PROJECT REPORT

CREATE A GOOGLE MY BUSINESS PROFILE

## 1.INTRODUCTION:

1.1 Overview:

Creating a Google My Business (GMB) profile is a valuable project for businesses looking to establish a strong online presence. Here's an overview of the project: Identify your business goals and objectives for creating a GMB profile. Determine which locations or branches you want to list on GMB. Collect essential business information, including name, address, phone number (NAP), website URL, hours of operation, and a business description. Ensure that your business meets Google's eligibility criteria for GMB listings. Visit the Google My Business website (business.google.com) and sign in with your Google account or create one if you don't have it. Start the process of adding a new business location to GMB. Input accurate and complete details about your business, ensuring consistency with other online profiles. Verify your ownership of the business location through a postcard, phone call, or email verification process. This step is crucial to ensure the accuracy of your listing.

1.2 Purpose:

Creating a Google My Business (GMB) profile is a valuable project for businesses looking to establish a strong online presence. Here's an overview of the project. Identify your business goals and objectives for creating a GMB profile. Determine which locations or branches you want to list on GMB. Collect essential business information, including name, address, phone number (NAP), website URL, hours of operation, and a business description. Ensure that your business meets Google's eligibility criteria for GMB listings. Visit the Google My Business website (business.google.com) and sign in with your Google account or create one if you don't have it.

2.PROBLEM DEFINITION AND DESIGN THINKING:

