

**PROJECT REPORT ON**

**CREATE A GOOGLE MY BUSINESS PROFILE**

**TO**

**SMARTINTERNZ**

**BY**

**COLLEGE NAME : RAMCO INSTITUTE OF TECHNOLOGY**

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# PROJECT REPORT

## 1. INTRODUCTION

### 1.1 Project Overview

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.

### 1.2 Purpose

Creating a Google Business Profile serves several important purposes for businesses, especially local ones. These profiles are a free and valuable tool for online visibility and engagement with potential customers. Here are some of the key purposes for creating a Google Business Profile:

1. Online Visibility: A Google Business Profile allows your business to appear in local search results on Google. When people search for products or services you offer in their area, your business will show up, increasing your online visibility.

2. Google Maps Presence: Your business will be listed on Google Maps, making it easier for customers to find your physical location. This is particularly important for brick-and-mortar businesses.

3. Contact Information: You can provide important contact information such as your phone number, address, website, and hours of operation. This helps potential customers get in touch with you or visit your business.

4. Customer Reviews: Customers can leave reviews and ratings for your business, which can influence the decisions of potential customers. Managing and responding to reviews is an essential part of reputation management.

5. Photos and Videos: You can showcase your products, services, and the atmosphere of your business by uploading photos and videos. This helps in creating a favorable impression.

6. Posts and Updates: You can post updates, events, special offers, and news about your business. This keeps customers informed and engaged.

7. Google Q&A: You can answer common questions customers may have about your business, further enhancing communication and transparency.

8. Insights and Analytics: Google provides insights into how customers find your business, where they come from, and what actions they take. This data can help you make informed decisions about marketing and customer engagement.

