

Project Report

Create A Google My Business Profile

Digital Marketing

Project Title: Create A Google My Business Profile

Naan Mudhalvan Course: Digital Marketing

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Team Members:

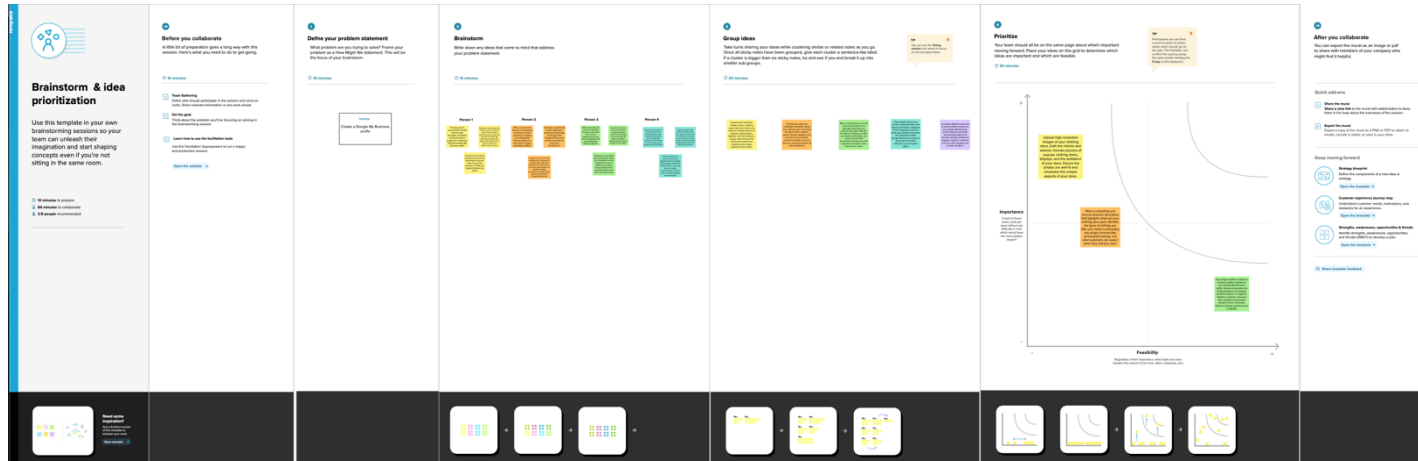
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Project Description

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.

Project Steps

1. Brainstorming



2. Empathy Mapping



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we imagine them saying?

I wonder if it's worth the effort to set up and maintain a profile.

I've heard about this Google My Business thing, but I'm not sure how it works.

I need more information on how this will benefit my business.

I hope it's easy to set up and won't take up too much of my time.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

I'm concerned about negative reviews affecting my business's reputation.

I wonder if my competitors are using Google My Business and if I'm falling behind.

Will creating a Google My Business profile really increase my online visibility?

I need to understand the potential impact on my customer base and revenue.

End user

Researches online about the benefits and drawbacks of using Google My Business.

Considers looking for tutorials or guides on how to set up a Google My Business profile.

Checks out competitors' online presence and assesses if they are utilizing Google My Business effectively.

Talks to other business owners to get their opinions and experiences with the platform.

They seek representation and inclusivity in fashion reels, hoping to see a diverse range of influencers, body types.

Eager to learn more about how Google My Business works and how it can benefit the business.

Worried about potential negative consequences, such as bad reviews or technical difficulties during setup.

Optimistic that a strong online presence could lead to more customers and increased revenue.