2.1 Empathy Map:
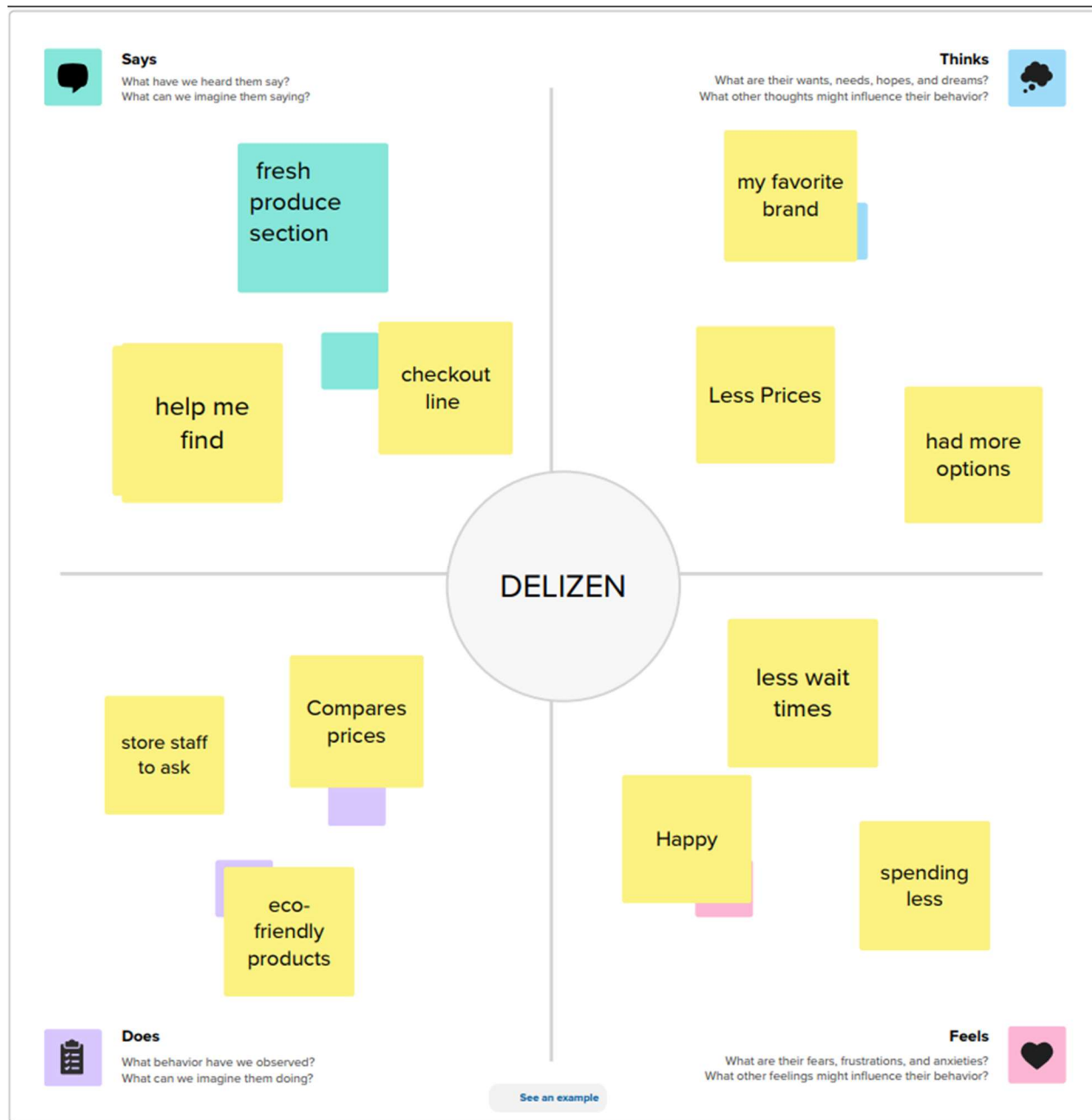
2.2 Ideation and Brainstorming Map:

1

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.

⏱ 5 minutes

PROBLEM

How might we develop and improve our supermarket?

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

VIGHNESH

Efficient Layout: Design the store layout for optimal traffic flow and easy access to popular items.

Inventory Management: Implement a robust inventory management system to ensure products are always in stock and reduce wastage.

SHAMRRAT

Pricing Strategy: Develop a competitive pricing strategy to attract cost-conscious shoppers without sacrificing quality.

Friendly Staff Training: Ensure all employees are well-trained in excellent customer service to create a welcoming atmosphere.

VISHNUDHARSHAN

Branding and Logo: Create a distinctive, memorable logo and branding strategy that represents the name "DELIZEN."

Social Media Promotion: Develop a strong online presence through social media to engage with customers and promote special offers.

WAHID

Eye-Catching Displays: Design visually appealing product displays to encourage impulse buying and highlight special promotions.

Budgeting and Forecasting: Create a detailed financial plan, including budgeting and sales forecasts, to ensure profitability.

RAVEENKUMAR

Seasonal Themes: Plan seasonal and holiday-themed decorations to keep the store fresh and exciting.

Product Placement: Strategically place high-margin items at eye level to maximize sales and profitability.

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

Creating a google business profile which helps in promoting our supermarket by reaching customers easily.

Personal Shopper Service: Consider offering a personal shopper service for busy or elderly customers.

Complaint Resolution: Develop a clear process for handling customer complaints and feedback to improve the shopping experience
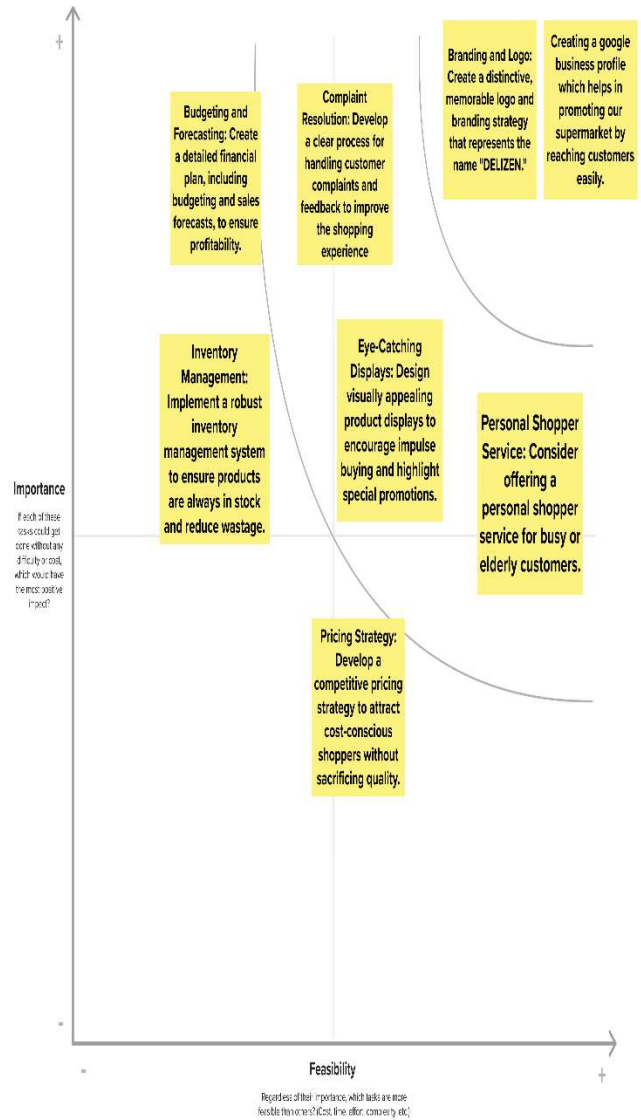

