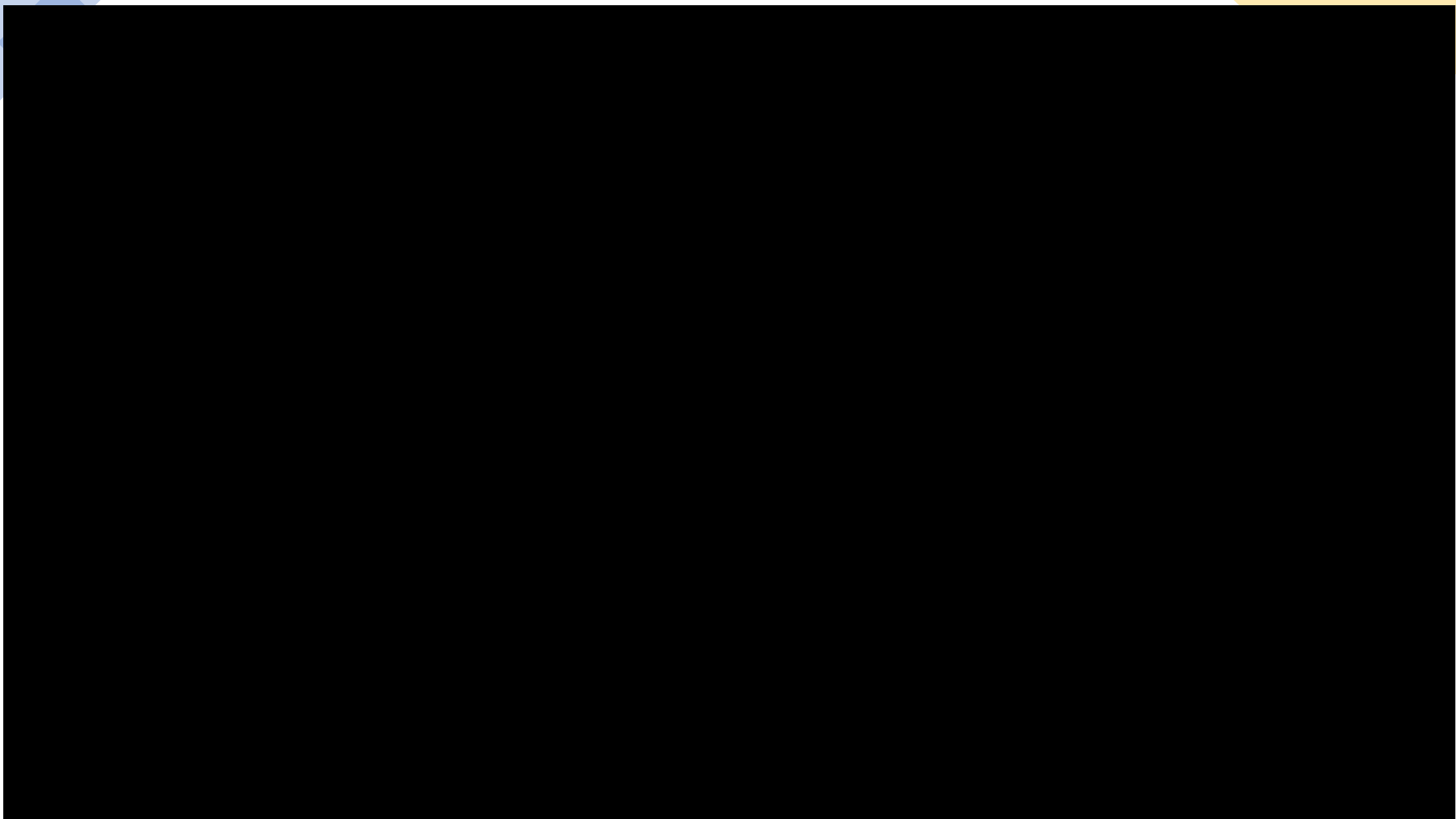


بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



# Digital Business Presence

C 1

Interaction

C 2

Google Account

C 3

Google My  
Business



## USAID Small and Medium Enterprise Activity

Certificate of Participation

**BRISTAL ENTERPRISES**

successfully completed a two-day online training on

**Digital Marketing and Advertising**

May 20-21, 2020

Shabbob Khan  
Party  
Enterprise Activity

Mirza



# Fizan Akbar

- Business owner of Bristol Enterprises
- Executive body member SCCI
- Chairman SME Committee
- Business study: CBI Netherlands
- Business / surgical instrument course : SABIT Washington DC, USA
- Digital Marketing And Advertising. USAID
- SEO Virtual University
  
