

# Project Design Phase-II

## Requirement Analysis

<b>Team ID</b>	<b>NM2023TMID01244</b>
<b>Project Name</b>	<b>Google Business profile</b>

<b>Sl.No</b>	<b>Requirement Analysis</b>	<b>Description</b>
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.