

Project Report

Create A Google My Business Profile

Digital Marketing

Project Title: Create A Google My Business Profile

Naan Mudhalvan Course: Digital Marketing

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Project Description

Creating a Google My Business profile is essential for businesses looking to establish a robust online presence. By providing accurate and comprehensive information about your business, including location, contact details, business hours, and high-quality images, you increase your visibility on Google Search and Maps. This enables potential customers in your area to discover and learn more about your services or products easily. Regularly updating your profile and engaging with customer reviews can also help build trust and credibility. Overall, a well-maintained Google My Business profile is a powerful tool to connect with local customers and grow your business.

Project Steps

1. Brainstorming



2. Empathy Mapping

Template



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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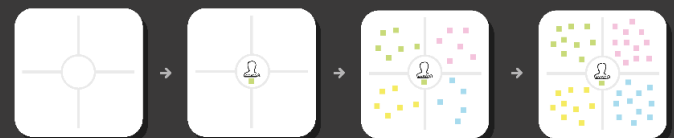
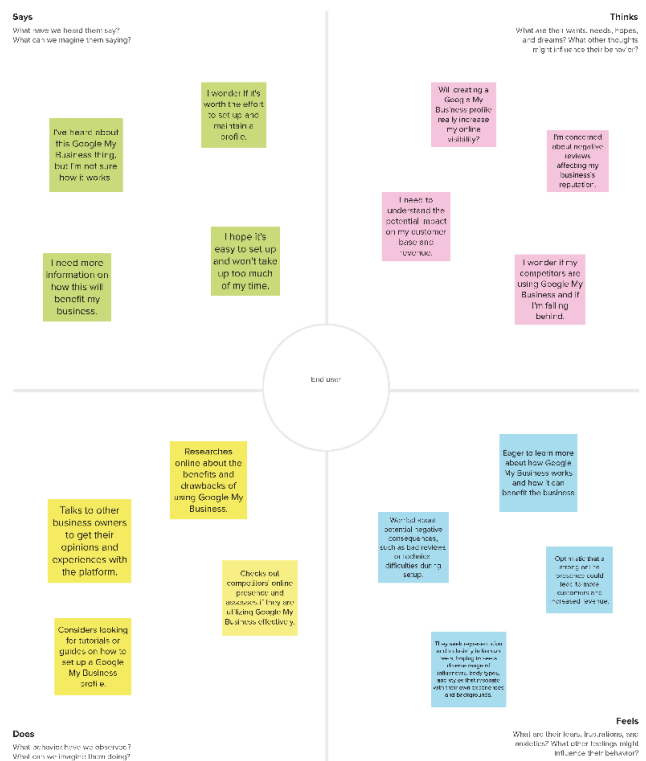


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[Open example](#)

30

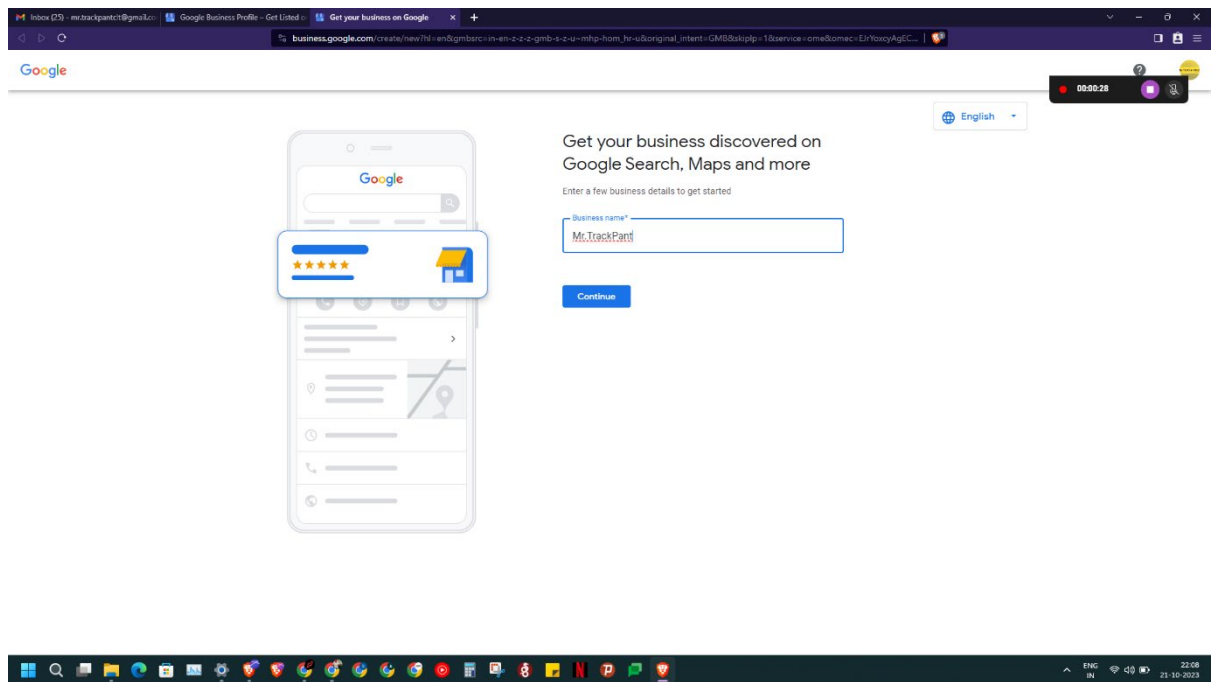
Build empathy

The information you add here should be representative of the observations and research you've done about your users.

