

# PROJECT REPORT

## INTRODUCTION:

### Project Review:

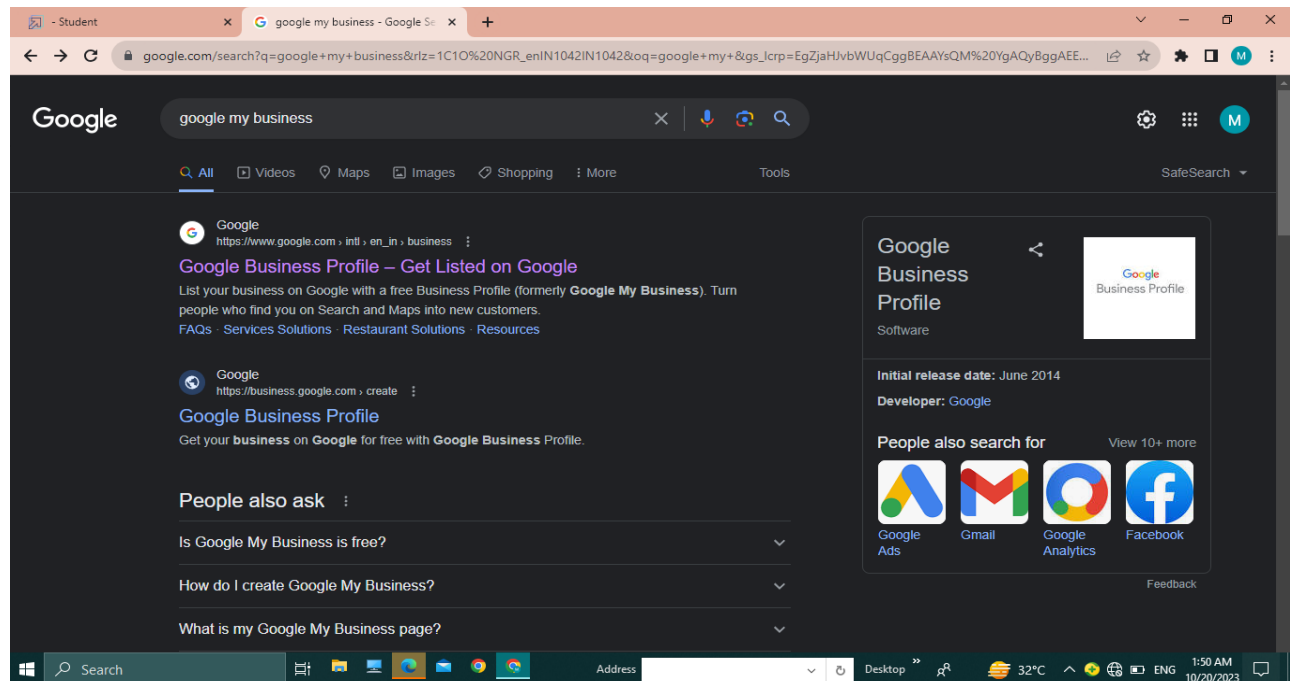
You should include clear details about your products or services, Who and what area you serve, and a few keywords to increase your chances of showing up for relevant searches. you have 750 to describe your business on your google business profile.

### Purpose:

Google Business Profile is an easy-to-use tool for businesses and organization to manage their online presence across google .Tell google your hours ,website, phone number and location.

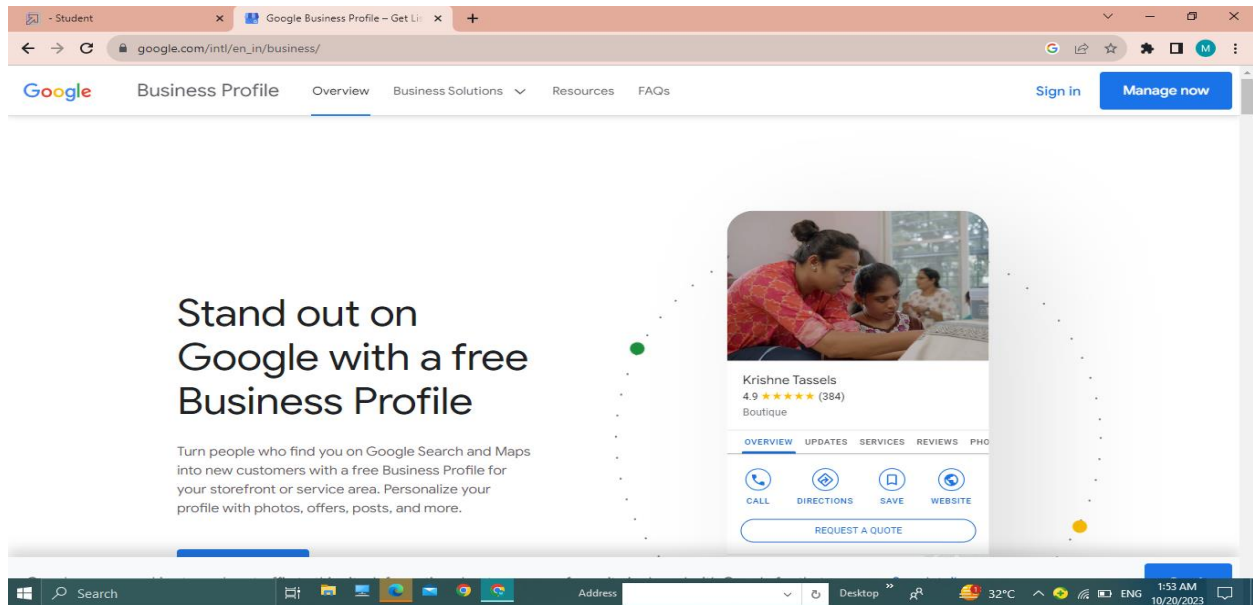
### Google My Business Profile:

Google My Business profile is like a digital business card for your company or organization on Google. It's a free online tool provided by Google that allows you to create and manage an official online presence for your business.



