Problem

"Negative Reviews: Managing and addressing negative customer reviews can be a significant challenge for businesses using Google Business Profile."

Investigation

Researching how Google Business Profile algorithm changes impact a business's online visibility and strategies."

Logical processes

Developing a systematic approach to responding to customer reviews and improving the business profile's online presence."

GOOGLE BUSINESS PROFILE

Project

Creating and executing a project plan to optimize and maintain the Google Business Profile for a local restaurant."

Evidence

Gathering and analyzing data on how customer reviews and engagement on Google Business Profile impact the business's overall performance and customer satisfaction."

Interpretation

Analyzing the data collected from the Google Business Profile to draw insights and make informed decisions for improving the business's online presence."

reating a visual representation of the business's online presence strategy, incorporating elements such as keywords, customer engagement, and review managem