Date	1.11.2023
Team ID	NM2023TMID08614
Project Name	Create a google business page

Problem Statement:

Many businesses today struggle with establishing a strong online presence and reaching potential customers effectively. One significant challenge they face is the absence of a professional and attractive online platform that can showcase their products or services to a broader audience. Creating a Google Business Page is a crucial step in this digital age, but numerous businesses encounter obstacles in setting up and optimizing their page efficiently.

Challenges Faced:

Lack of Technical Knowledge:

Many business owners lack the technical expertise required to create and optimize a Google Business Page effectively. They might find it challenging to navigate the setup process, including adding accurate business information, high-quality images, and engaging content.

Limited Online Visibility:

Without a properly optimized Google Business Page, businesses struggle to appear in local search results. This limitation hampers their visibility to potential customers who are actively searching for similar products or services in their vicinity.

Ineffective Brand Representation:

Businesses often fail to represent their brand effectively on their Google Business Page. This includes showcasing positive customer reviews, responding to customer queries, and providing up-to-date information.

Inadequate brand representation can lead to a lack of trust among potential customers.

Time Constraints:

Business owners are typically occupied with various aspects of running their enterprises. Allocating time to create and maintain an online presence can be challenging, leading to delayed or incomplete setup of their Google Business Page.

Competition:

In competitive markets, businesses without a strong online presence are at a significant disadvantage. Rival companies with well-optimized Google Business Pages attract a larger share of potential customers, leaving businesses without an optimized page struggling to keep up.

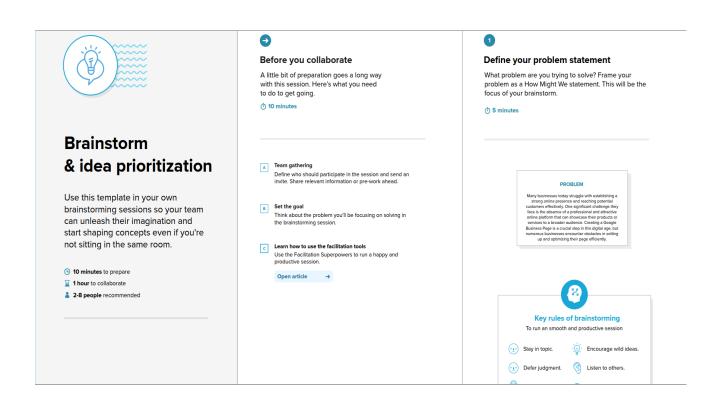
Ideation Phase Brainstorm & Idea Prioritization

Brainstorm & Idea Prioritization:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Step-2: Brainstorm, Idea Listing and Grouping



Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Adhitya K

The foundation of a successful Google Business Page less in accurate business information. Insuling consistency in the business name, address, phone number, and website across all online platforms establishes credibility and trust among potential customers. This idos emphasizes the importance of accurate data, serving as the cornerstone for a trustworthy online presence. Visual content speaks volumes in the digital reelim. High-quality images showcasing the business, products, services, and team create a lasting impression. Prioritizing captivating visuals not only enhances the page's aeathetics but also engages visitors, making them more likely to explore further and interact with the business.

Kesavan N

Crafting a compelling and concise business description is akin to belling a story that resonates with the audience. This lide amphasizes the power of language, encouraging businesses to communicate their unique value proposition effectively. Using keywords related to the industry not only captivates the audience but also boosts the page's search engine optimization (SEO) ranking, making it more ranking making it more Customer reviews and ratings are cigital testimonials that influence potential buyers. Encouraging satisfied customers to leave positive reviews and promptly addressing any negative fleedback fosters a positive online reputation. This idea underscores the significance of customer interaction, highlighting the impact of genuine feedback on building trust and credibility.

Muralidharan R

Google Business Page offers various interactive features, such as posts, events, and offers, enabling businesses to engage with their audience dynamically. Utilizing these features effectively keeps the page vibrant and up-to-date. Regular upplies about promotions, events, and news created a sense of exclement, encouraging visitor to applies and interact with the

Google Business Page offers various interactive features, such as posts, events, and offers, enabling businesses to engage with the audience dynamically. Utilizing these features effectively keeps the page vibrant and up

lyyappan S

Clear and accurate business house are practical details that directly impact customer satisfaction. Proving updates and accurate the holidays or events, ensures for holidays or events, ensures that potential customers can find the business when they plan to visit. This idea is replicated to the contraction of the province of the convenience and accessibility, essential elements of a positive customer experience.

Linking the Google Business Page to the business website and social media profiles enhances the overall online presence. This idea underscores the importance of seamless naivigation, enabling visitors to explore the business Linther on other platforms. Integration provides additional venues for engagement, fostering venues for engagement, fostering



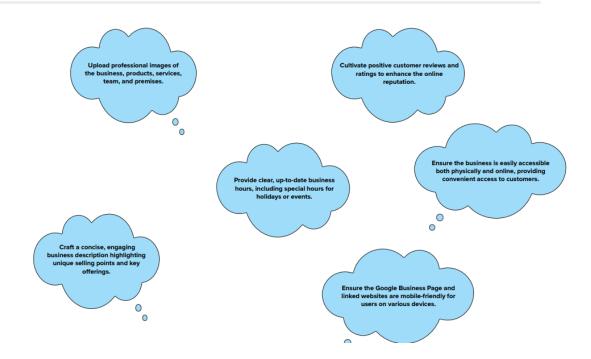
Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

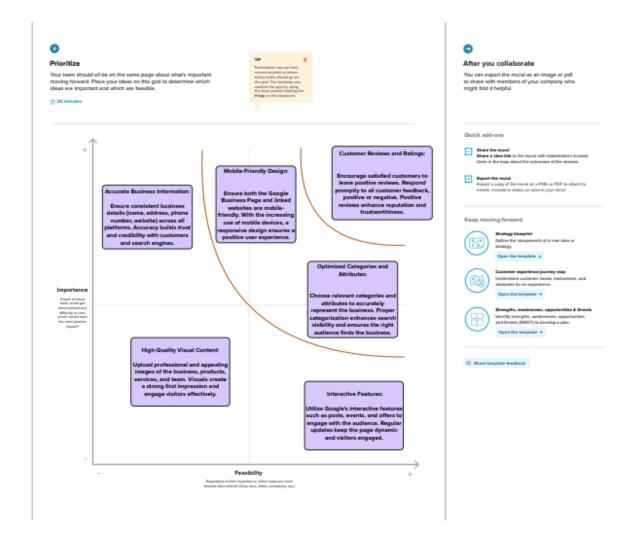
(1) 20 minute

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.



Step-3: Idea Prioritization



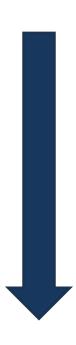
Ideation Phase

Empathize & Discover

Empathize and Discover:

Empathizing and discovering are essential steps in creating a compelling Google Business Page. Understand your customers' needs, preferences, and concerns to tailor your content accordingly. Ask questions, engage with their feedback, and conduct surveys to discover what they value most. By genuinely understanding them, you can create a page that resonates, building trust and customer loyalty.

CREATE A GOOGLE BUSINESS PAGE:





Build empathy

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