- WhatsApp: +923008711667
- E-mail: [fizankbr@gmail.com](mailto:fizankbr@gmail.com)
- FB: [https://www.facebook.com/fizanbiz/?ref=your\\_pages](https://www.facebook.com/fizanbiz/?ref=your_pages)

# Chapter 1

## Interaction



# Google My Business

Knowledge Graph

Your Address Confirmation

Profile

Show up on Google map

Earn Trust of Your Customers

Increase Traffic & Sales

Reviews

Stand Out Of Competitors

Rank High in Search Results

Back Links

Google Website

## Benefits Of Google My Business



Google  
My Business



fizan akbar



Keyword difficulty: (for google.com database) — View [full report](#) for this keyword

[All](#) [Videos](#) [Images](#) [News](#) [More](#)

[Settings](#) [Tools](#)

About 15,500 results (0.45 seconds)

[www.akbarfizan.com](#)

### Fizan Akbar

**Fizan Akbar** export business coach, motivator speaker. Small and medium entrepreneurs Sialkot Pakistan.

[pk.linkedin.com](#) › [bristol-enterprises](#)

### Fizan Akbar فیضان اکبر - Managing Partner - Bristol ...

View **Fizan Akbar** فیضان اکبر's profile on LinkedIn, the world's largest professional community. Fizan has 3 jobs listed on their profile. See the complete profile ...

[pk.linkedin.com](#) › [fizan-akbar-902b0713](#)

### Fizan Akbar - Owner - Bristol Enterprises | LinkedIn

View **Fizan Akbar's** profile on LinkedIn, the world's largest professional community. Fizan has 1 job listed on their profile. See the complete profile on LinkedIn ...

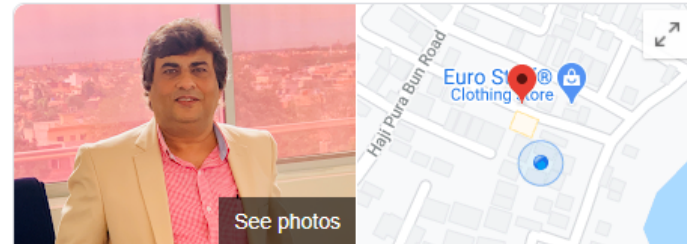
[www.instagram.com](#) › [ifounders](#)

### Fizan Akbar (@ifounders) • Instagram photos and videos

80 Followers, 130 Following, 15 Posts - See Instagram photos and videos from **Fizan Akbar** (@ifounders)

[www.facebook.com](#) › [opticiantool](#)

[Fizan Akbar Facebook](#)



## Fizan Akbar



[Website](#) [Directions](#) [Save](#) [Call](#)

Business development service in Sialkot · 38 m

**Address:** Bristol Street, Haji Pura Bun Road, Hajipura, Sialkot, Punjab 51310

**Hours:** Closed · Opens 9AM Thu

**Phone:** 0300 8711667

Hours or services may differ

[Suggest an edit](#) · [Own this business?](#)

