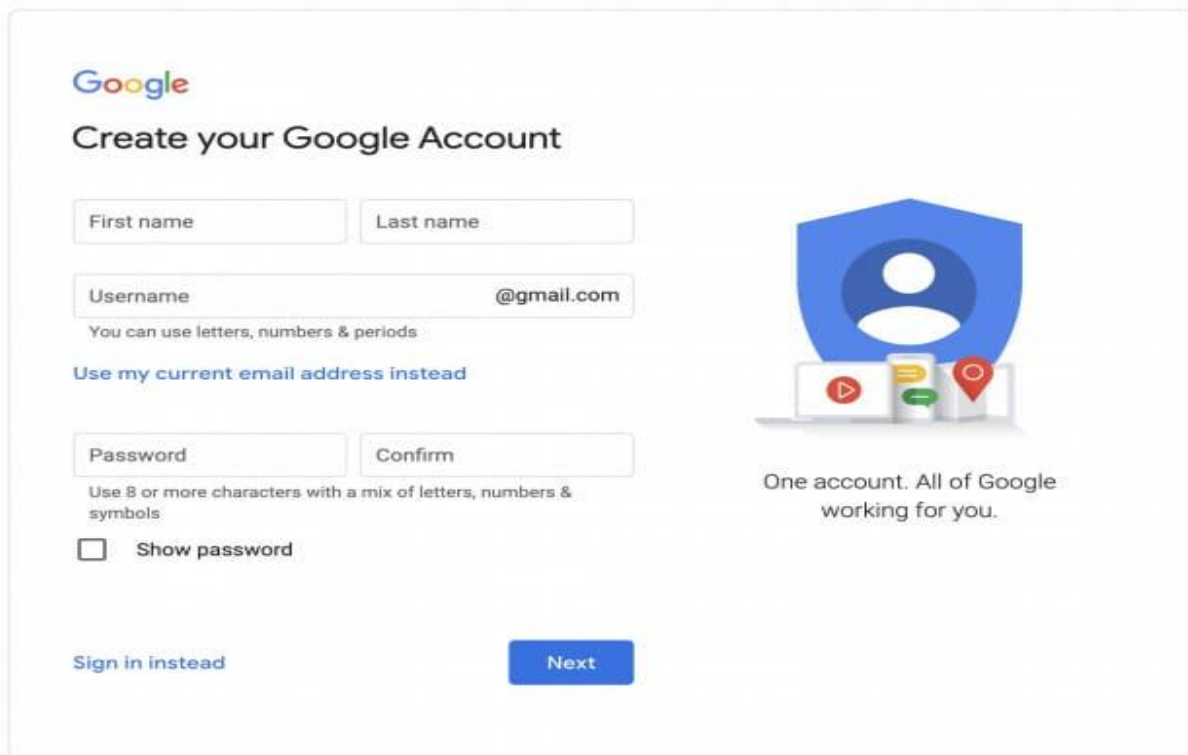


Project Development Phase

Utilization of Algorithms ,Dynamic programming , Optimal memory Utilization

Date	03 November 2023
Team ID	NM2023TMID02713
Project Name	Create a Google business profile

Utilization of Algorithms :

The image shows the Google Account creation interface. At the top left is the Google logo, followed by the heading "Create your Google Account". Below this are input fields for "First name" and "Last name". A "Username" field is shown with "@gmail.com" as a placeholder, with a note "You can use letters, numbers & periods" and a link "Use my current email address instead". Below these are "Password" and "Confirm" fields, with a note "Use 8 or more characters with a mix of letters, numbers & symbols" and a checkbox "Show password". At the bottom left is a link "Sign in instead" and a blue "Next" button. On the right side, there is a graphic of a blue shield with a white person icon, and below it, icons for YouTube, Gmail, and Google Maps. The text "One account. All of Google working for you." is displayed at the bottom right.