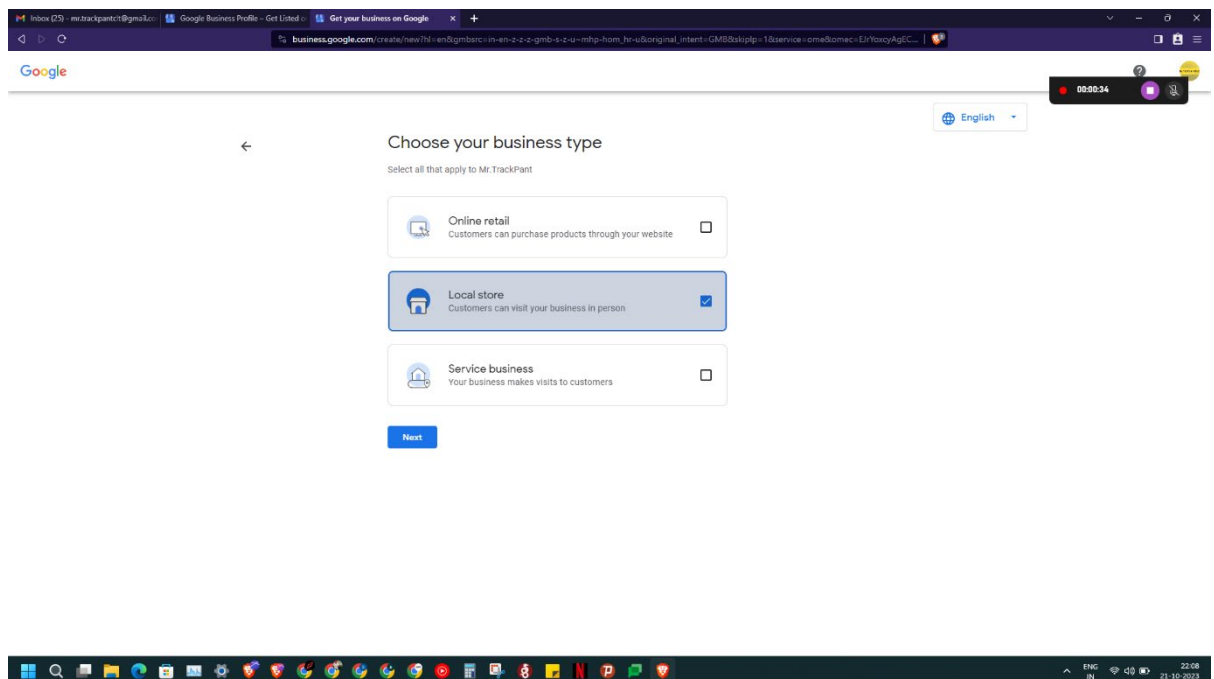


3. Steps:

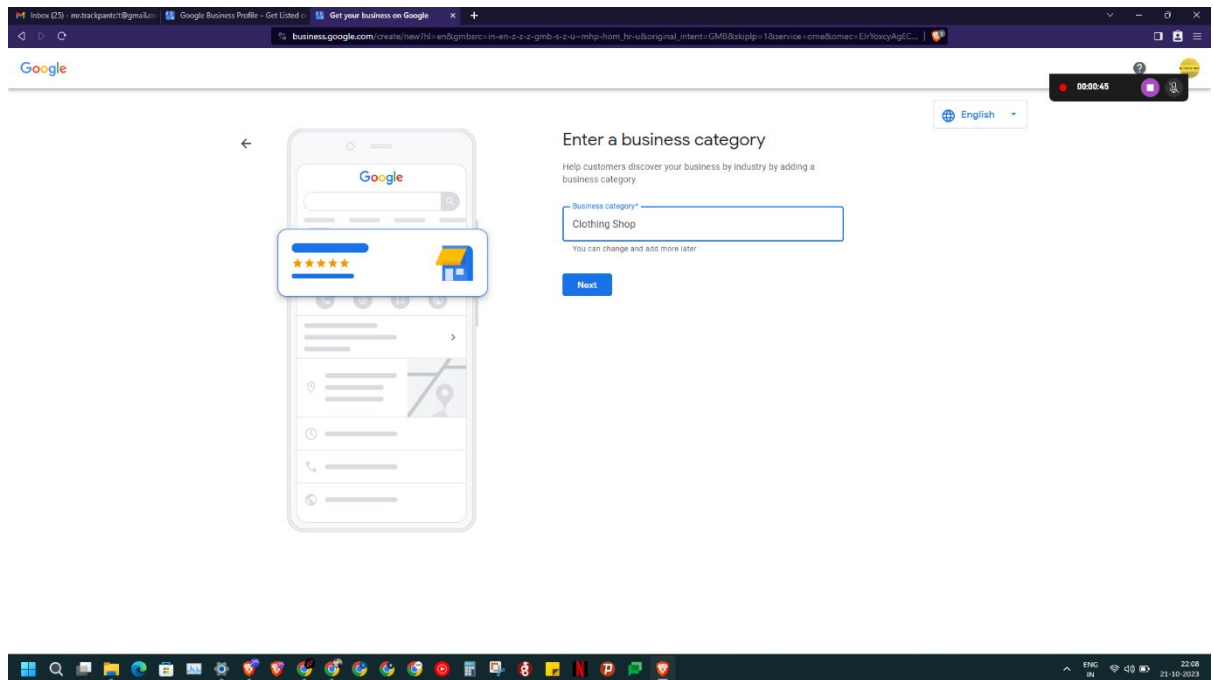
1. Business Name



2. Business Type



3. Business Category



The screenshot shows the 'Enter a business category' step of the Google Business Profile creation process. On the left, a smartphone mockup displays a business listing with a 4.5-star rating and a storefront icon. The main heading is 'Enter a business category', followed by the instruction 'Help customers discover your business by industry by adding a business category'. A text input field labeled 'Business category*' contains the text 'Clothing Shop'. Below the field, a note states 'You can change and add more later'. A blue 'Next' button is positioned at the bottom right of the form. The browser's address bar shows the URL 'business.google.com/create/new?hl=en&gmbarc=in-en-z-z-z-gmb-s-z-u-mhp-hom_hr-u&original_intent=GMB&akplp=1&service=oma&omec=ElrYoxcyAgEC...'. The Windows taskbar at the bottom displays various application icons and the system clock showing 22:58 on 23-10-2023.

