

PROJECT DESIGN PHASE - 1

Date	01 NOV 2023
TeamID	NM2023TMID08614
Project Name	Create a Google business page

PROPOSED SOLUTION

S.No.	Parameter	Description
1.	Initial Consultation and Analysis:	<ul style="list-style-type: none">Conduct a detailed analysis of the business, its target audience, and competitors.Identify specific goals and objectives for the Google Business Page.
2.	Accurate Business Information Setup:	<ul style="list-style-type: none">Ensure accurate and consistent business details (name, address, phone number, website) are added to the Google Business Page.Craft a compelling business description that highlights unique selling points and key offerings.
3.	High-Quality Visual Content Creation:	<ul style="list-style-type: none">Arrange professional photoshoots or source high-quality images of the business, products, services, and team members.Develop engaging videos, virtual tours, or interactive media elements to enhance the visual appeal.
4	Customer Engagement Strategy:	<ul style="list-style-type: none">Implement a strategy to encourage satisfied customers to leave positive reviews on the Google Business Page.Set up a system for monitoring and responding promptly and professionally to customer reviews and inquiries.
5	Interactive Content Management:	<ul style="list-style-type: none">Regularly post updates about promotions, events, offers, and other relevant news to keep the page dynamic and engaging.Organize online events and promotions to attract and interact with potential customers.
6	Optimized Categories and Attributes Selection:	<ul style="list-style-type: none">Carefully select relevant business categories and specific attributes to enhance search visibility.Highlight unique attributes, such as being eco-friendly or supporting a cause, to differentiate the business.

SOLUTION ARCHITECTURE:

