or service on Google. From there, they may discover your profile, view photos, read reviews, and explore your content. Depending on their needs, they might engage through messaging, book appointments, or visit your physical location. The goal is to provide a seamless and positive experience from discovery to conversion. Analyzing this journey helps identify areas for improvement, ensuring your profile effectively attracts and retains customers by addressing their needs at each touchpoint.



4.2.Requirement Analysis

Requirement analysis in the context of a Google Business Profile refers to the process of systematically identifying and documenting the specific needs, objectives, and essential components necessary for optimizing and effectively managing your business's online presence on Google. This analysis helps businesses understand what is required to create a robust and customer-centric profile that aligns with their goals and meets the expectations of their target audience. It involves defining key elements such as business information, content strategy, customer engagement, analytics, mobile management, and other factors critical to a successful online presence. The outcome of requirement analysis serves as the foundation for creating a well-structured and purpose-driven Google Business Profile.

Sl.No	Requirement Analysis	Description
1.	Functional Analysis	Functional analysis focuses on what the system should do and whether it meets the specified requirements. It helps ensure that the product or service serves its intended purpose effectively.
2.	Operational Analysis	Operational analysis looks at how the system or organization functions on a day-to-day basis, aiming to optimize processes and enhance overall performance.
3.	Technical Analysis	Technical analysis focuses on the underlying technology and infrastructure supporting a system. It helps ensure that the chosen technology is robust, secure, and capable of delivering the desired outcomes.
4.	Claiming and Ownership	Business owners must be able to claim and verify their GBP. Verification should involve various methods like mail, phone, or email.
5.	Business Information	Businesses can provide essential details such as their name, address, phone number (NAP), website, and hours of operation. This information is crucial for users searching for local businesses.
6.	Category Selection	Businesses choose one or more categories that describe their services or products. This helps Google connect them with relevant search queries.
7.	Posts and Updates	Business owners can create posts to share news, events, promotions, and other updates. These posts appear in the knowledge panel when users search for the business.
8.	Photos and Videos	Businesses can upload high-quality images and videos to showcase their products, services, and facilities.

9.	Insights and Analytics	Business owners can access data on how often their profile appears in search results, how many users interact with it, and other performance metrics.
10.	Mobile-Friendly	Google Business Profiles are designed to be mobile-responsive, as many users access local business information on their smartphones.
11.	Localization	Profiles can be customized based on the business's location and language preferences.
12.	Compliance	It is essential for businesses to adhere to Google's policies, including content guidelines, spam prevention, and user privacy.
13.	Scalability	Businesses with multiple locations can manage and scale their profiles for each location.
14.	Integration	Profiles can be integrated with the business's website and other online platforms for a cohesive online presence.

5.Project Development Phase

5.1.Functional Features

Functional features in a Google Business Profile refer to the specific tools and capabilities provided by Google to help businesses manage and enhance their online presence. These features are designed to facilitate customer engagement, provide accurate information, and improve the visibility of a business on Google. They include options for adding and updating business details, uploading media content, interacting with customers through reviews and messaging, and utilizing analytics to monitor performance. Functional features are essential for businesses to optimize their online presence and effectively connect with potential customers on Google.

Sl.No	Features	Description
1.	Business Information Management	 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	 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	 Monitor and respond to customer reviews and ratings to build trust and reputation. Encourage satisfied customers to leave positive reviews.
4.	Google Posts	 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	 Enable messaging to communicate with customers directly through the platform. Respond to inquiries, provide information, and address customer concerns.
6.	Q&A Section	 Answer frequently asked questions to provide valuable information to potential customers. Ask and answer questions to improve engagement and clarity.
7.	Products and Services	 List products or services that your business offers. Provide details, pricing, and availability information.
8.	Insights and Analytics	 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	Schedule posts in advance to ensure timely and consistent communication with customers.
10	Attributes	Add specific attributes about your business, such as Wi- Fi availability, wheelchair accessibility, outdoor seating, and more.

6.Execution Process

6.1. Account Setup and Sign-In

- Go to the Google Business Profile website (https://business.google.com) or download the Google My Business app on your mobile device.
- Sign in with your Google account. If you don't have one, you'll need to create one.
- Click on the "Manage now" button or a similar prompt to start the setup process

6.2. Basic Business Information

- Fill out your business name. Make sure it's accurate and matches your real-world name.
- Select the appropriate category that best describes your business.
- Enter your business location. Be precise and use your actual address.
- If you serve customers at a specific location (e.g., a storefront), check the box indicating that you do. If you operate a service area business (e.g., a plumbing service that serves multiple locations), you can also specify your service area.
- Add your business phone number and website URL.

6.3. Verify Your Business

 Google will need to verify that you are the owner or authorized representative of the business. Verification methods may include receiving a postcard with a verification code, a phone call, or email. Choose the method that works best for you and follow the instructions.

6.4. Enhance Your Profile

• After verification, you can start optimizing your profile.

- Upload high-quality photos of your business, such as your logo, interior, exterior, and products or services you offer.
- Write a compelling business description. Highlight what makes your business unique, its history, and the services you provide.
- Set your hours of operation, including any special hours for holidays or events.
- Add other relevant information, such as your payment methods, attributes (e.g., womenled, veteran-led), and services offered.