←

Enter a business category

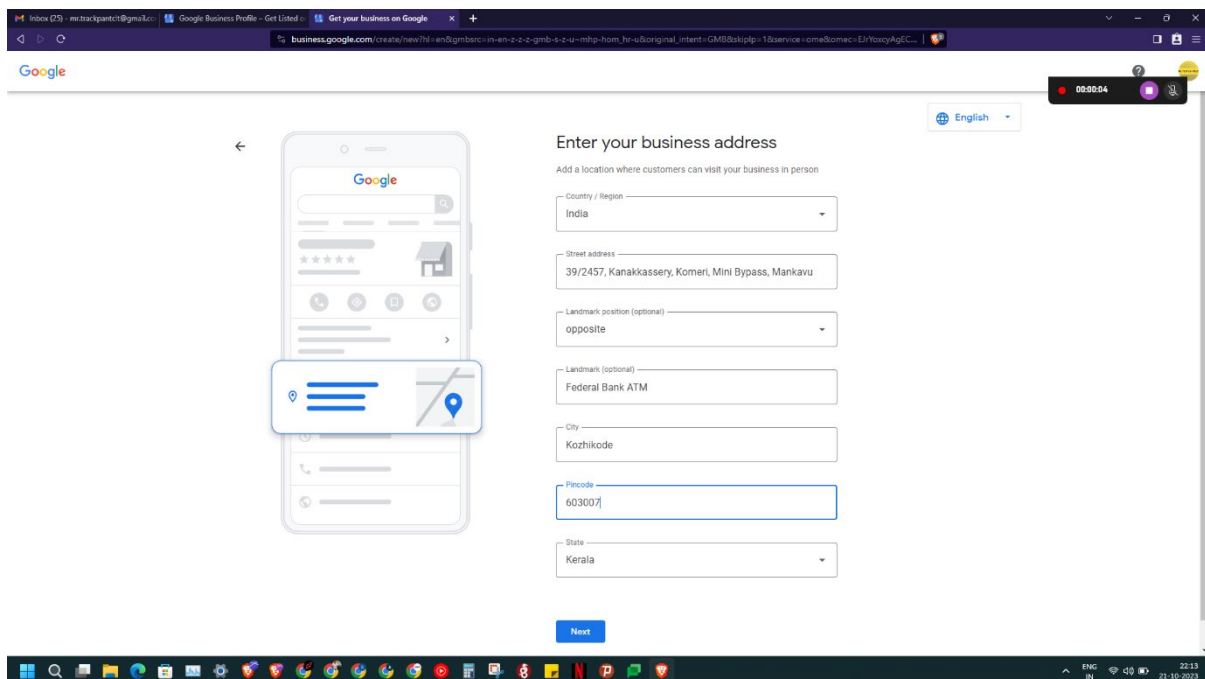
Help customers discover your business by industry by adding a business category

Business category*
Clothing Shop

You can change and add more later

Next

4. Business Address



The screenshot shows the 'Enter your business address' step of the Google Business Profile creation process. On the left, a smartphone mockup displays a business listing with a 4.5-star rating and a storefront icon. The main heading is 'Enter your business address', followed by the instruction 'Add a location where customers can visit your business in person'. The form contains several fields: 'Country / Region' (dropdown menu with 'India' selected), 'Street address' (text input with '39/2457, Kanakkassery, Komeri, Mini Bypass, Mankavu'), 'Landmark position (optional)' (dropdown menu with 'opposite' selected), 'Landmark (optional)' (text input with 'Federal Bank ATM'), 'City' (text input with 'Kozhikode'), 'Pincode' (text input with '603007'), and 'State' (dropdown menu with 'Kerala' selected). A blue 'Next' button is located at the bottom center of the form. The browser's address bar shows the same URL as the previous step. The Windows taskbar at the bottom displays various application icons and the system clock showing 22:13 on 23-10-2023.