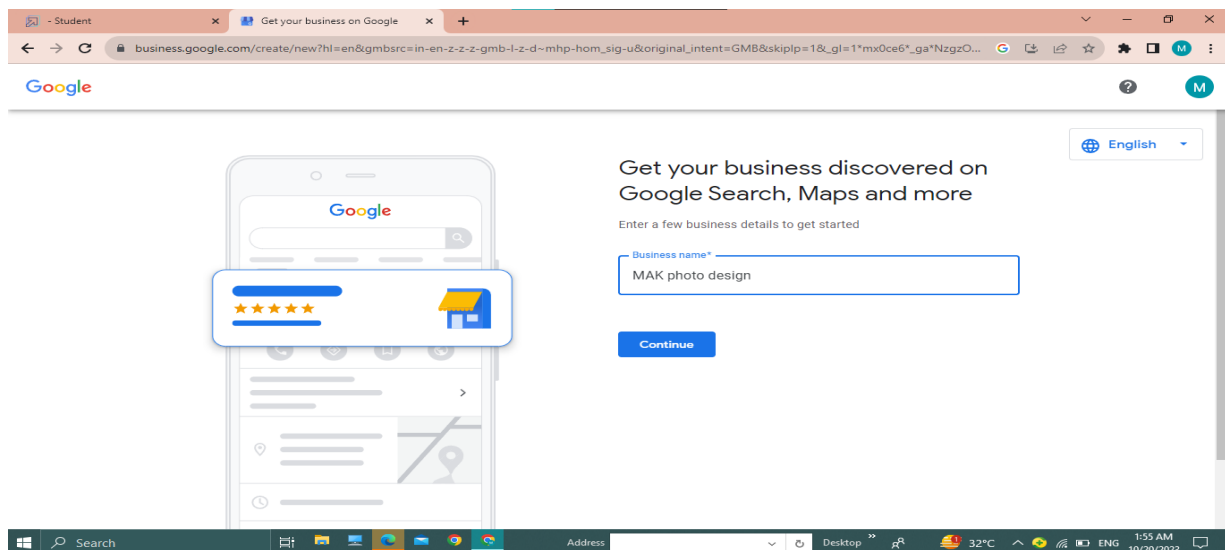
## Sign In:

Open your web Browser. Search google my business profile. Click "Sign in" and create an account. After entering the credentials click "Next".



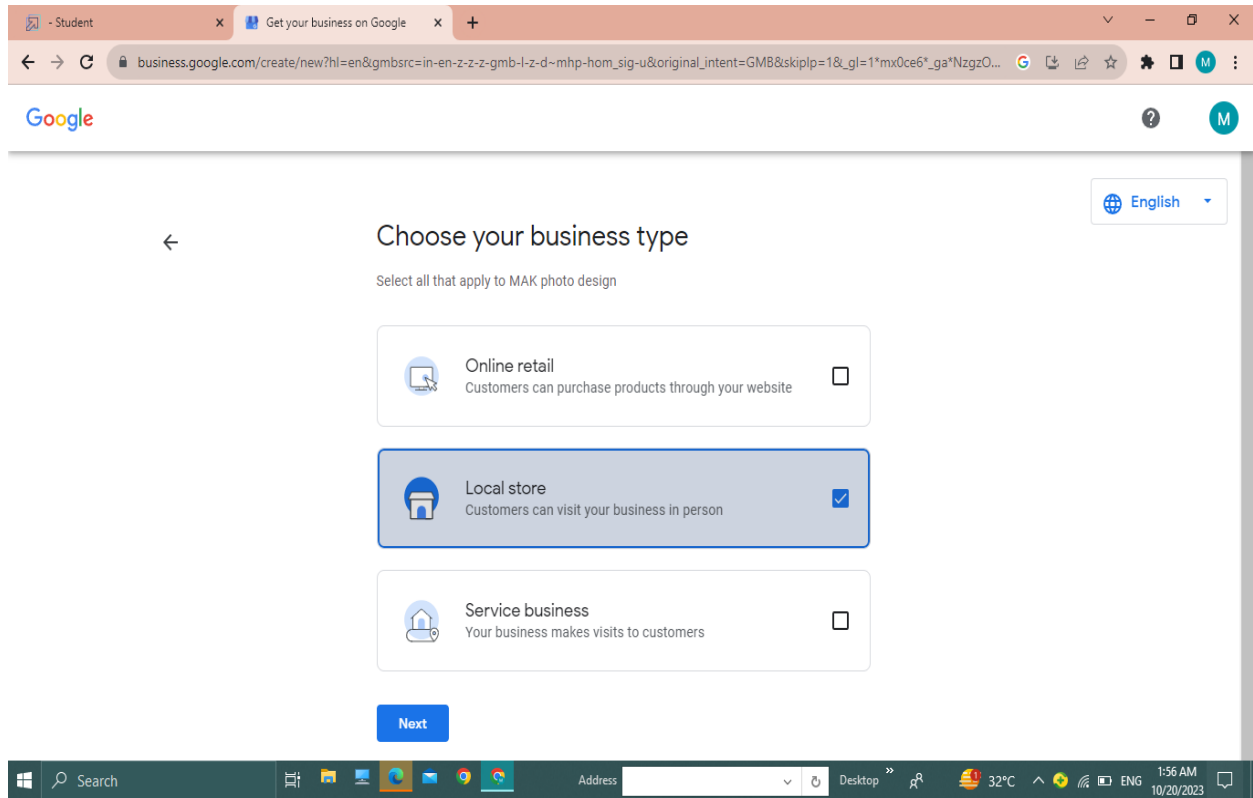
## Business Name:

"Business Name" is the official name of your business or organization. It's the name by which your business is commonly known and what customers and clients use to identify your company. Our Business Name is MAK Photo design.



## Business Type:

Business Type refers to the category or industry that best describes your business or organization. It helps Google understand the nature of your business and display relevant information to users who are searching for businesses like yours.



The screenshot shows a web browser window with the URL `business.google.com/create/new?hl=en&gmb-src=in-en-z-z-z-gmb-l-z-d~mhp-hom_sig-u&original_intent=GMB&skip=1&gl=1*mx0ce6*ga*NzgO...`. The page title is "Choose your business type" with a subtitle "Select all that apply to MAK photo design". There are three options: "Online retail" (checkbox), "Local store" (checked checkbox), and "Service business" (checkbox). A "Next" button is at the bottom. The Windows taskbar at the bottom shows the time as 1:56 AM on 10/20/2023.

Choose your business type

Select all that apply to MAK photo design

- ☐ 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

Next

## Business Category:

It's essential to choose a category that accurately represents your business to ensure that you're displayed to the right audience in search results and on Google Maps. You can also add secondary categories. Categories include "Restaurant," "Plumbing Service," "Hair Salon," "Medical Clinic," "Pet Store," and many more.

The screenshot shows the Google Business setup interface. On the left, a smartphone mockup displays a Google search bar and a business card snippet with a 5-star rating and a storefront icon. The main heading is "Enter a business category". Below it, a text input field contains the word "shop". A "Next" button is positioned below the input field. 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&skip=1&gl=1*mx0ce6*_ga*Nzgzo...`. The Windows taskbar at the bottom shows the time as 1:58 AM on 10/20/2023.

← Get your business on Google

business.google.com/create/new?hl=en&gmbsrc=in-en-z-z-z-gmb-l-z-d~mhp-hom\_sig-u&original\_intent=GMB&skip=1&gl=1\*mx0ce6\*\_ga\*Nzgzo...

Google

English

←

Google

★★★★★

shop

You can change and add more later

Next

Search Address Desktop 32°C 1:58 AM 10/20/2023

## Business Address:

business address in your Google My Business profile is the physical location of your business or organization. It is the address where customers can visit your business, purchase products or services, or get in touch with you in person.