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.
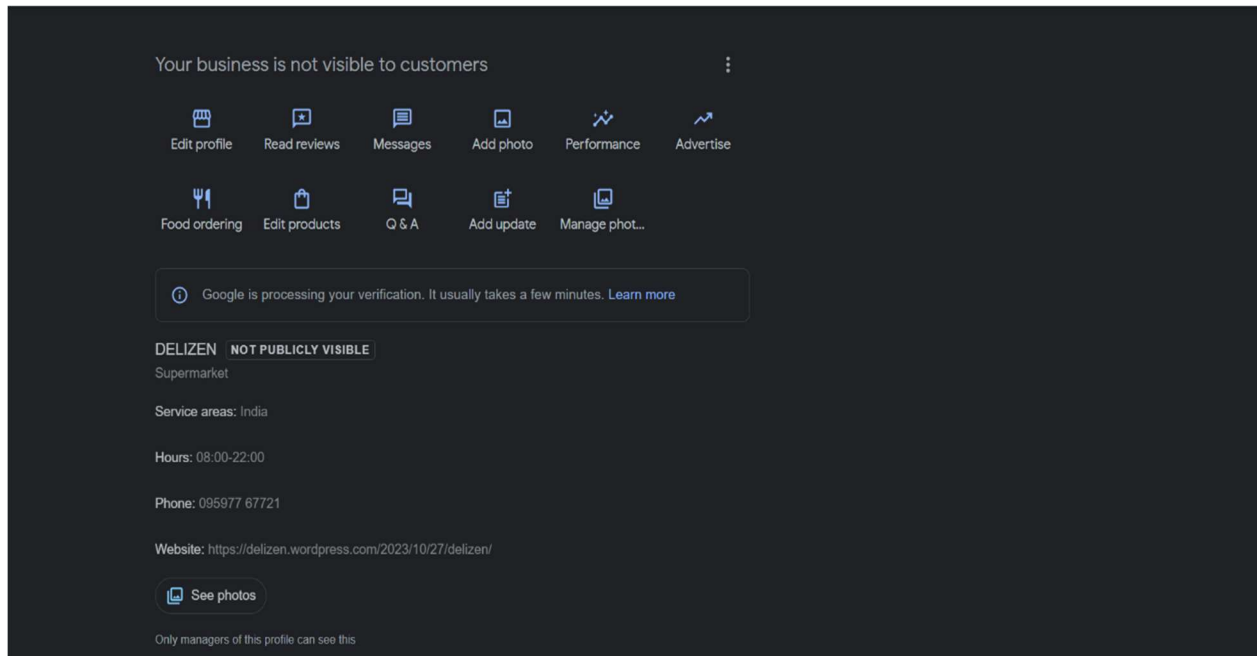
⏱ 20 minutes

Importance

If each of these ideas could get done without any difficulty or cost, which would have the most positive impact?