Does

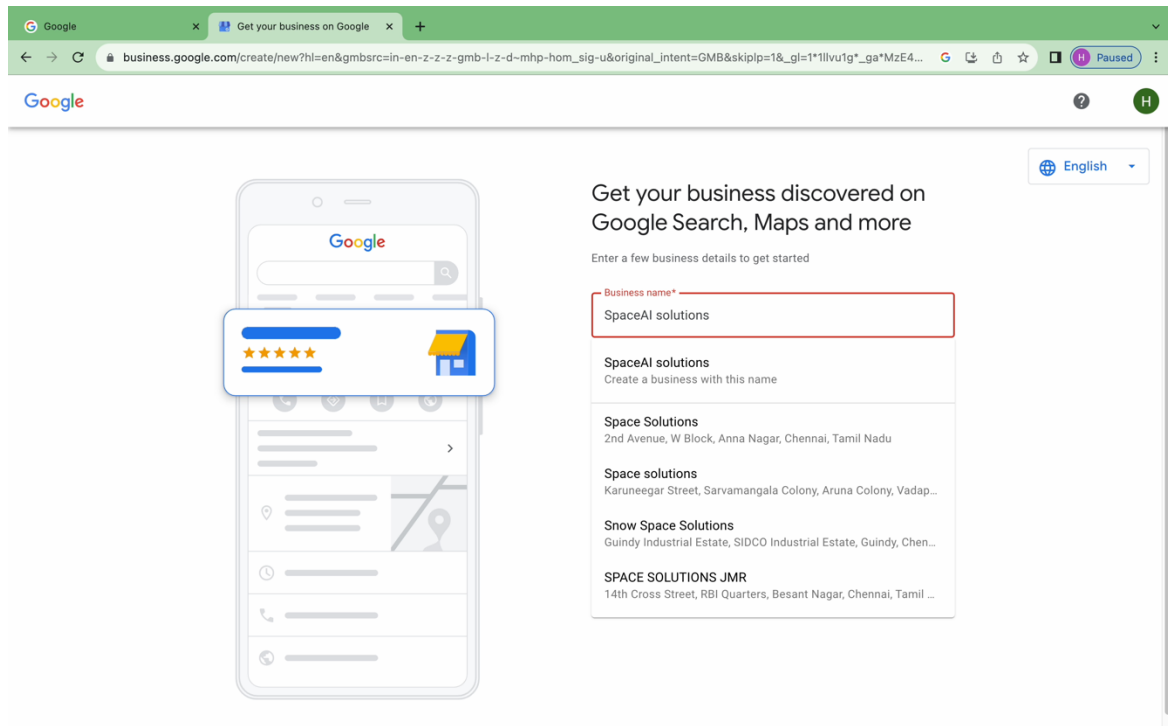
What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

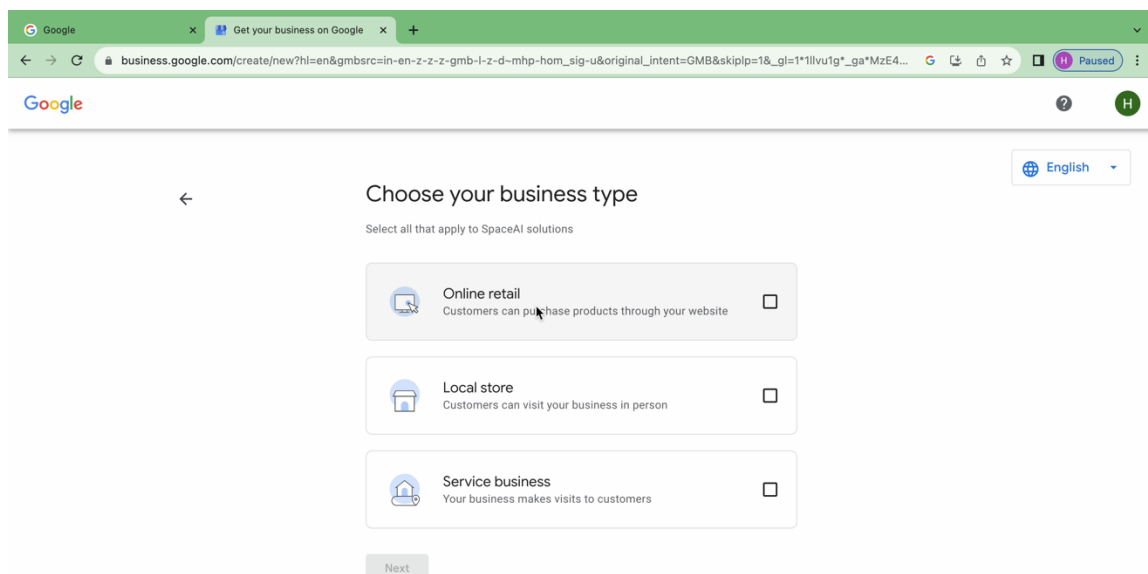
3. Steps:

1. Business Name



The screenshot shows the Google Business creation interface. On the left, a smartphone displays a Google search result for 'SpaceAI solutions' with a 5-star rating and a business icon. On the right, the 'Get your business discovered on Google Search, Maps and more' section is active. It prompts the user to 'Enter a few business details to get started'. The 'Business name*' field is filled with 'SpaceAI solutions'. Below this, a list of suggestions is shown: 'SpaceAI solutions' (Create a business with this name), 'Space Solutions' (2nd Avenue, W Block, Anna Nagar, Chennai, Tamil Nadu), 'Space solutions' (Karuneeagar Street, Sarvamangala Colony, Aruna Colony, Vadap...), 'Snow Space Solutions' (Guindy Industrial Estate, SIDCO Industrial Estate, Guindy, Chen...), and 'SPACE SOLUTIONS JMR' (14th Cross Street, RBI Quarters, Besant Nagar, Chennai, Tamil ...).

2. Business Type



The screenshot shows the 'Choose your business type' step in the Google Business creation process. A back arrow is visible on the left. The heading 'Choose your business type' is followed by the instruction 'Select all that apply to SpaceAI solutions'. Three options are listed, each with an icon, a description, and a checkbox:

- Online retail**: Customers can purchase products through your website. ☐
- Local store**: Customers can visit your business in person. ☐
- Service business**: Your business makes visits to customers. ☐

A 'Next' button is located at the bottom of the form.

3. Business Category

The screenshot shows the 'Enter a business category' step of the Google Business Profile creation process. On the left, there is an illustration of a smartphone displaying a Google search result for a business with a 4.5-star rating and a location pin. The main heading is 'Enter a business category', followed by the instruction: 'Help customers discover your business by industry by adding a business category'. A text input field labeled 'Business category*' contains the word 'softw'. Below the input field, a list of suggestions is shown, including 'Software company', 'Software training institute', 'Accounting software company', 'Computer software store', 'Soft drinks shop', 'Softball club', 'Softball field', 'Southwestern restaurant (US)', 'Airsoft supply store', and 'Shopfitter'. The browser's address bar shows the URL: 'business.google.com/create/new?hl=en&gmbsrc=in-en-z-z-z-gmb-l-z-d-mhp-hom_sig-u&original_intent=GMB&skiplp=1&gl=1*1llvu1g*_ga*MzE4...'. The browser tabs show 'Google' and 'Get your business on Google'.

4. Business Address

The screenshot shows the 'Put your business on the map' step of the Google Business Profile creation process. On the left, there is an illustration of a person standing under a blue awning, holding a smartphone, with a green arrow pointing towards a building. The main heading is 'Put your business on the map', followed by the instruction: 'Start connecting with your customers across Google — all in one place'. Below this, there are three main features listed with icons: 'Get discovered by people in your area', 'Respond to reviews for your business', and 'Manage your business details across Google'. There are also two checkboxes: 'Get news and tips about how to improve your Business Profile' and 'Get invitations to participate in occasional surveys and pilots'. At the bottom, there is a line of text: 'By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)'. A blue 'Continue' button is located at the bottom right. The browser's address bar shows the URL: 'business.google.com/create/new?hl=en&gmbsrc=in-en-z-z-z-gmb-l-z-d-mhp-hom_sig-u&original_intent=GMB&skiplp=1&gl=1*1llvu1g*_ga*MzE4...'. The browser tabs show 'Google' and 'Get your business on Google'.

5. Business Hours

Google Business Profile Manager

Sunday ☐ Closed

Monday ☒ Open
9:00 AM – 7:00 PM [Add hours](#)

Tuesday ☒ Open
9:00 AM – 7:00 PM [Add hours](#)

Please provide a valid time, for example: "2:45 PM".

