

Google My Business

What is Google Business Profile?

It is a free tool from Google that allows business owners to manage how they appear on Google Search and Google Maps. It includes your business name, location, hours, and photos.

Ye Google ka ek free tool hai jo aapke business ko local search mein lata hai. Jab koi Indore mein search karega "*Digital Marketing Institute near me*", toh aapka profile wahan Maps par dikhega.

2. Features

A. Business Information:

- Manage your address, phone number, and opening hours.

Aap apna sahi address, phone number aur khulne-band hone ka time dal sakte hain.

B. Reviews & Ratings:

Customers can leave feedback. High ratings improve your Local SEO ranking.

Students yahan review de sakte hain. Jitne zyada 5-star reviews honge, Google aapko utna upar dikhayega.

C. Photos & Videos:

You can upload photos of your classroom, office, and student celebrations.

Aap apne Indore centers ki photos aur videos dal sakte hain taaki students ka trust badhe.

D. Posts & Updates:

Share offers, events, or new course launches directly on your profile.

Aap naye "Free Workshop" ya "Job Guarantee Batch" ke banners post kar sakte hain.

E. Insights (Analytics):

Shows how many people called you or asked for directions to your office.

Ye batata hai ki kitne logo ne aapko call kiya ya Maps par rasta (directions) dekha.

Practical

Step 1: Start the Setup (Shuruat karein)

Go to google.com/business and click "**Manage Now**". Sign in with the Gmail account you want to use for DigitalThinks.

Google Business ki website par jayein aur "**Manage Now**" par click karein. Apni business Gmail ID se login karein.

Step 2: Business Name & Category (Naam aur Kaam)

Enter your business name exactly as it is (e.g., *DigitalThinks Web Solutions*). Choose a primary category like "**Digital Marketing Institute**" or "**Marketing Agency**".

Apna sahi business naam dalein. Category mein "**Digital Marketing Institute**" chunein. Sahi category chunne se Google aapko sahi logo tak pahunchata hai.

Step 3: Add Physical Location (Address jode)

Select "**Yes**" when asked if you want to add a location customers can visit. Enter the exact address of your Indore branch (Shop no, Building, Area, Pincode).

Jab Google puche ki kya log aapke office aa sakte hain, toh "**Yes**" karein. Ab apni Indore branch ka bilkul sahi address dalein taaki Google Maps par pin sahi jagah lage.

Step 4: Verification (Postcard Method)

Google needs to verify that your business exists. Most likely, they will send a **Postcard** with a 5-6 digit code to your physical address. It takes about 10-12 days to arrive.

Google check karega ki aapka office asli hai ya nahi. Wo aapke address par ek **Postcard** bhejega jisme ek code hoga. Wo code dalne ke baad hi aapka profile live hoga.

Step 5: Add Business Details (Jaankari bharein)

Add your phone number, website URL (digitalthinks.in), and business hours (e.g., 9 AM to 7 PM).

Apna phone number, website link aur office ke khulne-band hone ka time dalein.

Step 6: Write a Business Description

Write a 750-character summary. Mention your 100% job guarantee and Indore locations.

Ek acha sa description likhein. Isme "Best Digital Marketing Course in Indore" aur "Practical Training" jaise words use karein taaki SEO mein madad mile.

Step 7: Upload Photos

Upload high-quality photos of your classroom, office interior, and student certificates.

Apne classroom aur office ki achi photos upload karein. Real photos dekh kar students zyada bharosa karte hain.

Google Tool

Ai tools

Google search Console