The screenshot shows the Google Business setup interface for entering an address. On the left, a smartphone mockup displays a Google search bar and a business card snippet with a 5-star rating and a storefront icon. The main heading is "Enter your business address". Below it, a text input field contains the text "Photo design street". A "Next" button is positioned below the input field. 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&skip=1&gl=1*mx0ce6*_ga*Nzgzo...`. The Windows taskbar at the bottom shows the time as 2:04 AM on 10/20/2023.

← Get your business on Google

business.google.com/create/new?hl=en&gmbsrc=in-en-z-z-z-gmb-l-z-d~mhp-hom\_sig-u&original\_intent=GMB&skip=1&gl=1\*mx0ce6\*\_ga\*Nzgzo...

Google

English

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Google

★★★★★

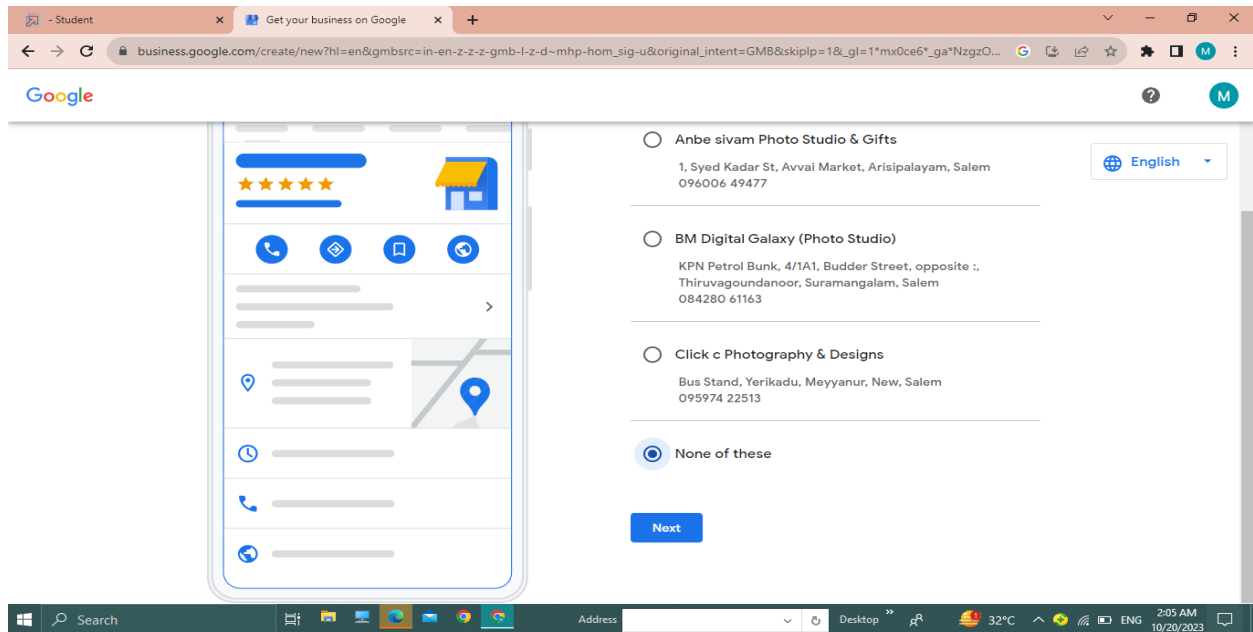
Photo design street

You can change and add more later

Next

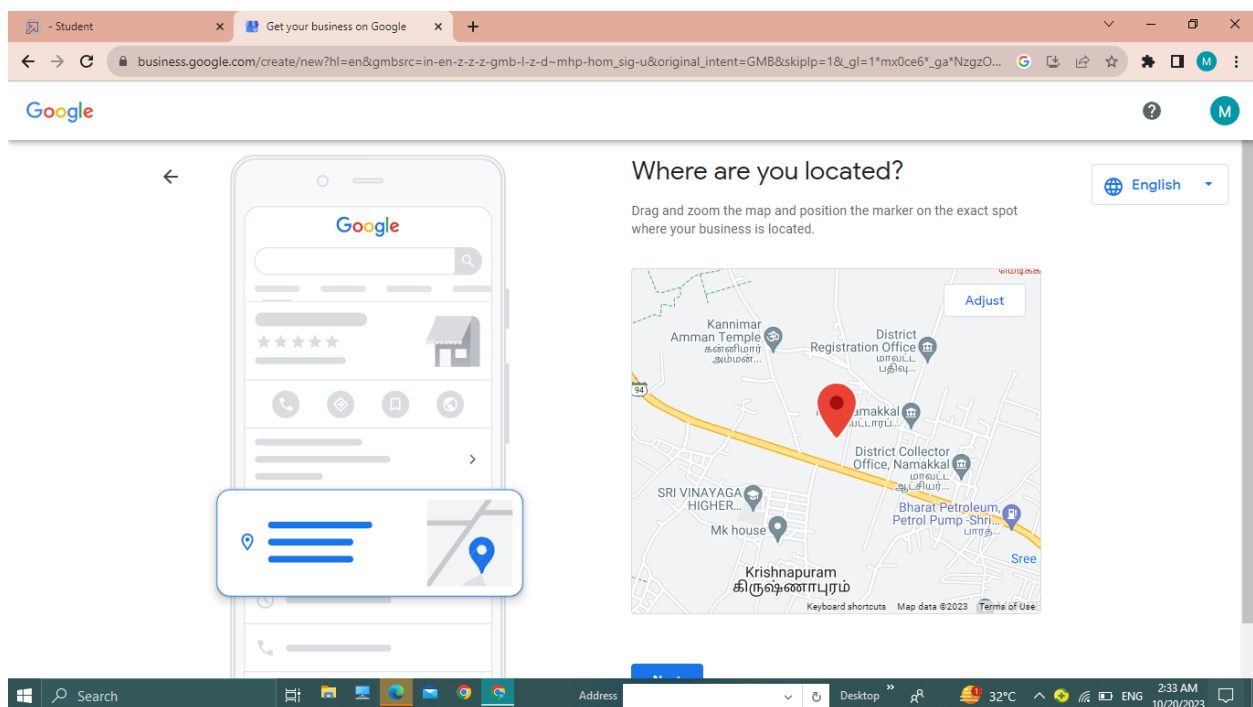
Search Address Desktop 32°C 2:04 AM 10/20/2023