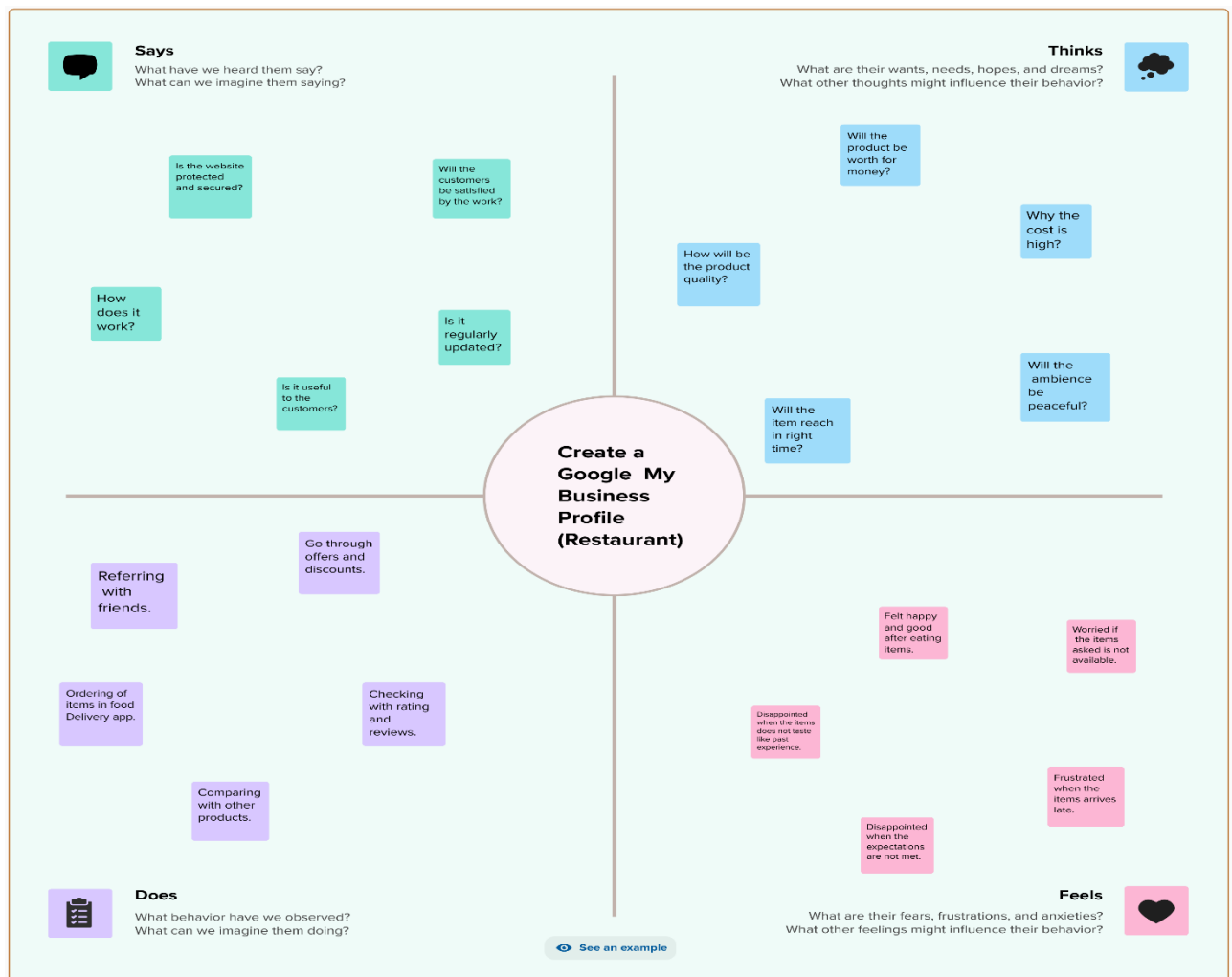
## 2. IDEATION & PROPOSED SOLUTION

### 2.1 Problem Statement Definition

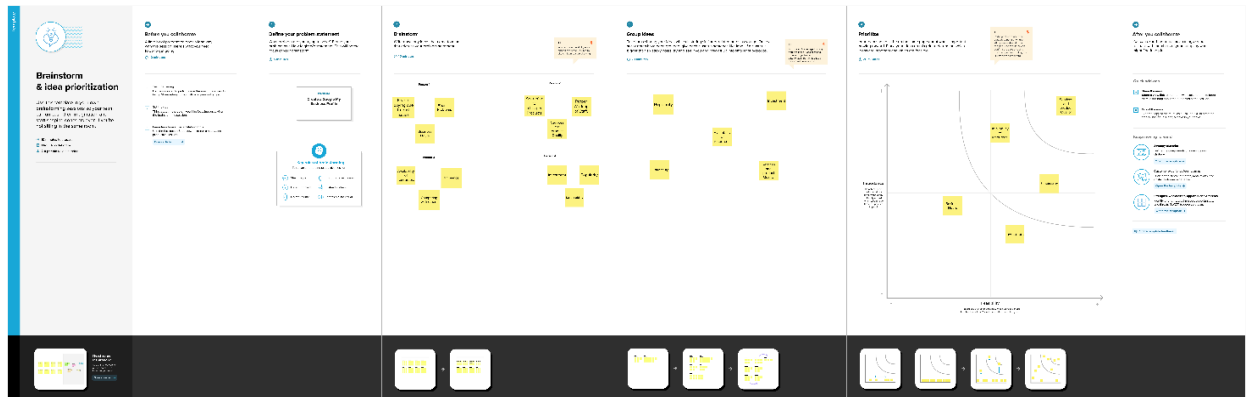
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### 2.2 Empathy Map Canvas

An Empathy Map is a simple, easy-to-digest visual that captures knowledge about the User's behavior and attitude. In this empathy map the behavior and attitude of the user is predicted by use and created the empathy map. The empathy map describes how the user feels, says, hear, and see the product. The gain and pain of this product is also described in the empathy map.



## 2.3 Ideation & Brainstorming



## 2.4 Proposed Solution

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.

### 3. REQUIREMENT ANALYSIS

#### 3.1 Functional Requirement

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Business Name Registration	New Account is created using Google by giving personal details and what kind of business
FR-2	User Confirmation	Confirmation via Email Confirmation via OTP
FR-3	Image Upload	Uploaded images in our business page
FR-4	Create a Google my Business Profile	Choosing of preferable language for user by google