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Complaint Resolution: Develop a clear process for handling customer complaints and feedback to improve the shopping experience

Branding and Logo: Create a distinctive, memorable logo and branding strategy that represents the name "DELIZEN."

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Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity etc.)

3.RESULT:

4.ADVANTAGES:

1. Improved Visibility:

   - GMB profiles appear prominently in Google Search and Google Maps, increasing your online visibility.

   - It helps potential customers find your business when they search for related products or services in your area.

2. Enhanced Credibility:

   - A well-maintained GMB profile with accurate information, reviews, and images can boost your business's credibility and trustworthiness.

3. Increased Website Traffic:

   - Your GMB profile includes a link to your website, driving more traffic to your site when users want to learn more about your products or services.

4. Customer Insights:

   - GMB provides valuable insights about how users find your listing, where they're located, and what actions they take (e.g., visiting your website, requesting directions).

5. Online Reviews:

   - Customers can leave reviews and ratings on your GMB profile, which can influence the decisions of potential customers and improve your reputation.

6. Engage with Customers:

   - You can respond to reviews, answer questions, and provide updates directly through your GMB profile, improving customer engagement and satisfaction.

DISADVANTAGES:

1. Privacy Concerns:

   - Sharing business information, including your address and phone number, can raise privacy concerns for some businesses, especially if they operate from home or have security concerns.

2. Negative Reviews:

   - GMB allows customers to leave reviews, which can be both positive and negative. Negative reviews can impact your reputation and may require effective management.

3. Inaccurate Information:

- Keeping GMB information up-to-date is crucial. Inaccurate information, such as incorrect hours of operation or contact details, can confuse customers and lead to dissatisfaction.

4. Time and Effort:

- Maintaining an active GMB profile requires time and effort. Responding to reviews, posting updates, and managing the information can be a significant commitment.

5. Competition:

- Your competitors may also have GMB profiles, making it important to ensure that your profile stands out and ranks well in local search results.

6. Verification Process:

- The verification process can be cumbersome for some businesses. Google may require you to verify your business through a postcard sent to your physical address, which can take some time.

5.APPLICATIONS:

1. **Google My Business App:** As mentioned earlier, Google provides a dedicated mobile app for Google My Business, available for both Android and iOS devices. This app is specifically designed for creating and managing GMB profiles.

2. **Google My Business Web Application:** You can access the Google My Business platform through a web browser on your computer by visiting the Google My Business website (https://business.google.com). This web application allows you to create and manage your GMB profile.

3. **Google Maps App:** While primarily used for navigation, the Google Maps app also allows you to manage your business on Google Maps, including claiming and updating your business listing.

4. **Local SEO Tools:** There are various local SEO and business listing management tools available that can help you optimize your Google My

Business profile and ensure consistency across multiple online directories. Examples include Moz Local, BrightLocal, and Yext.

5. **Photo Editing Tools:** High-quality images are essential for your GMB profile. You can use photo editing applications like Adobe Photoshop, Canva, or Snapseed to enhance your images before uploading them to your GMB profile.

6. **Review Management Tools:** To keep track of and respond to customer reviews efficiently, you can use online reputation management tools like ReviewTrackers or Birdeye.

7. **Scheduling and Posting Tools:** To streamline the process of posting updates and managing your GMB posts, you can use social media management tools like Hootsuite, Buffer, or Later.

8. **Analytics Tools:** While GMB provides basic insights, more in-depth analytics can be obtained through tools like Google Analytics and Google Data Studio, which can help you track the performance of your website and online presence.

9. **Citation Management Tools:** For maintaining consistent business information across multiple online directories, citation management tools like Whitespark, BrightLocal, and Yext can be helpful.

6.CONCLUSION:

In conclusion, creating a Google My Business (GMB) profile offers numerous advantages for businesses, particularly those with a local or physical presence. It can significantly enhance your online visibility, credibility, and customer engagement. While there are some potential disadvantages and challenges, proper management can mitigate these issues. Various applications and tools, including the official GMB app, web platform, and other software for photo editing, review management, analytics, and local SEO, can help you create and maintain a strong GMB profile.