Wednesday ☒ Open
9:00 AM – 7:00 PM [Add hours](#)

Please provide a valid time, for example: "2:45 PM".

Thursday ☒ Open
9:00 AM – 7:00 PM [Add hours](#)

Please provide a valid time, for example: "2:45 PM".

Friday ☒ Open
9:00 AM – 7:00 PM [Add hours](#)

Please provide a valid time, for example: "2:45 PM".

Saturday ☐ Closed

[Skip](#) [Next](#)

6. Business Description

Google Business Profile Manager

Customize profile

Add business description

Let customers learn more about your business by adding a description to your Business Profile on Search, Maps, and other Google services.

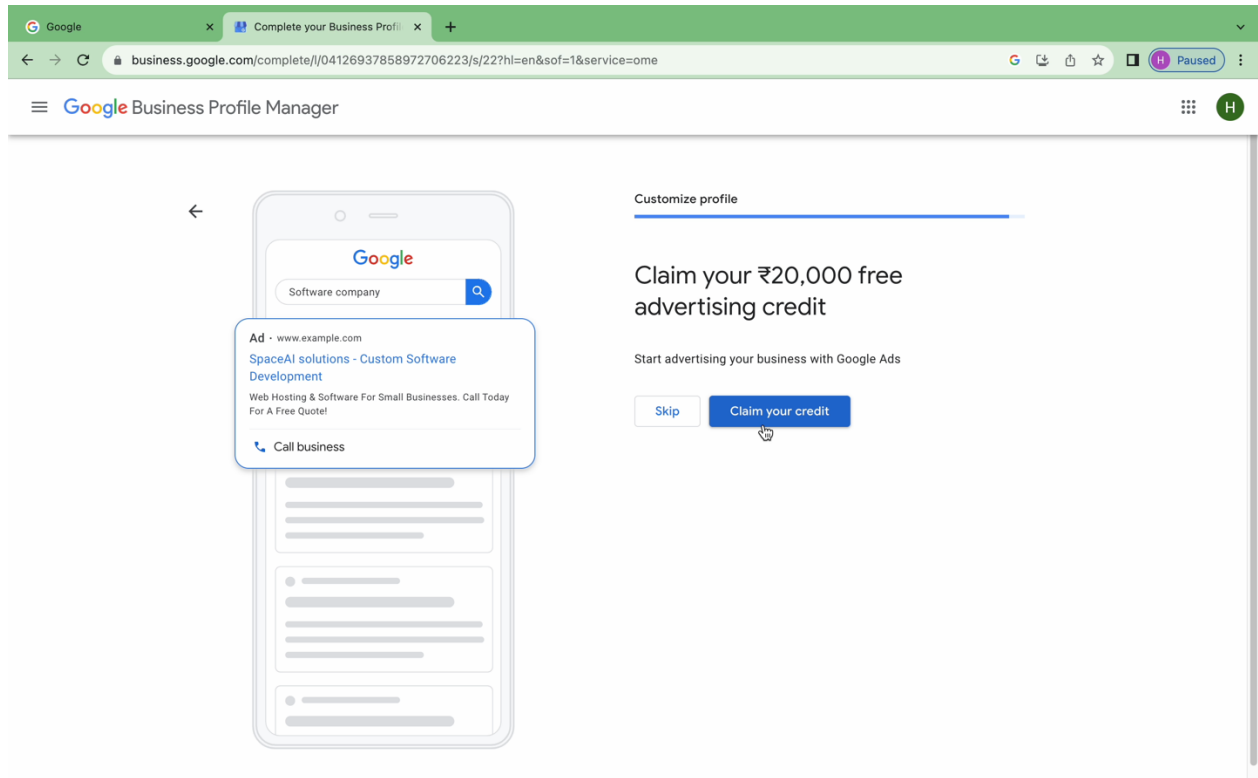
[Learn more](#)

SpaceAI solutions provides production Level projects to the customers. Delivers cutting-edge software products

