Project Development Phase

Debugging & Traceability

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Team Id	NM2023TMID03725
Project Name	Create a Google My Business profile

Debugging:
- Google Search Console: Google Search Console provides a variety of tools for troubleshooting your Google My Business profiles.
- Google My Business Insights: provides data on how customers are interacting with your profiles. This data can help you to identify areas for improvement.
- Google My Business Help Centre: The Google My Business Help Centre provides a variety of resources for troubleshooting your profiles. You can find articles on a variety of topics, such as how to verify your profile and how to handle negative reviews.

Traceability

To ensure traceability for your Google My Business profiles, you should track the following information:
- Who created or updated the profile.
- When the profile was created or updated.
- What changes were made to the profile.

You can track this information manually, or you can use a third-party tool.

Tips for creating and managing Google My Business profiles for soap and shower gel shops

Here are some tips for creating and managing Google My Business profiles for soap and shower gel shops:
- Use relevant keywords in your profile name, description, and categories. This will help customers to find your profile when they search for soap and shower gel shops on Google Search and Maps.
- Upload high-quality photos and videos of your products and shop. This will help customers to learn more about your products and see what your shop looks like.
- Encourage customers to leave reviews of your business. Positive reviews can help to improve your profile's ranking in Search and Maps.
- Respond to reviews promptly and professionally. This will show customers that you value their feedback and that you are committed to providing a good customer experience.
- Monitor your profile's performance regularly. Use Google Search Console and Google My Business Insights to track your profile's clicks, impressions, and reviews. This data can help you to identify areas for improvement.