Explanation :

Google also looks at the searcher's intent and physical location to deliver tailored results. Using legal service and location keywords in your Google Business Profile can help the local algorithm identify your business as relevant in a particular locality service search. Having a great Google Business Profile (GBP) allows you to improve your Google local ranking and show up in the 3-Pack when potential clients search for legal services on the main Google search. Your Google Business Profile is the first impression that prospective clients will have of your law firm, so it is essential that you create an outstanding profile with professional descriptions and up to date information.

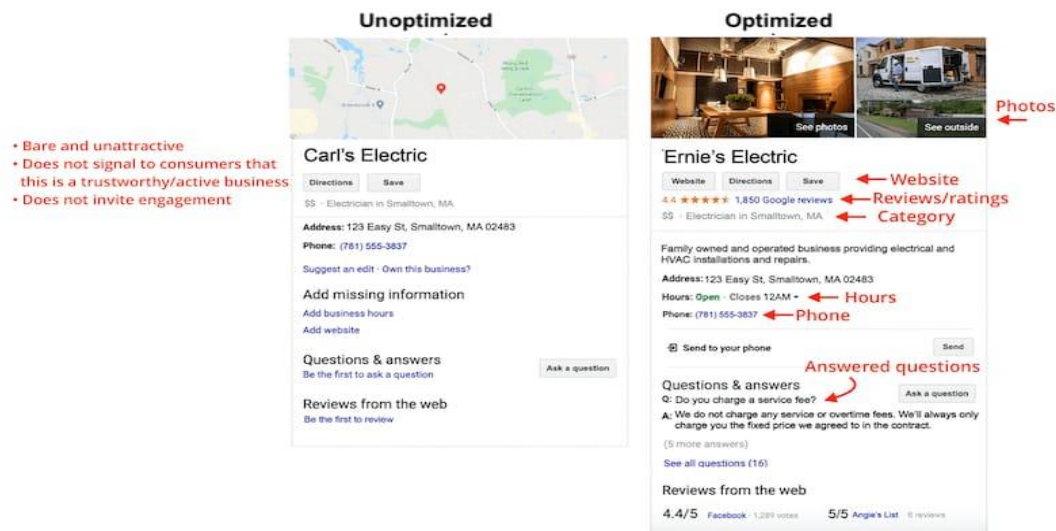
How GBP Influences Local Search Results

GBP is the most important profile that you should have for your law firm because it drives local search results. Google has clearly stated that “you can improve your business’ local ranking by using Google Business Profile.” They mention that if your law firm does not show up for relevant searches in your location, you should work on improving your Google Business Profile. Some of their recommendations to enhance your presence in Maps are:

Complete your data: Accurate and complete information about what you do, your location, and your service hours makes it easier for Google to match your law firm with the searches relevant to you. **Update your location(s):** Make sure that your business location(s) are verified so that they are eligible to show on Google. **Keep your service hours accurate:** Tell people when you are open, including holidays and special occasions. Letting potential clients know that you are available gives them the confidence to call you or go to your office.

Get reviews: Having high-quality, positive reviews on your profile will improve your law firm’s visibility and will increase your chances of getting contacted by potential clients. Interact with your clients by responding to reviews and encouraging them to leave reviews on your profile. **Add photos:** According to Google, businesses with photos receive 35% more clicks through to their websites than businesses that don’t have pictures. Add your law firm’s photos to your profile. Use images that highlight your services and that you think people will find attractive.

Dynamic Programming :



Explanation :

The process of adding your business to Google Maps seems difficult but in reality, it is very simple. In this guide, we will walk you through the step-by-step procedure, to ensure your business reaches the right place in Google Maps.