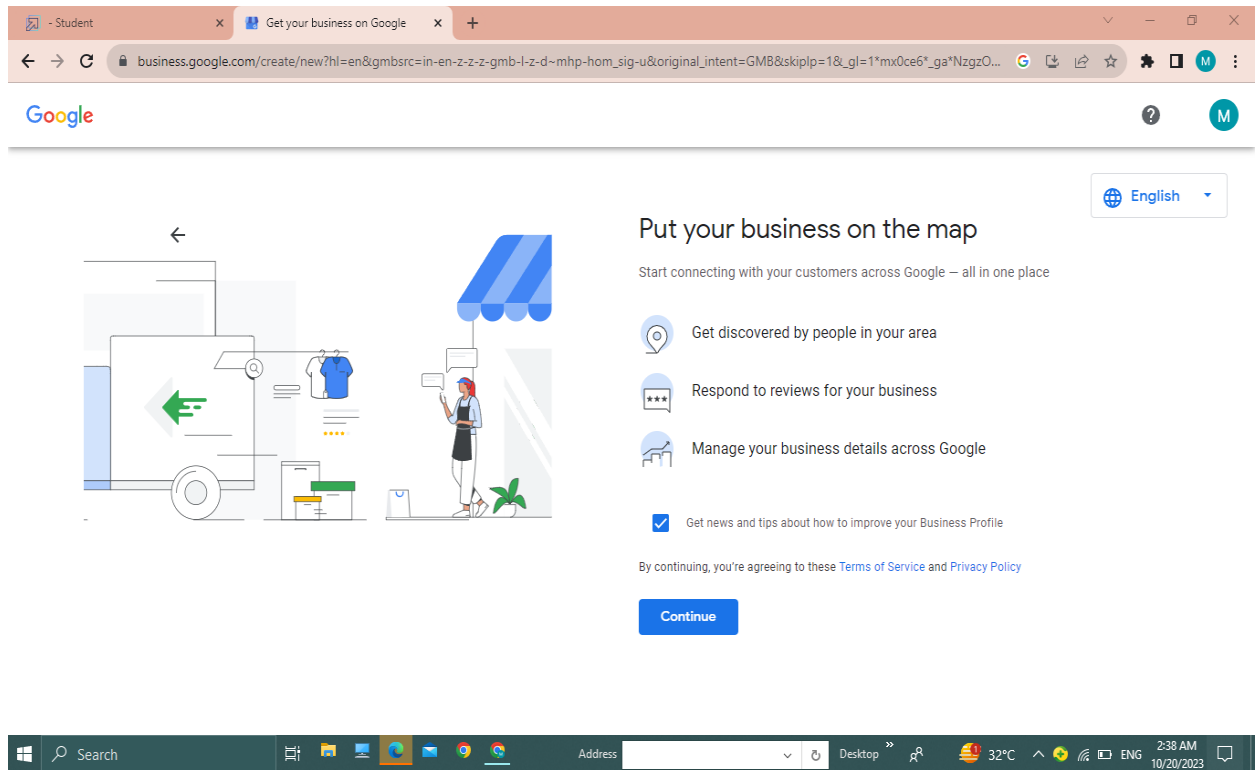
## Checking the Business:



## Contact Details:

Contact Details typically include essential information that allows customers and clients reach out through various means. Like Phone No, Website, Links,Etc....



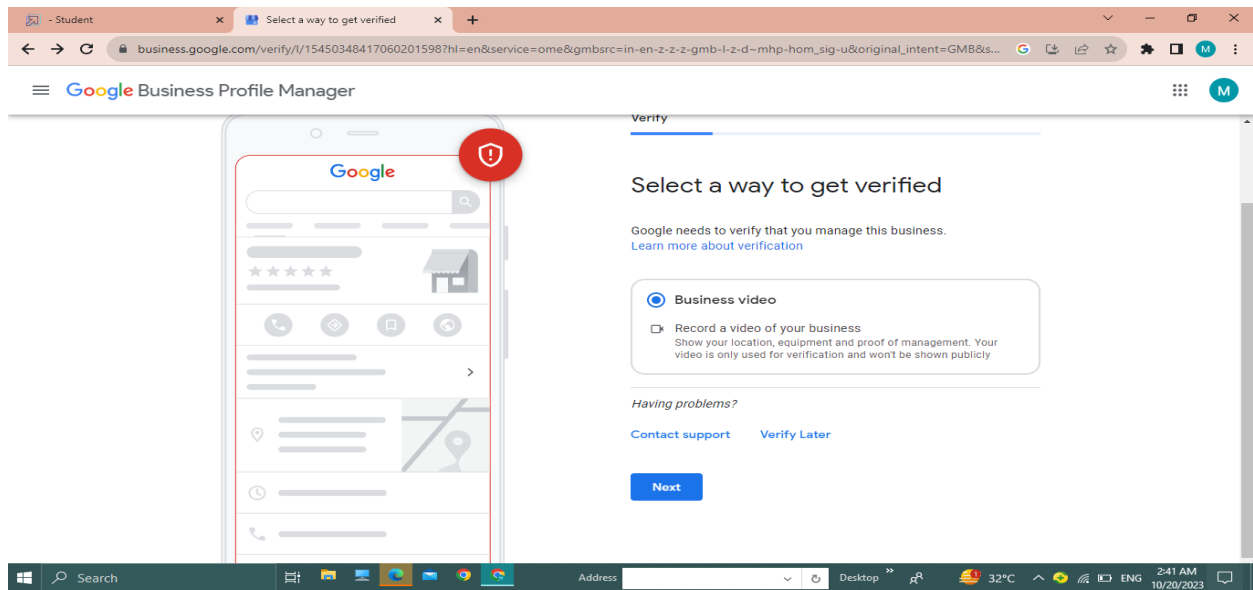


## Verification:

Verifying your Google My Business profile is an important step to confirm that you are the rightful owner or manager of a business location. Verification helps ensure the accuracy and reliability of business information on Google, which benefits both business owners and users looking for businesses online. The verification process typically involves confirming the physical location of your business.

