PROJECT DESIGN PHASE - 1

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

PROPOSED SOLUTION

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| **S.No.** | **Parameter** | **Description** |
| 1. | Initial Consultation and Analysis: | * 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: | * 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: | * 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: | * 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: | * 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: | * 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:

Utilize Additional Features

Monitor Insights

Regularly Update Your Business Page

Utilize Additional Features

Provide Contact Information

Verify Your Business

Add Business Details

Engage with Customers

Specify the Business Category

Add Your Business

Access Google My Business

Sign In or Create a Google Account