**Know this place?** [Share the latest info](#)







# Chapter 2

## Google Account

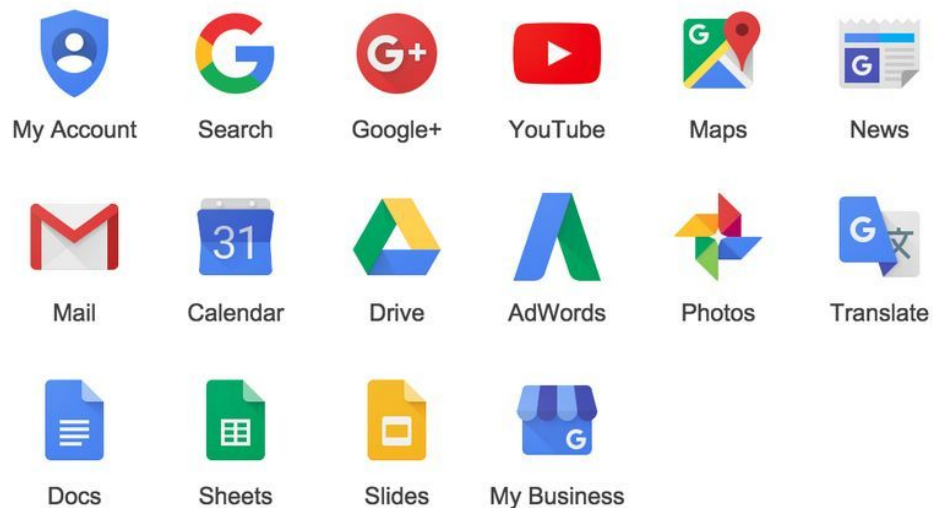


# Social Media

## Bank. PayPal. eBay

## Other Accounts

# Mobile Phone



# Chapter 3 Google My Business



Google  
My Business



## Sign in

to continue to Gmail

[Forgot email?](#)

Not your computer? Use Guest mode to sign in privately.

[Learn more](#)

Create account

Next

For myself

To manage my business

English

Help

Privacy

Terms





## Create your Google Account

to continue to Gmail

First name

Fizan

Last name

Akbar

Username

BristalPvt

@gmail.com

You can use letters, numbers & periods

Password

[Redacted]

Confirm

[Redacted]



Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#)

[Next](#)

English (United States) ▾

[Help](#)

[Privacy](#)

[Terms](#)



## Fizan, welcome to Google

 BristolPvt@gmail.com

 Phone number (optional)  
03008711667

We'll use your number for account security. It won't be visible to others.

Recovery email address (optional)  
fizan67@gmail.com

We'll use it to keep your account secure

Month Day Year  
Your birthday

Gender  
Male

[Why we ask for this information](#)


[Back](#)

[Next](#)



## Verify your phone number

To make sure this number is yours, Google will send you a text message with a 6-digit verification code. *Standard rates apply*

 0300 8711667

[Back](#)

[Not now](#)

[Send](#)

English (United States) ▾

[Help](#)


[Privacy](#)

[Terms](#)



## Verify your phone number

To make sure this number is yours, Google will send you a text message with a 6-digit verification code. *Standard rates apply*

 0300 8711667



Enter verification code

G- 200091

[Back](#)

[Call instead](#)

[Verify](#)





## Get more from your number

If you like, you can add your phone number to your account for use across Google services. [Learn more](#)

For example, your number will be used to



Receive video calls & messages



Make Google services, including ads, more relevant to you

[More options](#)

[Back](#)

[Skip](#)

[Yes, I'm in](#)

### Why we process it

We process this data for the purposes described in [our policy](#), including to:

- Help our services deliver more useful, customized content such as more relevant search results;
- Improve the quality of our services and develop new ones;
- Deliver personalized ads, depending on your account settings, both on Google services and on sites and apps that partner with Google;
- Improve security by protecting against fraud and abuse; and
- Conduct analytics and measurement to understand how our services are used. We also have partners that measure how our services are used. [Learn more](#) about these specific advertising and measurement partners.

### Combining data

We also combine this data among our services and across your devices for these purposes. For example, depending on your account settings, we show you ads based on information about your interests, which we can derive from your use of Search and YouTube, and we use data from trillions of search queries to build spell-correction models that we use across all of our services.

### You're in control

Depending on your account settings, some of this data may be associated with your Google Account and we treat this data as personal information. You can control how we collect and use this data now by clicking "More Options" below. You can always adjust your controls later or withdraw your consent for the future by visiting My Account ([myaccount.google.com](#)).

MORE OPTIONS ▾

Cancel



I agree

Activate  
Go to Settings



## Privacy and Terms

To create a Google Account, you'll need to agree to the [Terms of Service](#) below.


In addition, when you create an account, we process your information as described in our [Privacy Policy](#), including these key points:

### Data we process when you use Google

- When you set up a Google Account, we store information you give us like your name, email address, and telephone number.
- When you use Google services to do things like write a message in Gmail or comment on a YouTube video, we store the information you create.
- When you search for a restaurant on Google Maps or watch a video on YouTube, for example, we process information about that activity – including information like the video you watched, device IDs, IP addresses, cookie data, and location.
- We also process the kinds of information described above when you use apps or sites that use Google services like ads, Analytics, and the YouTube video player.



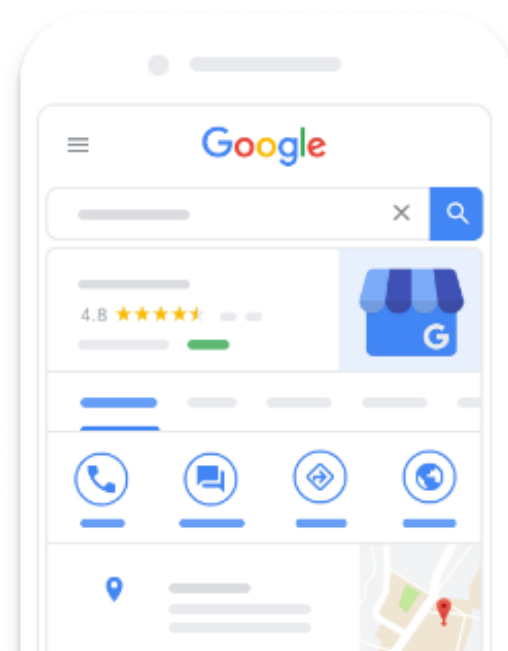
## Your Google Account is all set - now add your Business Profile

 bristalpvt@gmail.com

Create your free Business Profile and let  
customers discover your business on Search  
and Maps

[Not Now](#)

[Continue](#)

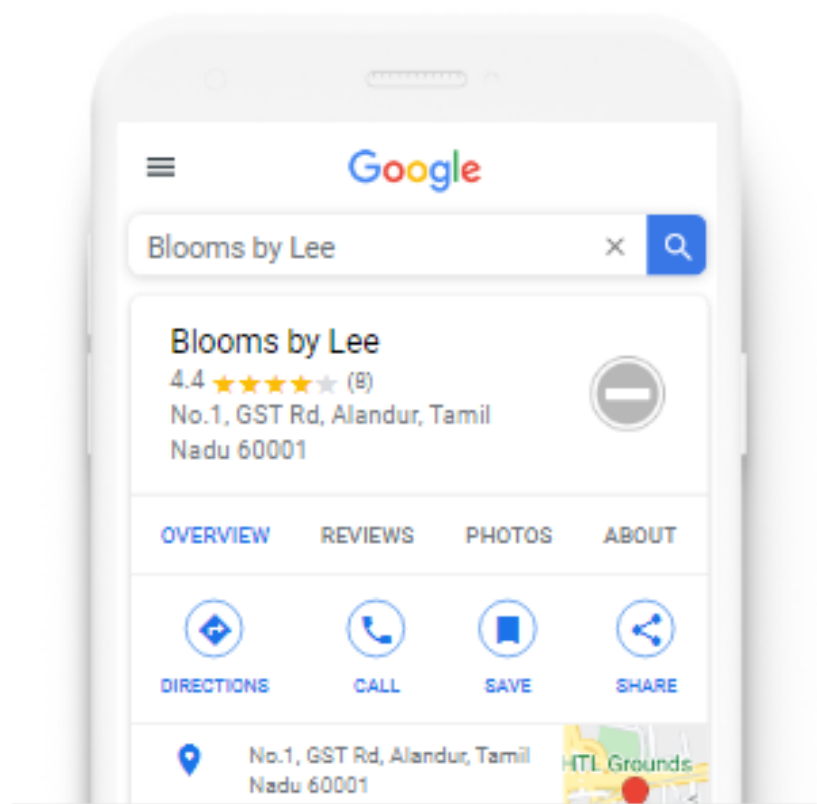


English (United States) ▾

[Help](#)

[Privacy](#)

[Terms](#)



Find and manage  
your business

🔍 Bristol Pvt

**Bristol Pvt**

Create a business with this  
name

Can't

[Add your business to Google](#)

← What's the name of your business?



Business name

Bristol Pvt

---

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)



Next

---

← Choose the category that fits your business best



This helps customers find you if they are looking for a business like yours. [Learn more](#)

Business category

  Barber shop

- Barber shop
- Barber school
- Barber supply store
- Bartending school**
- Barbecue area
- Barbecue restaurant
- Barrel supplier
- Bar restaurant furniture store
- BBQ area
- Boat repair shop
- Boat rental service
- Barrister
- Batak restaurant
- Bakso restaurant
- Cuban restaurant

Ne



← Do you want to add a location  
customers can visit, like a store or  
office?