6.5. Engage with Reviews and Posts

- Encourage your customers to leave reviews on your Google Business Profile. Respond to reviews, both positive and negative, in a professional and courteous manner.
- Regularly post updates, events, and promotions to keep your profile fresh and engaging.
- Monitor the Insights tab to track how customers are finding your business and what actions they take.

7. Challenges Faced

The challenges faced in managing a Google Business Profile refer to the difficulties and obstacles that businesses encounter when optimizing and maintaining their online presence on Google. These challenges may include issues related to data accuracy, visibility, customer interactions, competition, and reputation management. Overcoming these challenges often requires a strategic approach and ongoing effort to ensure a positive and effective online representation of the business.

Managing a Google Business Profile comes with various challenges, including:

Inaccurate Information:

• Keeping business details up to date can be a challenge, especially for multi-location businesses.

Duplicate Listings:

Multiple listings for the same business can confuse customers and impact search rankings.

Negative Reviews:

Handling negative reviews and maintaining a positive online reputation can be demanding.

Competition:

 Staying visible and competitive in local search results can be challenging, as many businesses vie for attention.

Spam and Fake Reviews:

• Dealing with spam or fake reviews can be time-consuming and damaging to credibility.

Content Management:

• Consistently creating and updating content on your profile can be a significant effort.

Messaging Responsiveness:

• Responding promptly to customer messages can be a challenge, especially during busy periods.

Analytics Interpretation:

 Understanding and effectively using profile analytics to make improvements may require some expertise.

Mobile Management:

Managing the profile on the go can be challenging without the right mobile tools.

Ad Campaign Costs:

• Running Google Ads campaigns can be expensive, and optimizing them for maximum ROI can be a challenge.

Security and Privacy:

 Ensuring the security and privacy of customer data and managing online reviews requires careful attention.

Technical Issues:

Google Business Profile may face technical glitches, and resolving them can be time-sensitive.

8.Future Plan

Future plans in the context of Google Business Profile refer to the anticipated developments, enhancements, and strategic initiatives that Google may undertake to improve and expand the features and functionality of business profiles on its platform. These plans could encompass innovations aimed at providing businesses with more effective ways to manage their online presence, engage with customers, and stay competitive in the digital landscape. These developments are often driven by advancements in technology, changes in user behaviour, and the evolving needs of both businesses and consumers in the

online space. Businesses should pay attention to these future plans to adapt and make the most of the opportunities that arise.

Future plans for Google Business Profiles may include the following:

Enhanced Engagement Features:

 Expanding the capabilities for businesses to engage with customers, possibly through chatbots or more interactive features.

Deeper Integration with Google Services:

• Integrating the profile more closely with other Google services like Google Maps, Search, and potentially new features or platforms.

Advanced Analytics:

 Providing businesses with more comprehensive and actionable data to understand customer behaviour and profile performance.

Augmented Reality (AR) Integration:

• Utilizing AR for virtual tours, product visualization, or interactive experiences on the profile.

Expanded E-commerce Features:

 Allowing businesses to sell products directly through their profiles or integrating with ecommerce platforms.

Voice Search Optimization:

 Preparing for the growing trend of voice search and ensuring profiles are well-optimized for voice queries.

Enhanced Mobile App Features:

• Continuously improving the Google My Business mobile app for convenient profile management.

Privacy and Data Protection:

 Addressing evolving privacy regulations and providing businesses with tools to ensure data security and compliance.

AI and Automation:

 Leveraging artificial intelligence and automation for more efficient profile management and customer engagement.

International Expansion:

• Expanding Google Business Profile features to more countries and languages.

Promotion and Advertising Tools:

 Offering more options for businesses to promote their profiles and services within the Google ecosystem.

9.Result

Having a well-maintained and optimized Google Business Profile yields numerous benefits for businesses. It enhances your online presence by ensuring that your business appears prominently in local search results on Google and Google Maps, making it easier for potential customers to discover and connect with you. Your profile also conveys a sense of trust and credibility to users, as it provides vital information like your business address, phone number, and customer reviews. Additionally, it offers opportunities for customer engagement through features like responding to reviews, posting updates, and delivering real-time information about your business, such as operating hours and special events.

One of the significant advantages of a Google Business Profile is the wealth of insights and analytics it provides. These data-driven metrics allow you to understand how customers find and interact with your business, enabling you to make informed decisions to enhance your marketing and customer service strategies. The ability to collect and manage customer reviews is invaluable, as it gives you the means to respond to both positive and negative feedback, potentially influencing the decisions of prospective customers. Furthermore, with the prevalence of mobile device usage, your profile ensures accessibility to users on smartphones and tablets.

By optimizing your Google Business Profile, you gain a competitive advantage, setting your business apart from competitors that may not have a strong online presence. This enhanced visibility and engagement can lead to increased business opportunities and growth within your local community. Lastly, your profile contributes to local search engine optimization efforts, potentially improving your rankings in local search results, thereby driving more organic traffic to your business. In sum, a well-managed Google Business Profile is a powerful tool for businesses seeking to thrive in the digital age.

10.Conclution

A Google Business Profile is an invaluable tool for businesses of all sizes. It serves as a digital storefront, providing essential information to potential customers and enhancing online visibility. By optimizing and maintaining a well-crafted profile, businesses can foster trust, attract new customers, and improve their online reputation. Furthermore, the platform's analytics and customer engagement features empower businesses to make data-driven decisions and connect with their audience effectively. In today's digital age, having a Google Business Profile is not just an option; it's a necessity for success in the online marketplace.

Thank You...