←

Enter your business address

Add a location where customers can visit your business in person

Country / Region
India

Street address
39/2457, Kanakkassery, Komeri, Mini Bypass, Mankavu

Landmark position (optional)
opposite

Landmark (optional)
Federal Bank ATM

City
Kozhikode

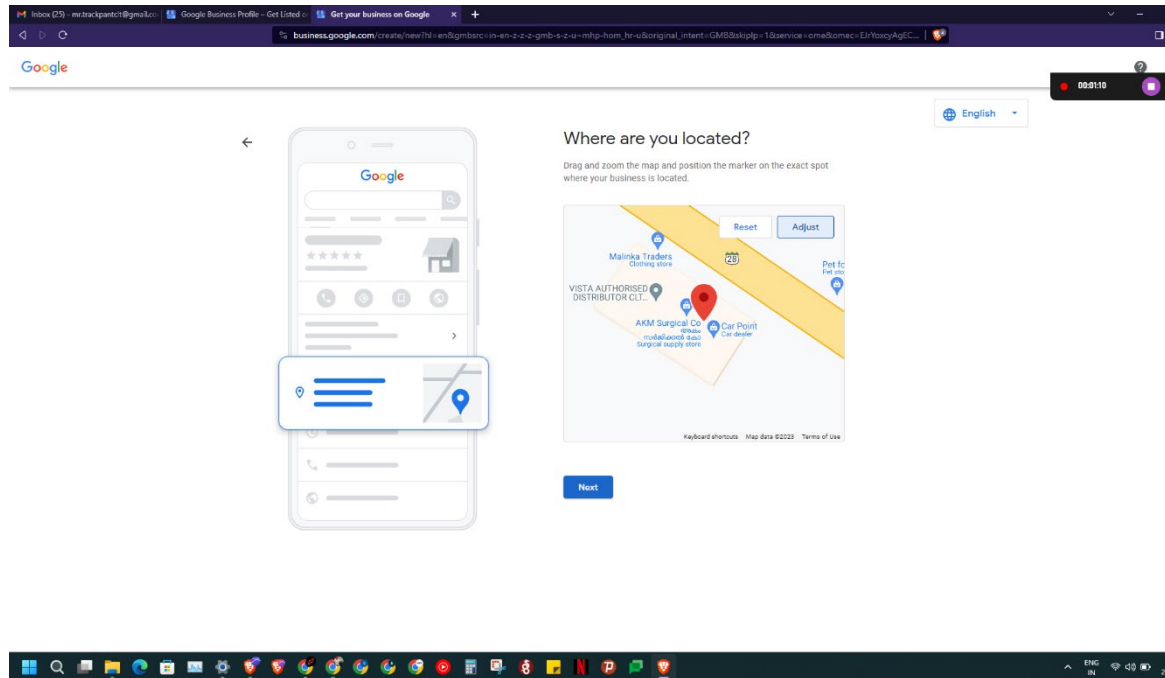
Pincode
603007

State
Kerala

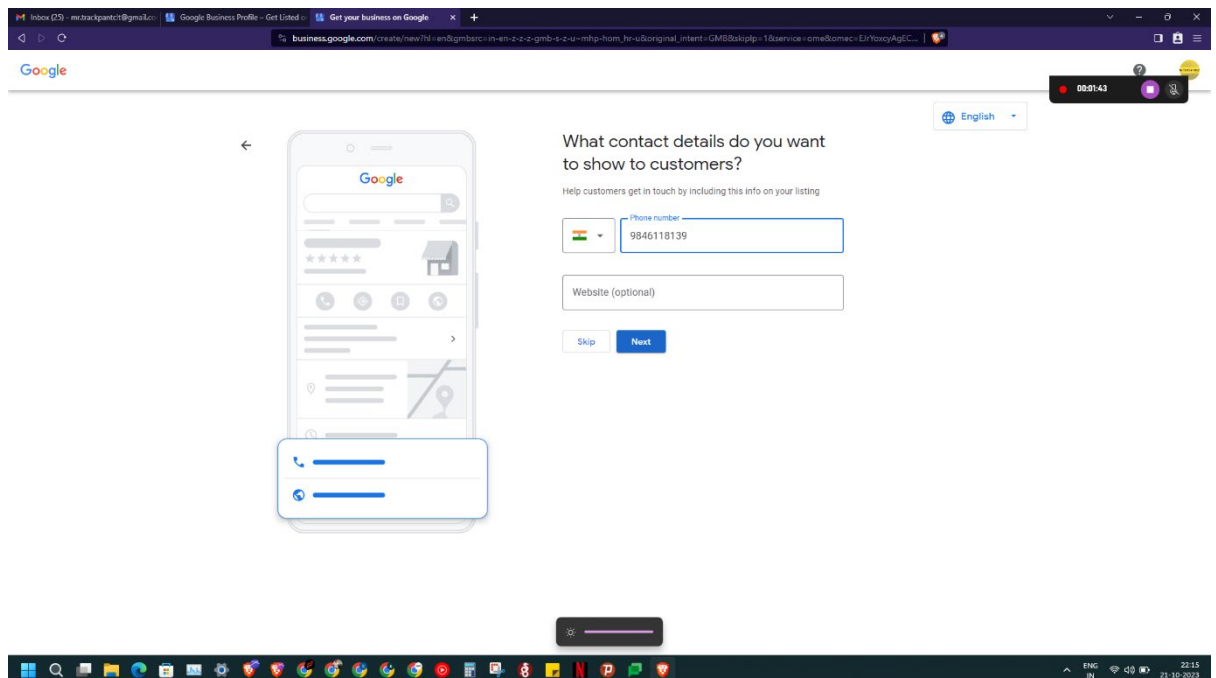
Next

5. Checking The Address

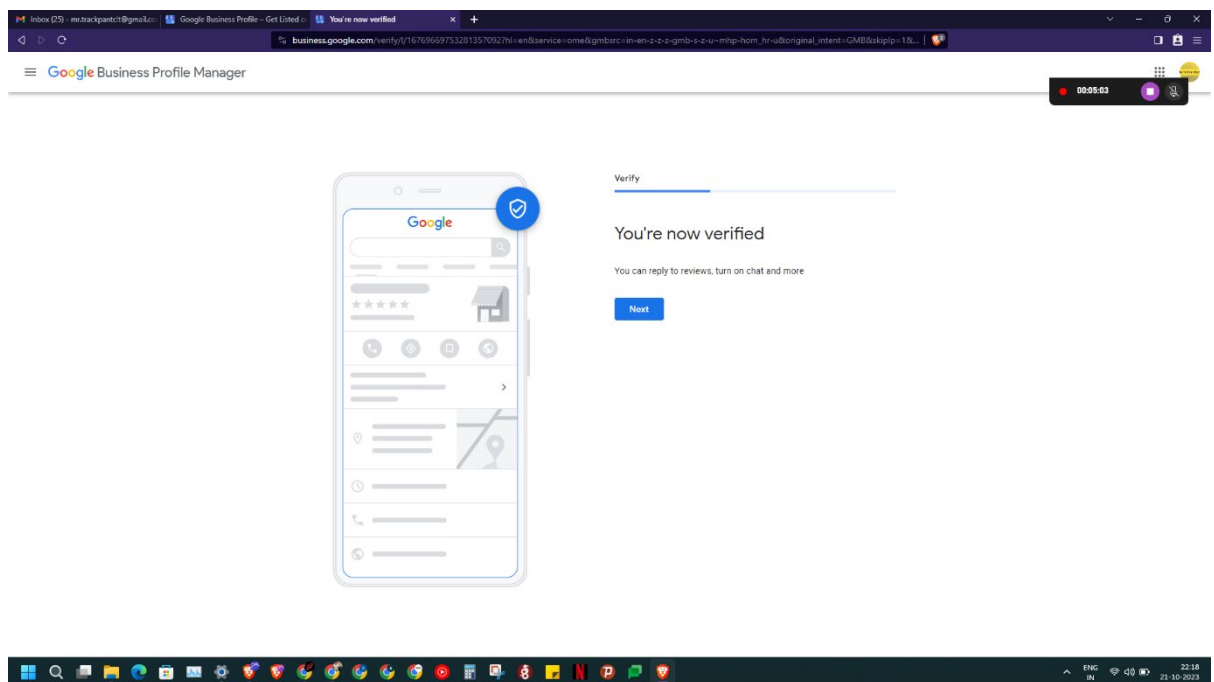
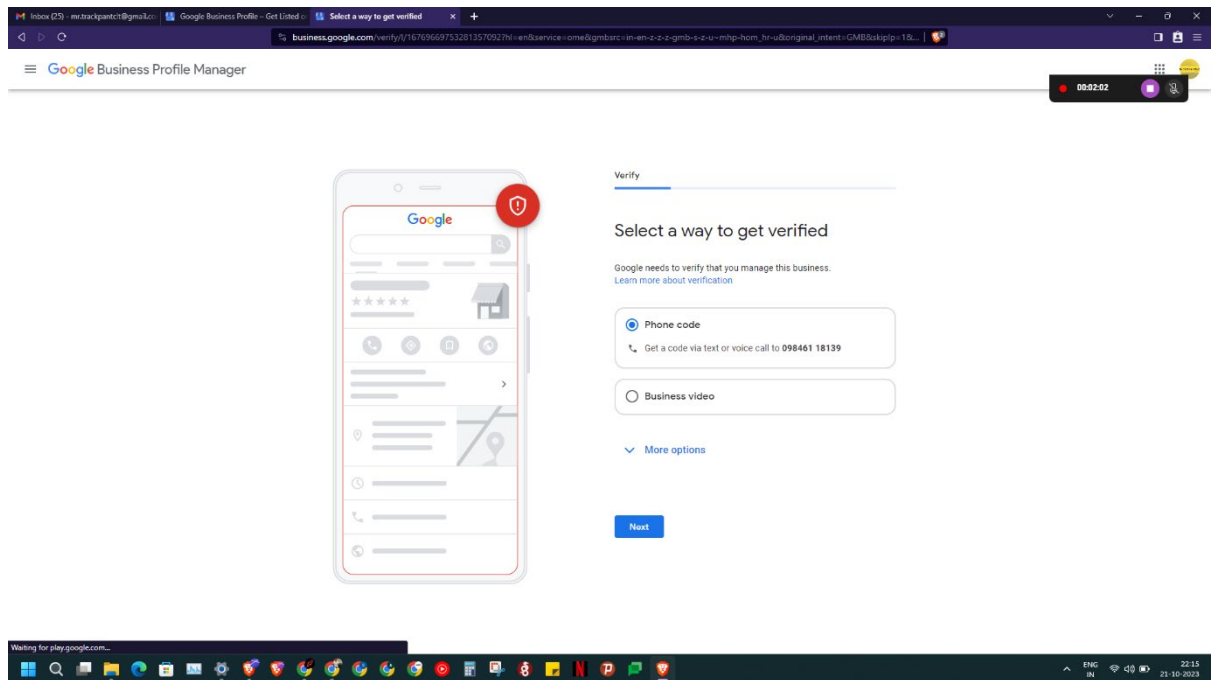
a. Check the location and click Next