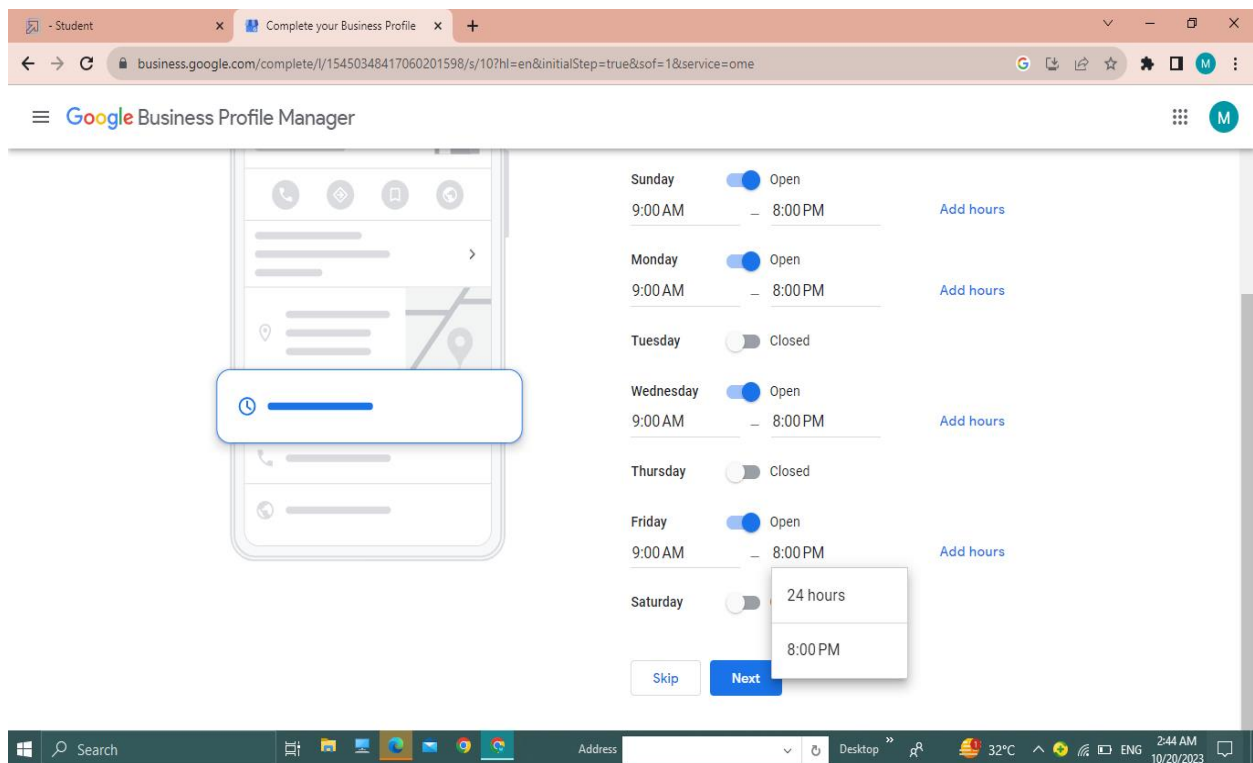
### Steps to verify your Profile:

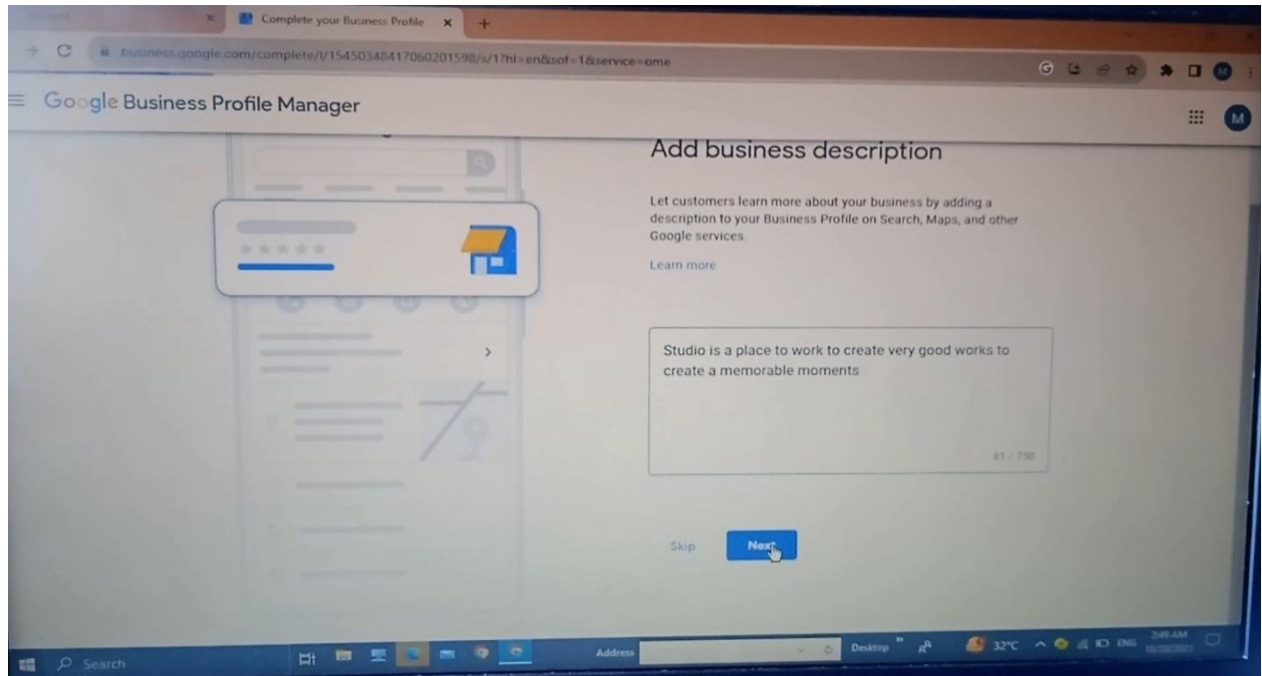
- Create or Claim Your Profile
- Request Verification
- Choose a Verification Method
- Complete the Verification
- Verification Success



## Business Hours:

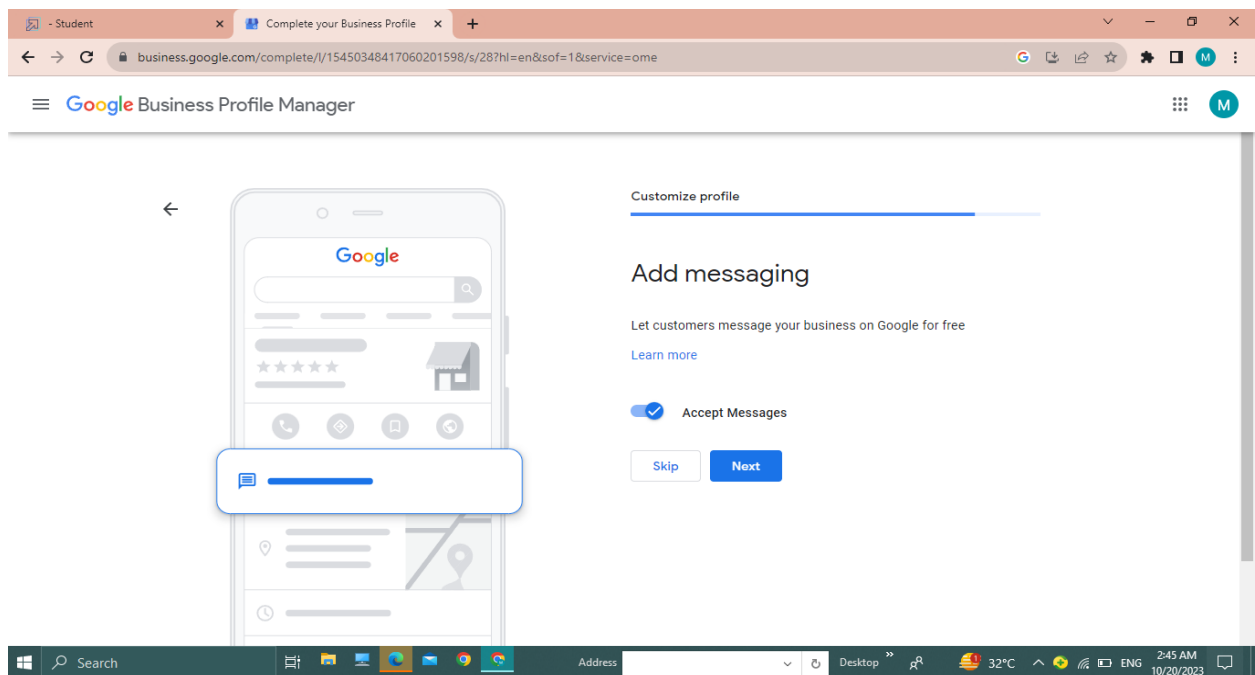
Adding your business hours provide potential customers with information about when your business is open. Accurate business hours help users plan their visits and determine the best times to contact or visit your business.





## Business Description:

Your business description is content that helps customers understand your business quickly when they discover your profile in Google search results or on Google Maps.

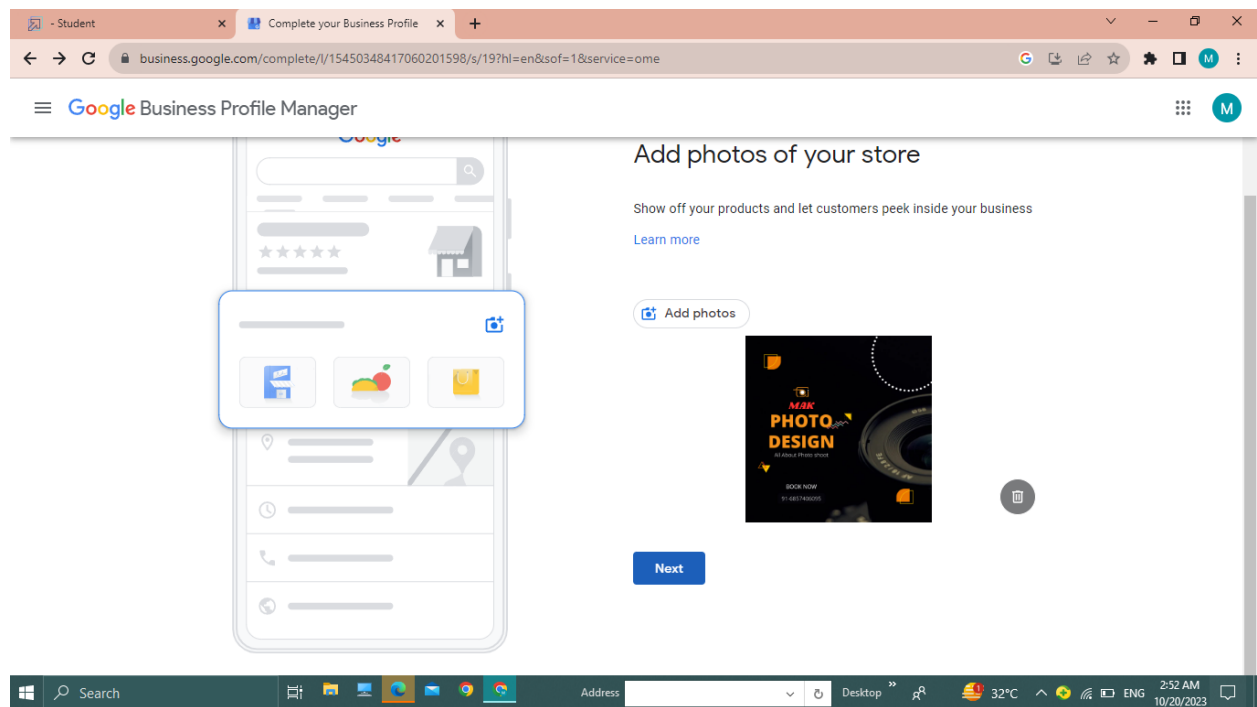




## Upload Photos:

a great way to showcase your business, products, and services to potential customers. Visual content like photos can help make your profile more engaging and informative.

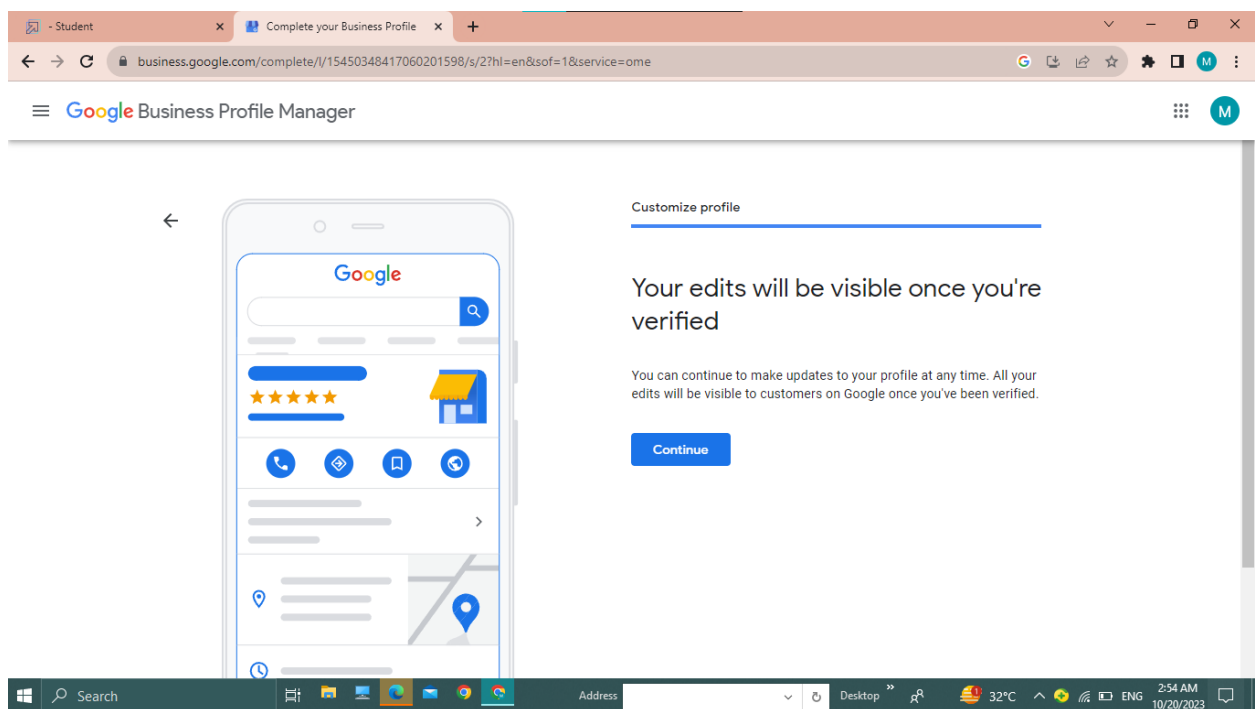
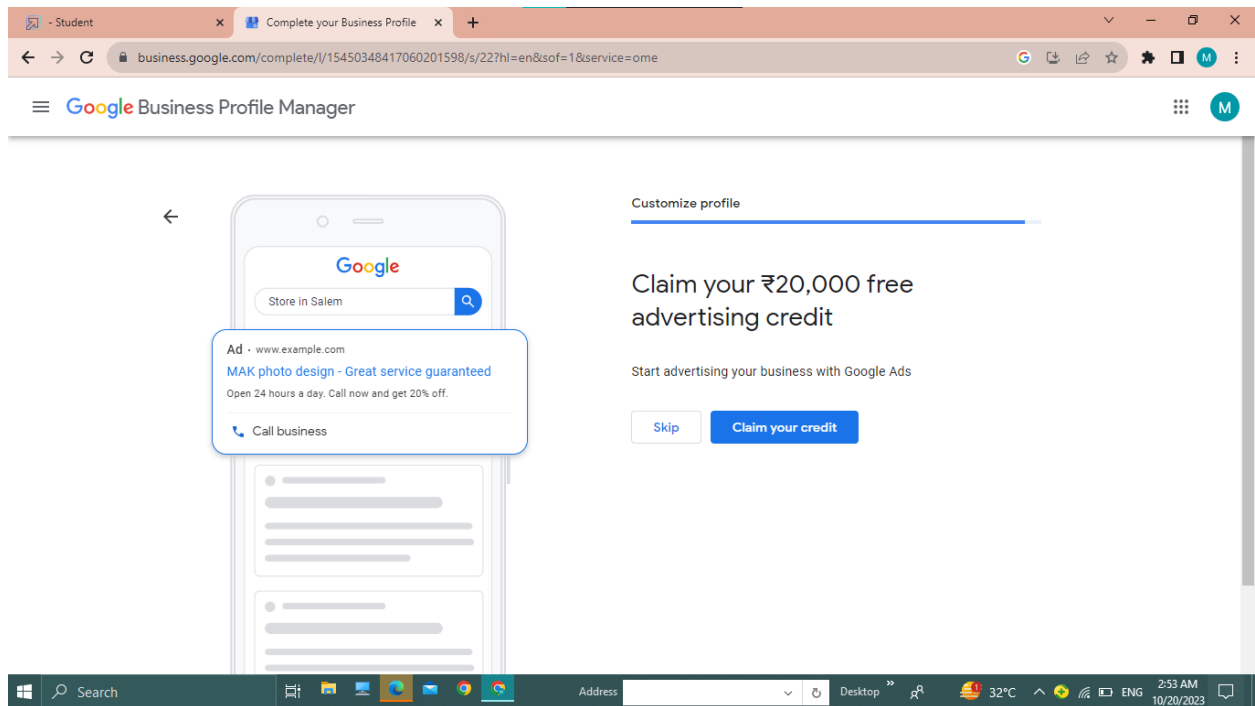
Adding a variety of high-quality photos to your Google My Business profile helps give potential customers a better understanding of your business and what it has to offer. It can also make your profile more appealing and trustworthy, potentially leading to more visits and conversions. Regularly updating your photos with fresh and relevant content is a good practice to keep your profile engaging.



## Claim your Business:

This allows you to manage and update your business details, respond to customer reviews, and engage with potential customers effectively.

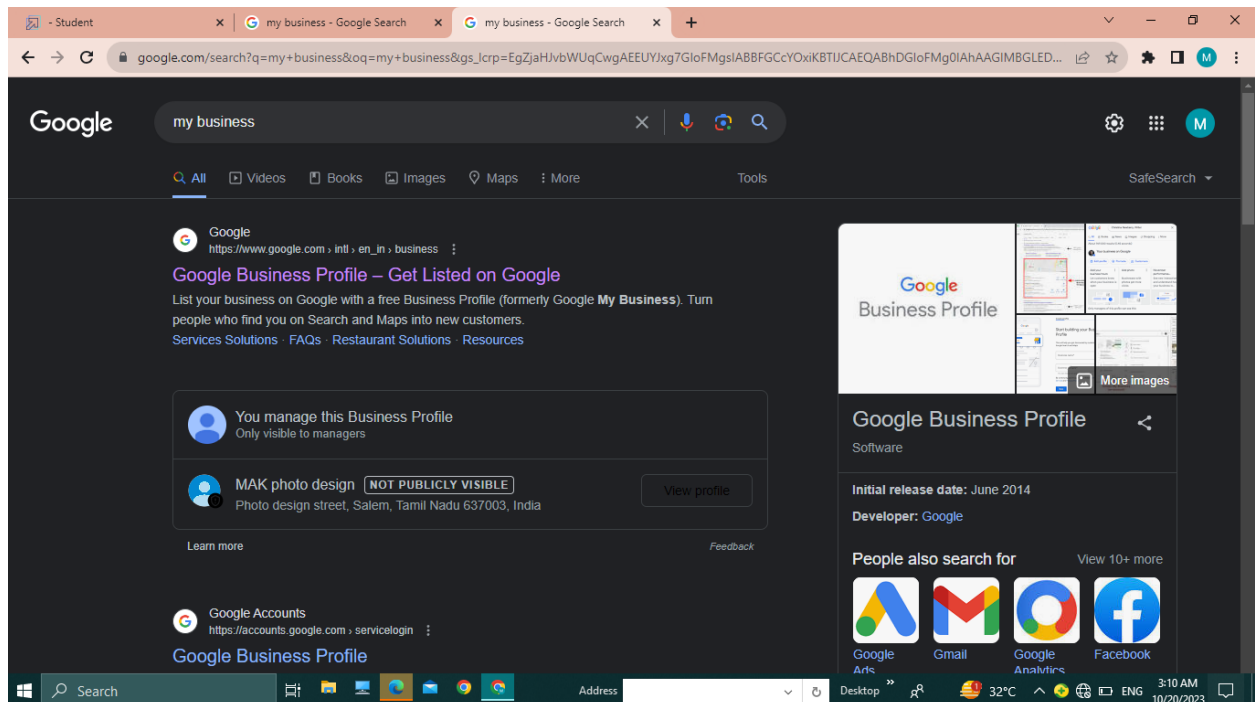
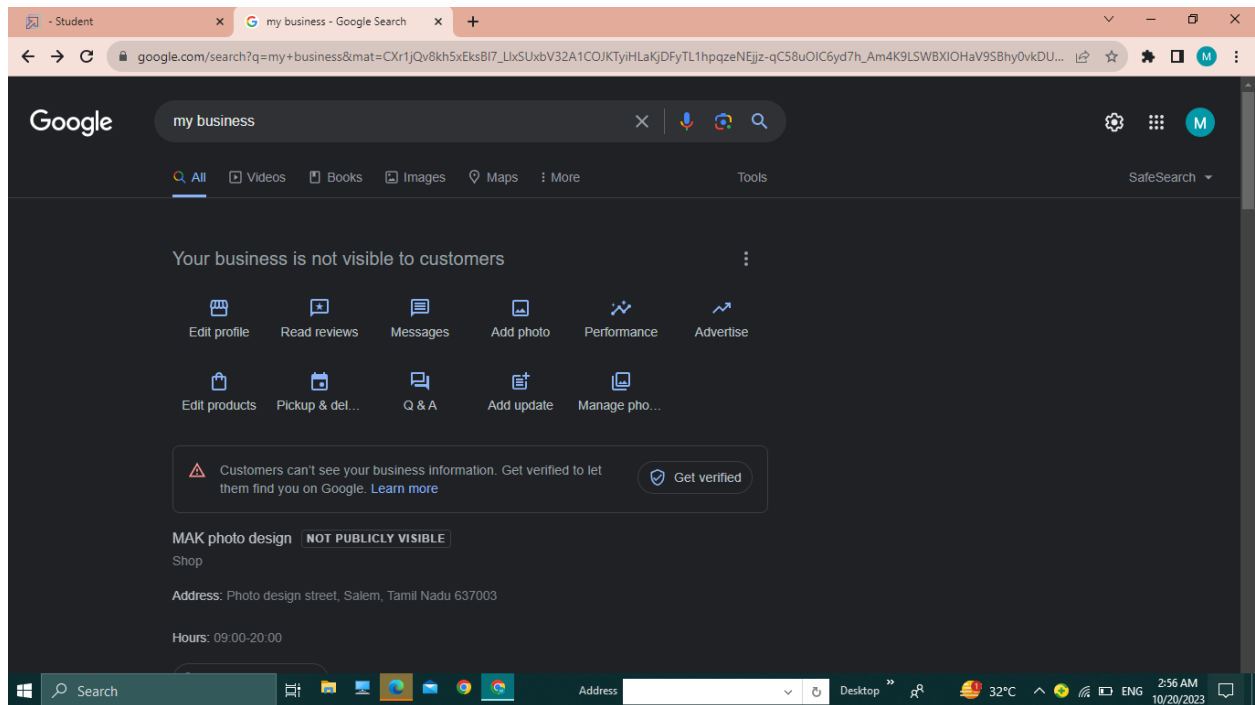
It's essential to regularly review and update your business information on Google to keep it accurate and up-to-date. Claiming your business allows you to have more control over your online presence and engage with potential customers effectively.



## Visibility:

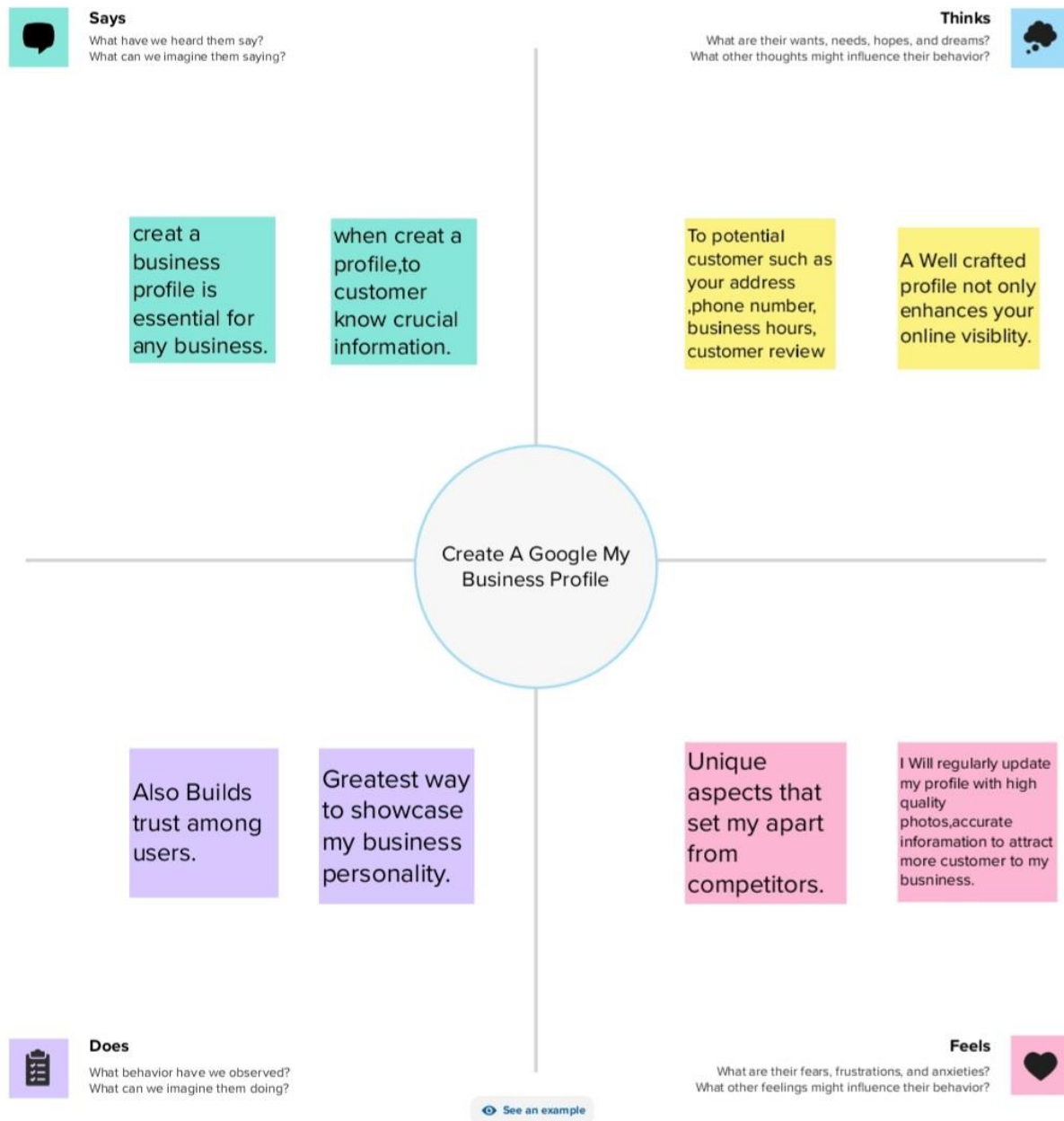
The visibility of your profile is determined by how well it appears in Google search results and Google Maps when people are looking for businesses like yours in your geographical area.

you can improve the visibility of your Google My Business profile, attract more potential customers, and drive more traffic to your physical location or website.



## Empathy MAP:

Empathy mapping is not a specific feature or term directly associated with Google My Business profiles. Instead, it is a technique used in marketing and user experience (UX) design to better understand and empathize with customers or users. It's a tool used to develop a deeper understanding of your target audience's needs, motivations, behaviors, and emotions.



**Reference link:**

[https://drive.google.com/drive/folders/1-0ZIU-uMQpbX\\_fjNOcOEPHvWoxPxjNP3?usp=drive\\_link](https://drive.google.com/drive/folders/1-0ZIU-uMQpbX_fjNOcOEPHvWoxPxjNP3?usp=drive_link)