

Project Design Phase-I
Proposed Solution Template

Date	03/11/2023
Team ID	NM2023TMID03241
Project Name	Create a Google My Business profile
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Create a Google my Business Profile
2.	Idea / Solution description	Improving your online visibility requires setting up a Google My Business profile. Start by going to the Google My Business website and starting the configuration procedure. Give precise details about your company, such as its name, category, and address. Add your business address and contact information if relevant, and use the offered techniques to confirm ownership. Set precise business hours, submit high-quality photographs, and optimize your business description with pertinent keywords.
3.	Novelty / Uniqueness	Adding flair and individuality to your Google My Business (GMB) account is a great way to make it stand out and attract attention. Start with a unique business description that highlights the character and values of your brand. Add some eye-catching photos to your profile to highlight the distinctive qualities of your goods and services
4.	Social Impact / Customer Satisfaction	In addition to increasing visibility, establishing a Google My Business account promotes community involvement and supports regional economies.
5.	Business Model (Revenue Model)	Construct a website for our business that is highly secure and easily accessible
6.	Scalability of the Solution	The solution for creating a Google My Business profile is highly scalable, suitable for businesses of all sizes and industries, with adaptability to varying geographic scopes and potential for continuous improvement aligned with business growth.