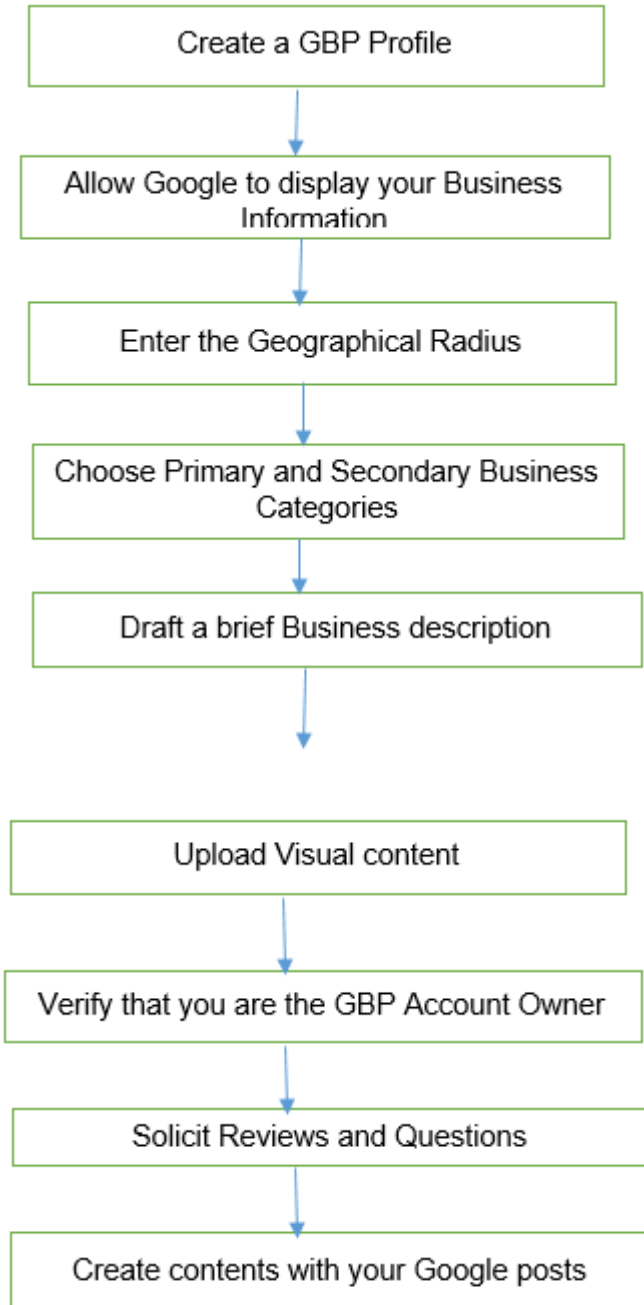
#### 3.2 Nonfunctional Requirement

Following are the non-functional requirements of the proposed solution

FR No.	Non-Functional Requirement	Description
NFR-1	<b>Usability</b>	The system will have a user-friendly interface that is intuitive, easy to navigate, and requires minimal training for users to use webpage and access our page
NFR-2	<b>Security</b>	The information entered by the customers are safe and secure and it can be viewed by only authorized people
NFR-3	<b>Reliability</b>	Regular testing and optimization of the business page is the main component in improving the page's reliability
NFR-4	<b>Performance</b>	It assists with issues, questions, or troubleshooting that keeps the businesses' marketing activities running smoothly. Frequent changes and revisions are made in the page
NFR-5	<b>Availability</b>	The user can access the page whenever and wherever want to
NFR-6	<b>Scalability</b>	The system is scalable, allowing it to withstand increasing customer usage without compromising performance.