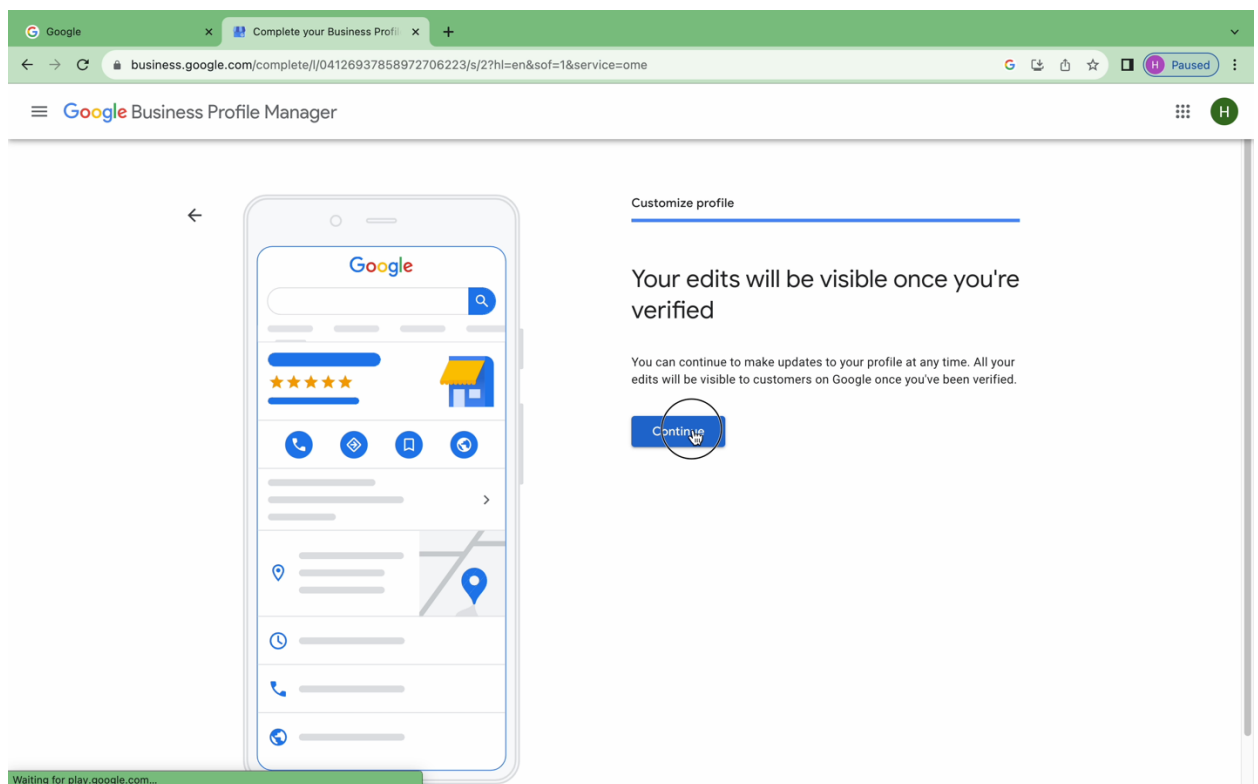
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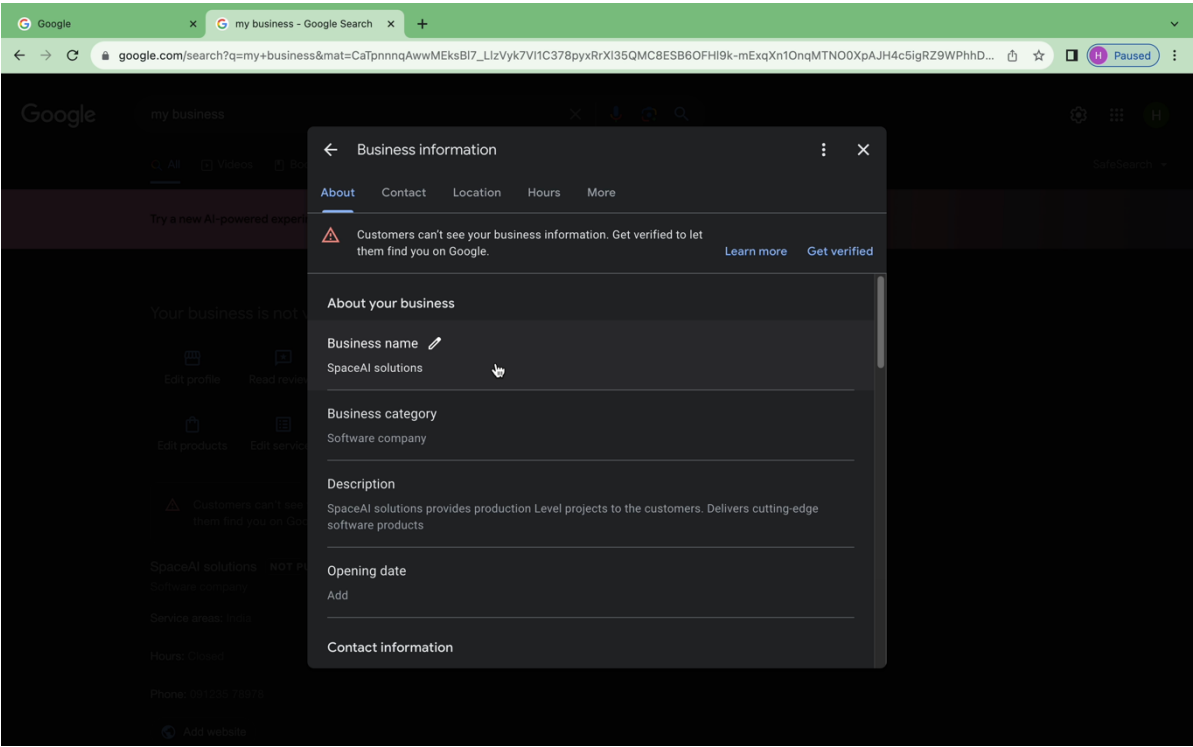
7. Claim Your Business