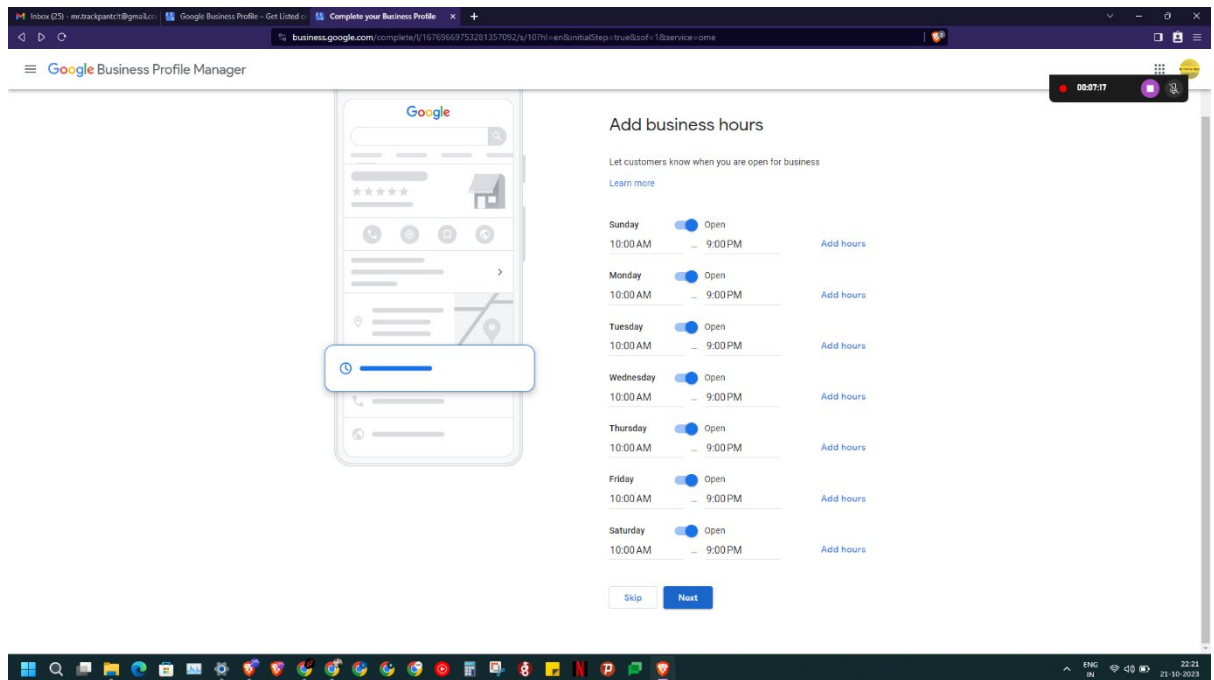
6. Contact Details



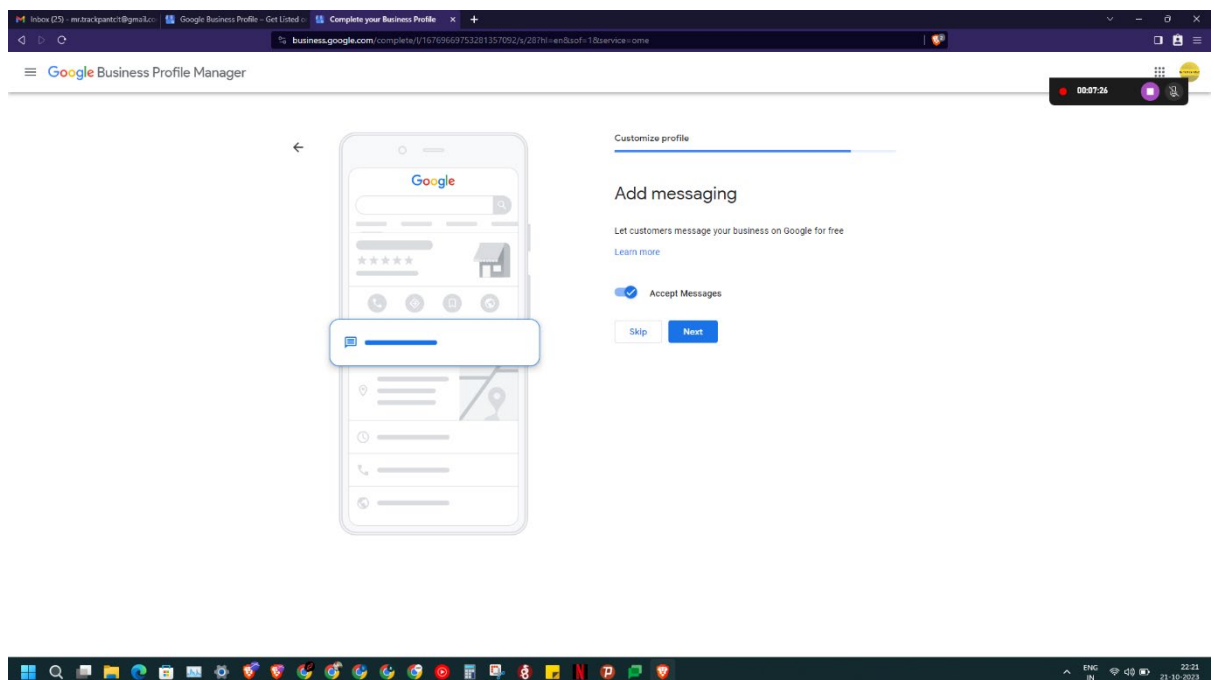
7. Verification



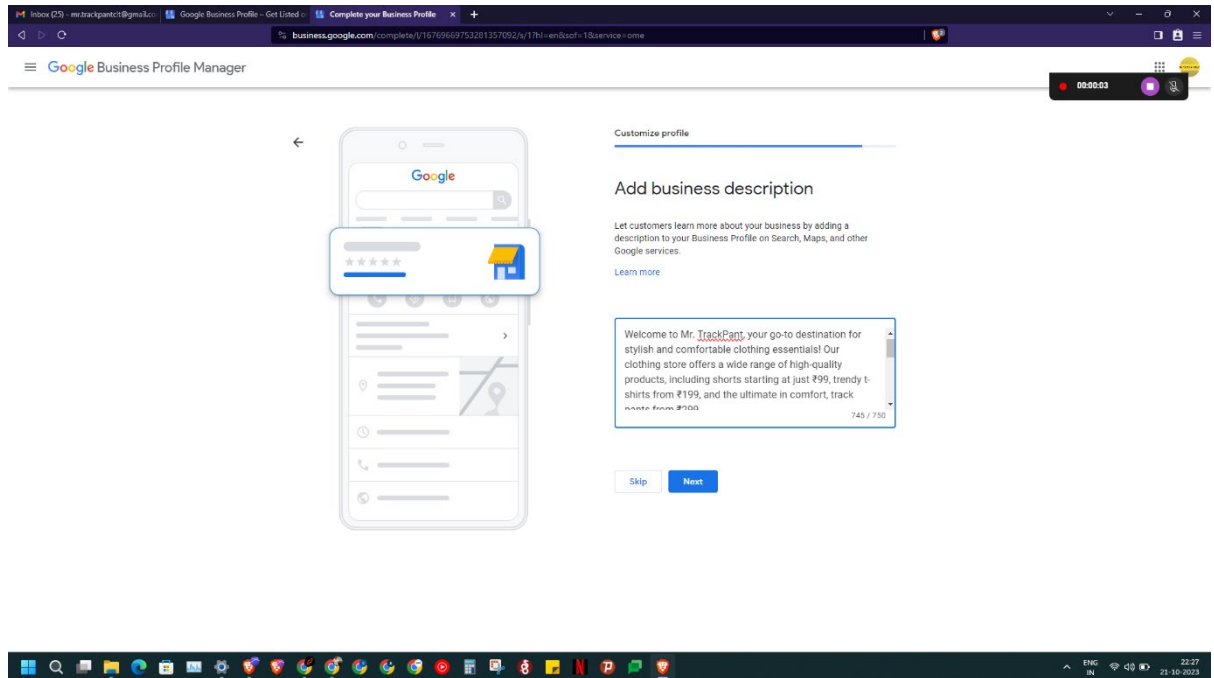
8. Business Hours



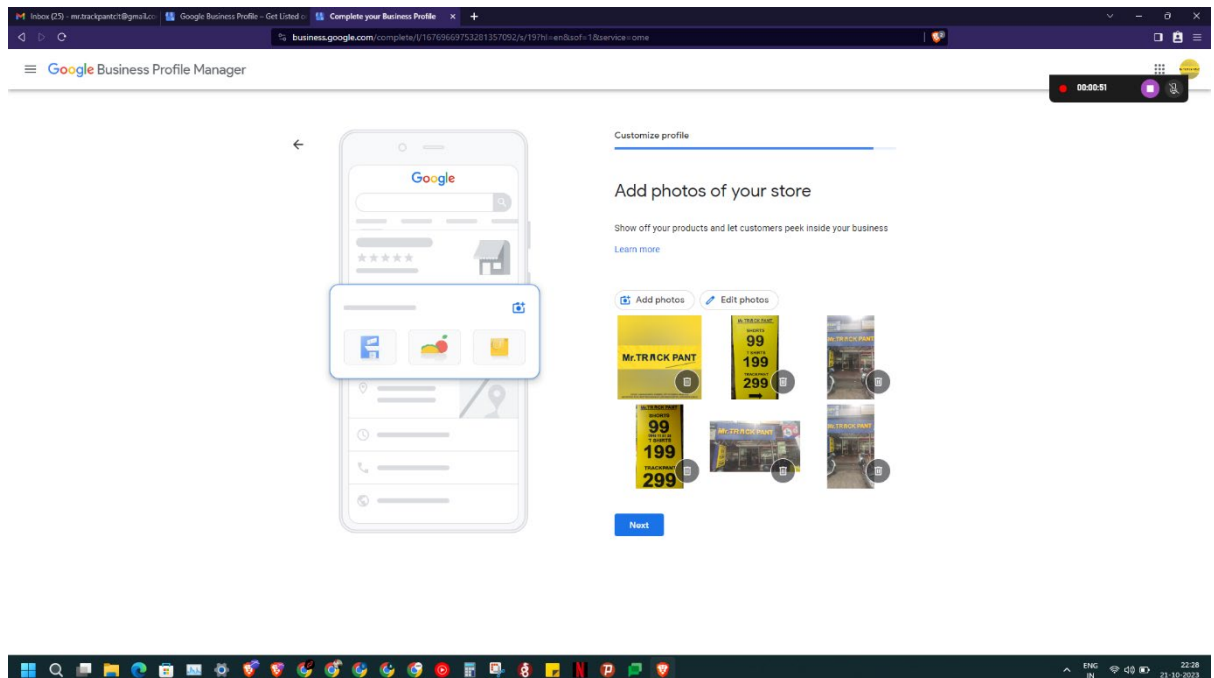
9. Adding Messaging Feature



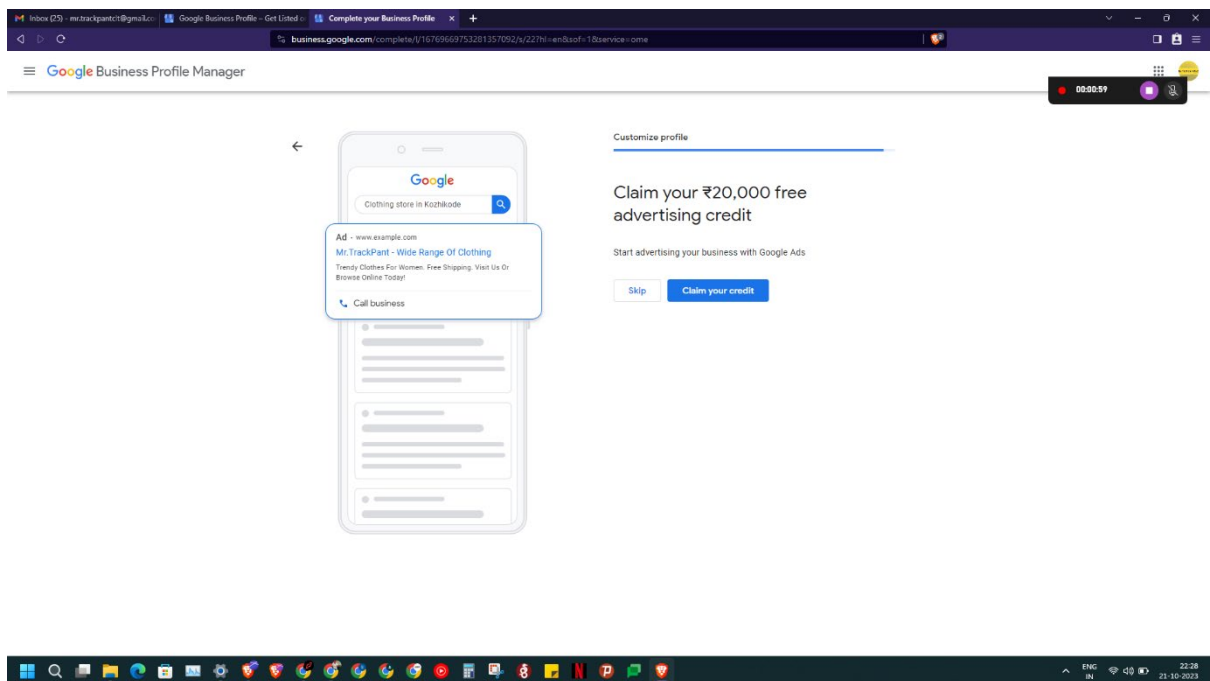
10. Business Description



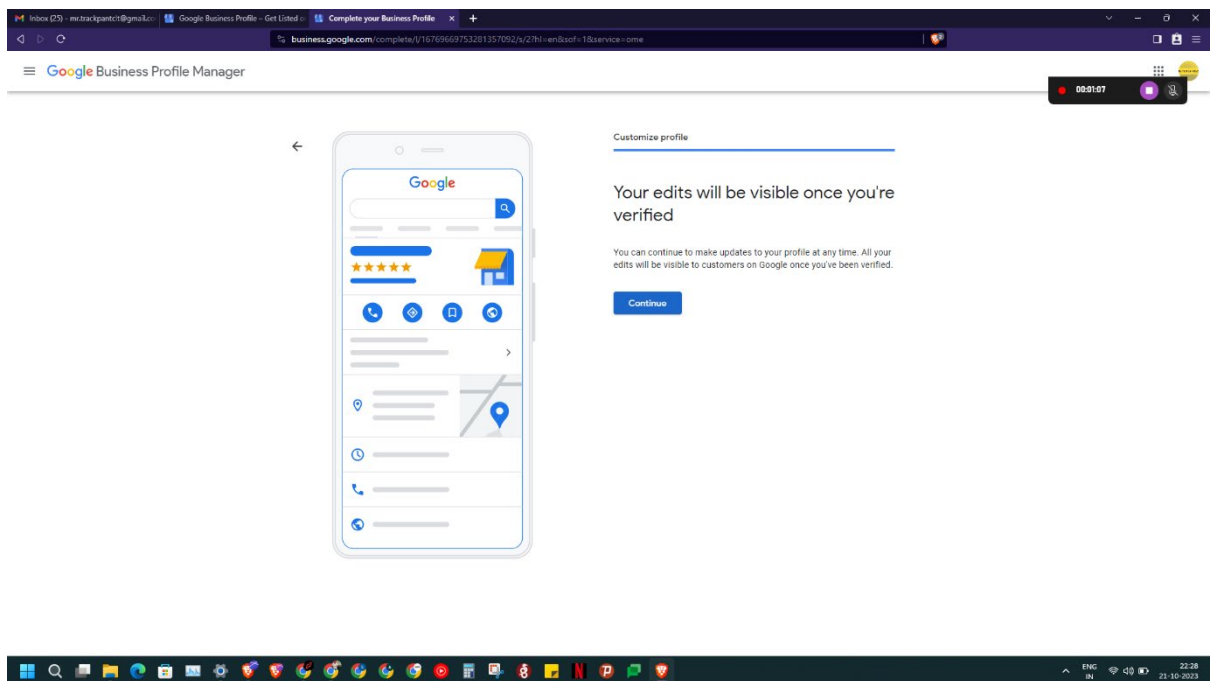
11. Upload Photos



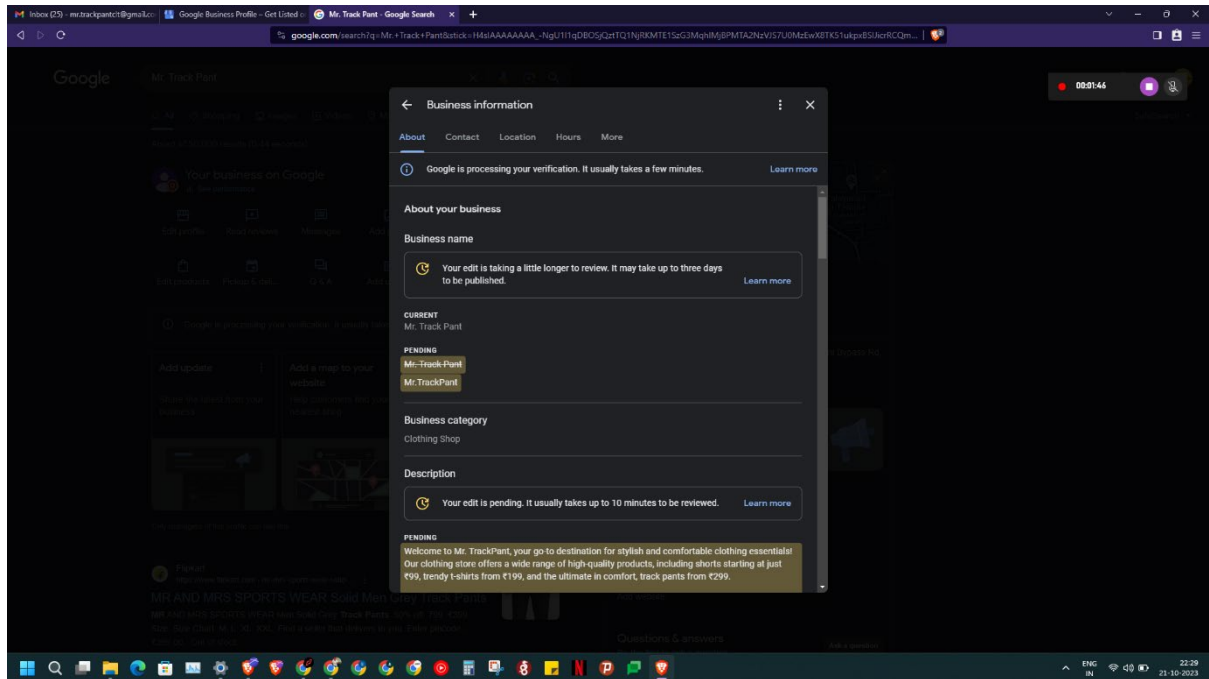
12. Claim Your Business



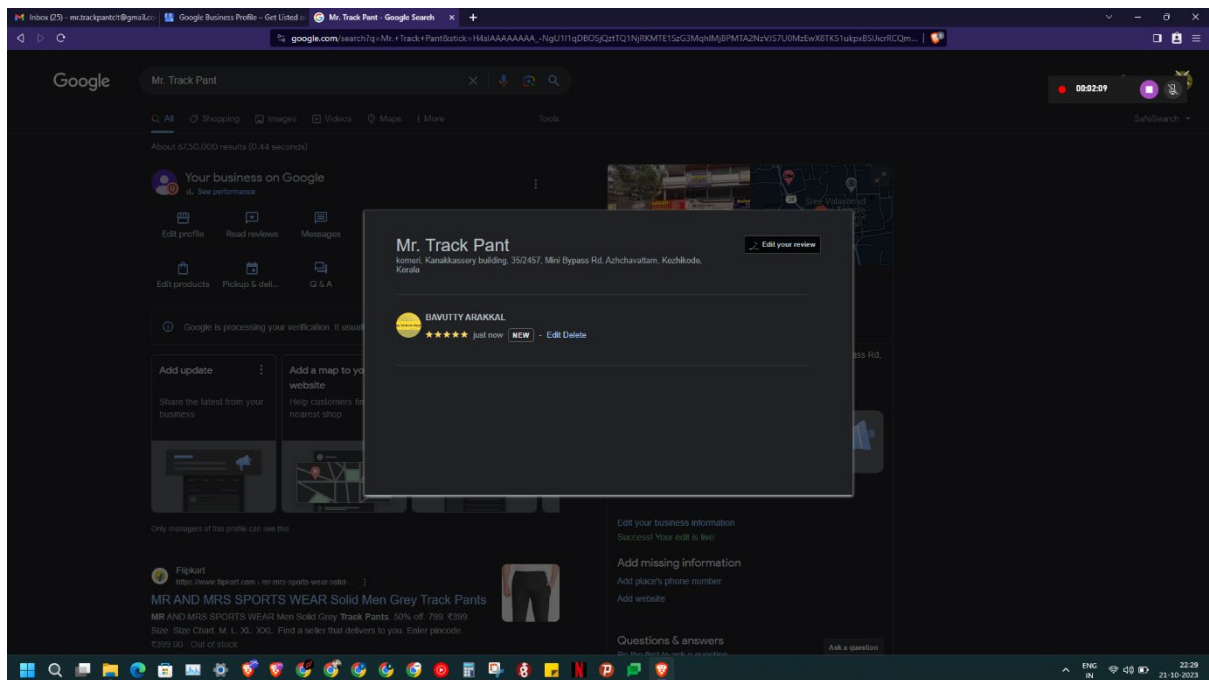
13. Visibility



Edit Profile



Read Reviews



The screenshot shows a Google Business Profile for 'Mr. TrackPant', a clothing shop. A 'Products' modal is open, displaying two product cards: 'TrackPant' (a blue and yellow striped shirt) and 'TrackPant' (a green and white striped shirt). Below the product cards, the text reads: 'Get customers to your shop', 'Add products to your Business Profile and show what you have in stock', and a 'Get started' button. The background shows the Google Business Profile interface with a search bar, a map, and a list of products.

Result:

The screenshot shows a Google search result for "Mr. Track Pant". The search bar at the top displays the query "Mr. Track Pant" with a search icon. Below the search bar, the Google logo is visible. The search results are categorized into "All", "Shopping", "Images", "Videos", "Maps", and "More". The "All" category is selected, showing "About 67,50,000 results (0.44 seconds)".

The main content area is divided into two sections. The left section, titled "Your business on Google", contains several interactive buttons: "Edit profile", "Read reviews", "Messages", "Add photo", "Performance", "Advertise", "Edit products", "Pickup & del...", "Q & A", "Add update", and "Manage phot...". Below these buttons, a message states "Google is processing your verification. It usually takes a few minutes. Learn more".

The right section, titled "Mr. Track Pant", features a map showing the location of the business in Kozhikode, Kerala. Below the map, the business name "Mr. Track Pant" is displayed, along with "Directions" and "Save" buttons. The address is listed as "Clothing store in Kozhikode, Kerala". The business hours are "Closed" and "Opens 10 am Sun". A button to "Update your customers" is also present.

Below the business information, there are three promotional cards: "Add update", "Add a map to your website", and "Get custom email". Each card has a brief description and a "Learn more" link.

At the bottom of the search results, a product listing from Flipkart is shown. The product is "MR AND MRS SPORTS WEAR Solid Men Grey Track Pants". The listing includes a price of ₹399.00, a 50% discount, and a "Out of stock" status. A small image of the product is also visible.

The bottom of the screenshot shows a Windows taskbar with various application icons and a system tray on the right displaying the time as 22:31 on 23-10-2023.

Conclusion

Creating a Google My Business profile is a fundamental step for businesses in the digital marketing industry to connect with local customers. This profile serves as a gateway for potential clients to discover services and engage with the business. By maintaining an up-to-date and engaging profile, businesses can foster trust, enhance visibility, and ultimately grow their online presence and customer base. Consistent engagement with customer reviews and informative posts will continue to build the business's reputation and credibility, contributing to long-term success in the digital marketing sector.

Project Video Demonstration Link : [Click here](#)

Thank You