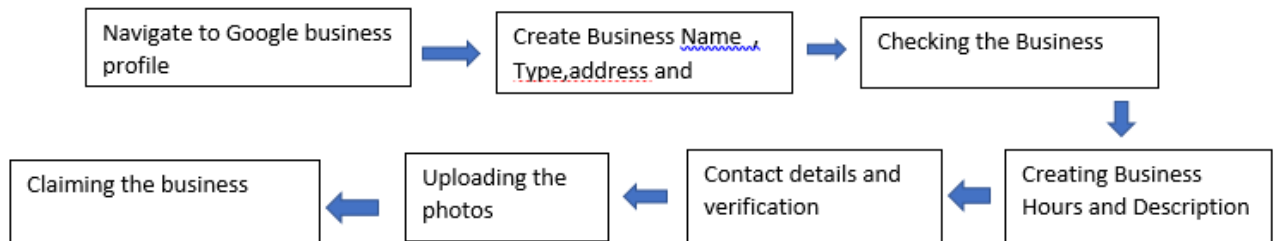
## 4. PROJECT DESIGN

### 4.1 Data Flow Diagrams

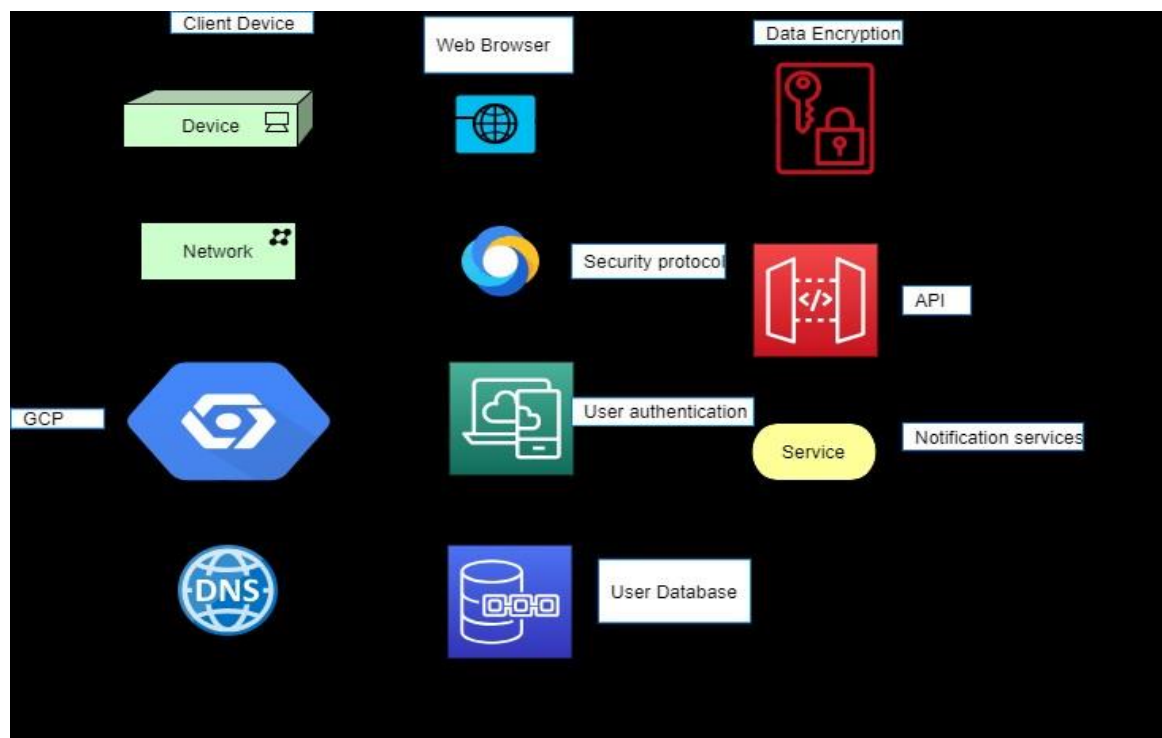


## 4.2 Solution & Technical Architecture

### SOLUTION ARCHITECTURE



### TECHNICAL ARCHITECTURE





## **5. ADVANTAGES & DISADVANTAGES**

### **5.1 Advantages**

- ✦ Enhanced Visibility
- ✦ Trust and secure
- ✦ Customer Interaction

### **5.2 Disadvantages**

- ✦ Negative reviews
- ✦ Competitive visibility
- ✦ Privacy Concerns
- ✦ Risk in maintenance

## **6. CONCLUSION**

There are several benefits for businesses looking to improve their online presence and interact with potential clients when they create a Google Business Profile. The platform offers a potent toolkit for displaying important data, building trust via client testimonials, and learning insightful details about user interactions. A business's reach and ability to draw in more customers can both be greatly impacted by its enhanced presence on Google search results.

## **7. FUTURE SCOPE**

There are several benefits for businesses looking to improve their online presence and interact with potential clients when they create a Google Business Profile. The platform offers a potent toolkit for displaying important data, building trust via client testimonials, and learning insightful details about user interactions. A business's reach and ability to draw in more customers can both be greatly impacted by its enhanced presence on Google search results.

### **7.1 GitHub Link** Link:

### **7.2 Project Video Demo Link**

Link: [https://drive.google.com/file/d/1KwPmVU3RyCD\\_Wle-QDWje7fjoqGbS2QI/view?usp=drive\\_link](https://drive.google.com/file/d/1KwPmVU3RyCD_Wle-QDWje7fjoqGbS2QI/view?usp=drive_link)