8. Visibility



Edit Profile



Result:

my business - Google Search818-669-2099 - Google Ads(162) office tour small businessd.v.s tailors rayachoty - GoogleSoftware companies near karumathampatti8sca_esv=575615296&rlz=1C1CHBF_enIN1054IN1054&xsrf=AM9HkKkHv_ozYtJ8AZSxQcrYGIP0bfrNg%3A16979...

google.com/search?q=+Software+companies+near+karumathampatti&sca_esv=575615296&rlz=1C1CHBF_enIN1054IN1054&xsrf=AM9HkKkHv_ozYtJ8AZSxQcrYGIP0bfrNg%3A16979...

Google

SpaceAI Solutions

AllMapsImagesNewsShoppingMoreTools

SafeSearch

Results for Karumathampatti, Tamil Nadu · Choose area

PlacesHours

SpaceAI Solutions

4.9 ★★★★★ (85) · Software company in Karumathampatti, Tamil Nadu

16+ Photos

[Website](#)[Directions](#)[Save](#)[Call](#)

Overview

Reviews

Address: No1D, Balaji Nagar, opp. to HP bunk, Karumathampatti, Tamil Nadu 641659

Areas served: Dubai and nearby areas

Hours: Closed · Opens 9 am Mon

Phone: 080121 08456

[Suggest an edit · Own this business?](#)

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Search

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Conclusion

Creating a Google My Business profile is a fundamental step for businesses in the digital marketing industry to connect with local customers. This profile serves as a gateway for potential clients to discover services and engage with the business. By maintaining an up-to-date and engaging profile, businesses can foster trust, enhance visibility, and ultimately grow their online presence and customer base. Consistent engagement with customer reviews and informative posts will continue to build the business's reputation and credibility, contributing to long-term success in the digital marketing sector.

Project Video Demonstration Link : [**https://www.youtube.com/watch?v=FFaFqApmBgI**](https://www.youtube.com/watch?v=FFaFqApmBgI)