How-To-Add-My-Business-To-Google-Maps

What is Google My Business

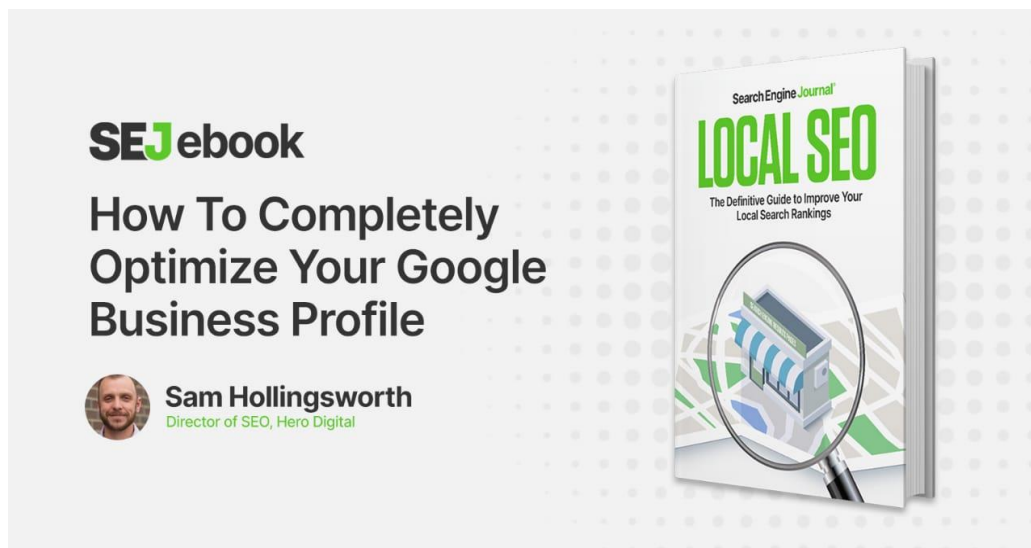
Google My Business is a tool that gives you the ability to manage and optimize your business profile on Google. This is similar to adding a new place to Google Maps, but only with proper verification confirming that you run that business. With this profile, you can even answer questions from the customers online.

Advantages of Adding Your Business to Google Maps

Whenever a customer searches for a business related to your domain in Google, your business will be shown to them in their feed if they are in your nearby location. Your customers can rate your business or services and also give feedback. Positive reviews and feedback can attract new potential customers. You can use Google AdSense to promote your business online.

This is more like a personal website in a big platform for your business if you maintain it properly. You can manage your business dashboard and you can edit, update, and even get reviews from your customers. You can even get personal insights into analysis from the business profile

Optimal Memory Utilization :



Explanation :

[Back to all resources](#)

How to optimise your Business Profile on Google

Key take-aways

Google My Business helps businesses set up a free Business Profile on Google and connect with new potential customers and optimise their digital presence across the internet. You can claim or create your business listing in just a few easy steps and, once you've verified that you own the business, you're ready to start making the most of your profile. Here are some simple ways to optimise your profile to ensure you're getting maximum value from it.

1. Provide as much information as possible
2. Make it easy for users to contact you

Eye-catching images will grab the interest of people who are searching for businesses like yours, so take advantage by posting photos regularly on your Business Profile on Google.

1. Provide as much information as possible

Once you've claimed or created and verified your profile with Google My Business, the next step is to make sure all of your information is complete and error-free. The most critical information on are accurate and up-to-date.

Your Business Profile will also include a business category, website link, reviews, photos, opening hours, and a unique short name, so check these carefully too. Research shows complete profiles are twice as likely to be considered reputable, so it's well worth the small time investment to help your business appear trustworthy online.

Sharing this information helps prospective customers feel more confident that your business can meet their needs. Your Business Profile will appear when users are looking for relevant products or services on Google Search and Google Maps. There has been a 500% increase in the number of "near me" searches that contain phrases like "can I buy" or "to buy" over the past two years, showing that more and more people are using these platforms to make decisions about where to go and what to buy. If your business doesn't show up on Google Maps when a relevant search is made, the potential customer may find what they need elsewhere.

For example, a South London bakery owner might want to let prospective customers know that it opens at 7am to avoid missing the early morning rush. If potential customers can easily see if this business is open or closed when they're searching for a breakfast venue, they're more likely to consider visiting the bakery.