**Naan Mudhalvan Project**

**Digital Marketing**

**By: Abiramakrishnan P**

**Hariharan J**

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**Shop Name:** Ayyanar fruit shop

**Category:** fruit wholeseller

**Target Audience:** All (Men, Women and Kids)

**Email:** [agrisanjay02@gmail.com](mailto:agrisanjay02@gmail.com)

**YouTube Channel Name:** FUTURE FARMER

Screen recordings of my project is uploaded in this YouTube channel.

**Link :** ( <https://youtu.be/D20DQ3dt5KE?si=3EdVlTN7YWeFnrx_> )

**Procedure**

**Create a Google business page**

**1. Sign in to Google Account:** If you don't have a Google account, create one. You can do this by going to <https://accounts.google.com/SignUp>.

**2. Access Google My Business:**

- Visit the Google My Business website at

(<https://www.google.com/business>).

- Click on the "Manage now" button.

**3. Add Your Business:**

- Enter your business name. If your business doesn't appear in the dropdown, select "Add your business to Google."

- Enter the main business address. If you serve customers at a physical location, check the box that says "I deliver goods and services to my customers" if applicable.

- Select your business category (e.g., restaurant, hair salon, etc.).

**4. Specify Service Area (if applicable):**

- If you selected the option to deliver goods and services, you can specify the areas you serve. If not, you can skip this step.

**5. Add Contact Information:**

- Enter your business phone number and website URL.

**6. Verify Your Business:**

- You'll need to verify your business to ensure that you're the owner or authorized representative. Google will typically send a verification code via mail to the business address you provided. You can also receive the code by phone or email in some cases, but the options may vary based on your location and business type.

**7. Complete Verification:**

- Once you receive the verification code, go back to your Google My Business account and enter the code to complete the verification process.

**8. Optimize Your Listing:**

- After verification, you can add more information to your business listing, such as photos, business hours, a description, and other details.

**9. Regularly Update Your Business Page:**

- Keep your Google Business Page up to date by adding posts, responding to reviews, and providing accurate information

Some Screenshots of these procedure steps:





