

Smart
Internz

**GOVERNMENT COLLEGE OF ENGINEERING
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ELECTRICAL AND ELECTRONICS ENGINEERING

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Project Domain	: Digital Marketing
Project Title	: Creating a Google My Business Profile
Brand Name	: Sri Murugan Sound System
Category	: Audio Visual Equipment Supplier

TEAM MEMBERS

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Introduction

Google Business accounts are a great way to improve your online visibility and reach new customers. By creating a Google Business account, you can make sure that your business appears in Google Search and Maps. You can also use your Google Business account to track customer reviews and manage your online reputation.

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 easily.

Creating a Google business account is essential for businesses to have an online presence, be searchable on Google Maps, and engage with customers through reviews and updates. It allows customers to easily find and connect with your business, increasing visibility and potential customer base.

Uses of creating account

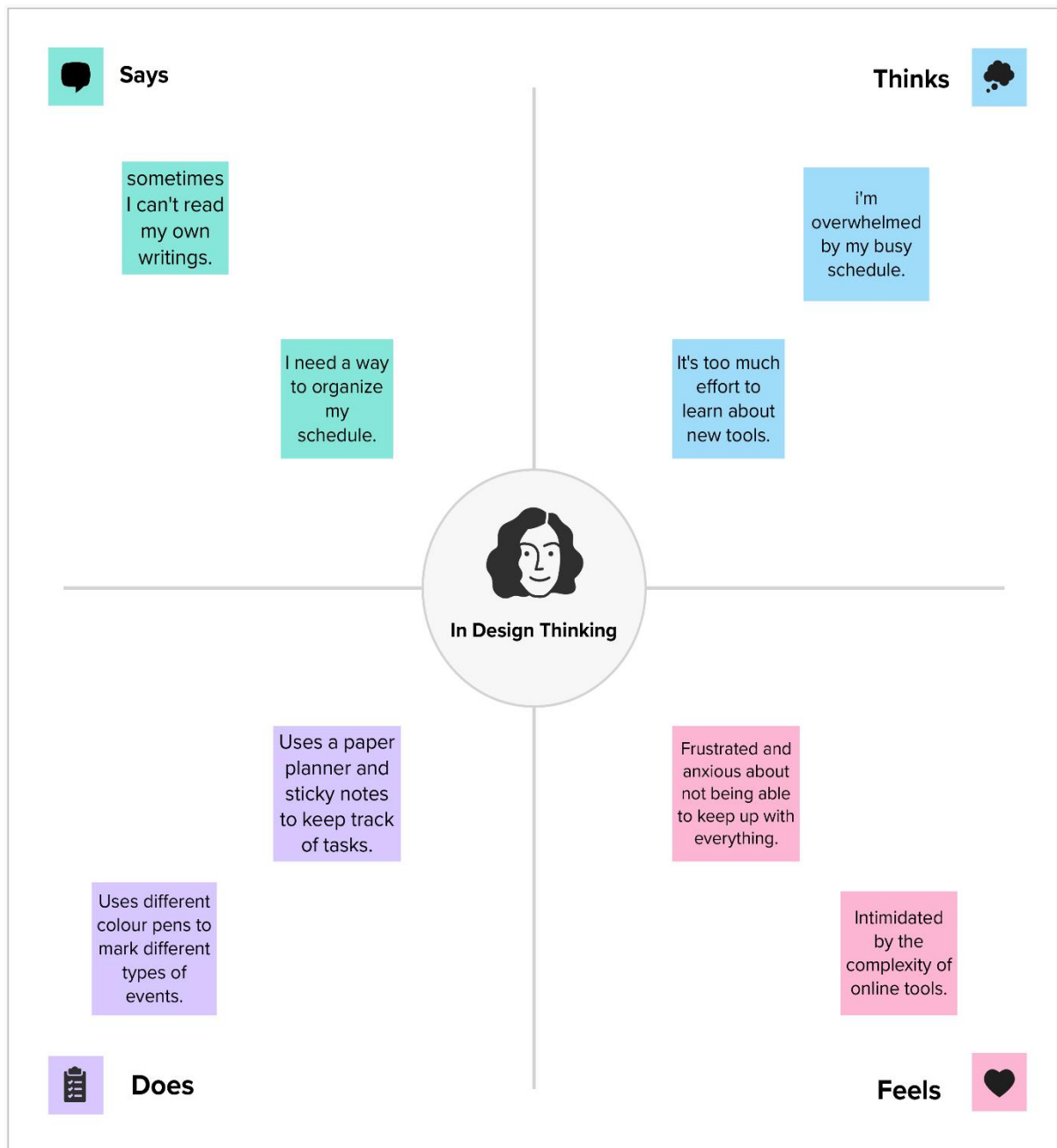
Creating a Google Business account offers several benefits and uses. Some of them are:

- ❖ Improved online visibility
- ❖ Accurate business information
- ❖ Customer reviews and ratings
- ❖ Insights and analytics
- ❖ Online booking and appointments

To create a Google business account, follow these steps:

1. Go to the Google My Business website.
2. Click on "Start now" button.
3. Sign in with your Google account credentials. If you don't have a Google account, create one by clicking on the "Create account" link.
4. Enter the name of your business and click on "Next".
5. Choose the appropriate category that describes your business and click on "Next".
6. Add the location of your business, including the address. If you don't have a physical location, you can choose to hide your address and only display the area of service. Click on "Next" when done.
7. Specify the regions or areas that your business serves and click on "Next".
8. Enter your contact details like phone number and website address, then click on "Next".
9. Choose a verification method to confirm you're the owner of the business. This can be done through a postcard sent to your business address, a phone call, or email. Follow the instructions provided for the chosen method.
10. Once your account is verified, you can start managing and customizing your business profile by adding information like business hours, photos, and additional details.

Empathy map



Brainstorm & idea prioritization

1 Define problem statement

Problem Statement: **Developing a customer experience for a collaborative document editor**

Person 1

- Impacting the product process
- Addressing the customer's needs
- Addressing the customer's needs
- Addressing the customer's needs
- Addressing the customer's needs

Person 2

- Customer's needs
- Customer's needs
- Customer's needs
- Customer's needs
- Customer's needs

Person 3

- Customer's needs
- Customer's needs
- Customer's needs
- Customer's needs
- Customer's needs

Person 4

- Customer's needs
- Customer's needs
- Customer's needs
- Customer's needs
- Customer's needs

2 Group ideas

Grouping ideas into clusters based on common themes or objectives.

Group 1: Customer needs

Group 2: Product process

Group 3: Customer needs

Group 4: Product process

3 Prioritize

Prioritizing ideas based on their impact and feasibility.

High Impact, Low Feasibility: Ideas that are easy to implement but have a high impact.

High Impact, High Feasibility: Ideas that are both easy to implement and have a high impact.

Low Impact, Low Feasibility: Ideas that are easy to implement but have a low impact.

Low Impact, High Feasibility: Ideas that are both easy to implement and have a low impact.

The image displays two side-by-side screenshots of a Google Maps business profile for 'Sri Murugan Sound System'. The left screenshot shows the standard public view, including the business name, a 4.5-star rating from 4 reviews, a description as an 'Audio visual equipment supplier', location in Konangihalli, Tamil Nadu, and a 'You manage this Business' badge. It also features buttons for 'Overview', 'Reviews', 'Photos', and 'By owner', along with icons for directions, sharing, and saving. The right screenshot shows the 'See Business Profile' view, which includes the business name, address (4XGC+QJX, Konangihalli, Tamil Nadu 636813, India), and a 'See Business Profile' button. Below this are icons for 'Edit profile', 'Advertise', 'Messages', and 'Reviews', followed by a 'More' dropdown. At the bottom, a 'Performance' section shows data from May 2023 to Oct 2023: 259 Interactions, 154 Views, and 50 Searches.

Business Profile link : Sri Murugan Sound System

<https://g.co/kgs/c9jtZT>

Advantages

- ❖ Increased visibility on Google Search and Maps
- ❖ Accurate and up-to-date business information
- ❖ Reviews and ratings management
- ❖ Business photos and virtual tours
- ❖ Advertise and run promotions
- ❖ Integration with other Google services

Disadvantages

- ❖ Privacy concerns
- ❖ Dependence on Google services
- ❖ Limited control over customization
- ❖ Google's frequent updates
- ❖ Difficulty attracting organic traffic
- ❖ Reputational risks

Conclusion

Creating a Google My Business profile is essential for any business looking to establish an online presence and attract more customers. With its user-friendly interface, robust features, and wide reach, Google My Business allows businesses to showcase their brand, products, and services to potential customers in a highly visible and easily accessible manner. It not only enhances a business's online visibility but also improves its credibility and reputation. By taking advantage of this free tool, businesses can effectively reach their target audience, engage with customers, and ultimately drive more traffic and sales. Therefore, investing time and effort in creating and optimizing a Google My Business profile can yield significant benefits and contribute to the long-term success of any business.