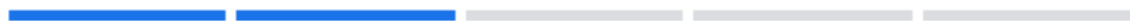
This location will show up on Google Maps and Search when  
customers are looking for your business




Yes

No

Next



← What's the address?

 Pakistan

Street address

Haji Pura Bun. Solehri street

[Add Line](#)

City

Sialkot

Postal code

51310

Next





## ← Is this your business?

It looks like your business might already have a listing on Google Search or Maps. If you see your business below, select it, and we'll help improve your listing.

**Bristol Market**

Solehri Street  
0300 8711667

---

**Bristol Barber Supply**

Bristol Street  
0300 8711667

---

**Eyeglasses Adjustment Pliers**

Solehri street  
0300 8711667

---

**None of these**

Next



## Where are you located?

Drag and zoom the map and position the marker on the exact spot where your business is located.



Next

---

← Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

Yes, I also serve them outside my location

No, I don't

Next



## ← Add the areas you serve (optional)

You can list your service areas below. They will show up on your listing and help bring relevant customers.

Search and select areas



Lahore

**Lahore**

Pakistan

**Lahore City**

Pakistan

**Lahore Cantt.**

Lahore, Pakistan

**Lahore Medical Housing Society**

Lahore, Pakistan

**Lahore Cantt**



Pakistan

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

Contact phone number

  0308711667

   Current website URL

<https://bristolbeauty.com/>

I don't need a website

Get a free website based on your info.

[See details](#)

Next



← Stay in the know

Want updates and recommendations for your business on Google?

Yes

No

Next



## ← Finish and manage this listing

You'll be able to manage **Bristol Pvt** on Google.

- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

Finish

---

## Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)



### Postcard by mail

Have a postcard with your code mailed to this address

May take up to 14 days to arrive



Fizan Akbar

Mail

**Bristal Pvt**

Haji Pura Bun. Solehri street, Sialkot, 51310, Pakistan



More options



## A postcard is coming!

You'll get a postcard with your verification code and next steps in about **14** days.



Attn: Fizan Akbar

Bristal Pvt

Haji Pura Bun. Solehri street, Sialkot, 51310

[Continue](#)

## Add business hours

Let customers know when you are open for business

[Learn more](#)

|           |                                     |      |                 |
|-----------|-------------------------------------|------|-----------------|
| Sunday    | <input checked="" type="checkbox"/> | Open | <u>24 hours</u> |
| Monday    | <input checked="" type="checkbox"/> | Open | <u>24 hours</u> |
| Tuesday   | <input checked="" type="checkbox"/> | Open | <u>24 hours</u> |
| Wednesday | <input checked="" type="checkbox"/> | Open | <u>24 hours</u> |
| Thursday  | <input checked="" type="checkbox"/> | Open | <u>24 hours</u> |
| Friday    | <input checked="" type="checkbox"/> | Open | <u>24 hours</u> |
| Saturday  | <input checked="" type="checkbox"/> | Open | <u>24 hours</u> |

Skip

Save

## ← Add business description

Let customers find out more about your business

[Learn more](#)

Bristol Pvt, manufacture, and export the quality barber scissors at reasonable prices.



86 / 750



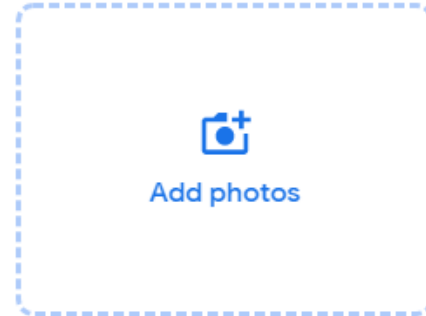
Skip

Save

## ← Add photos of your store

Show off your products and let customers peek inside your business

[Learn more](#)



Focus on display units to showcase your product range

[Skip](#)

[Next](#)

# Google My Business

## Bristal Pvt

Haji Pura Bun. Solehri street  
Sialkot, 51310

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Products
- Website
- Users

- Create an ad
- Get custom Gmail
- Add new location
- Manage locations
- Verify location

### Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19

[Update business hours](#)

[Post your COVID-19 update](#)

[Learn more](#)

### Have news to share with your customers?

Tell customers about events, promotions, or products.

[Create post](#)

### Pending verification

You requested a verification card to arrive within 14 days.

### Let customers message you

Get leads, appointments, and orders by allowing customers to message you directly from Google Search.

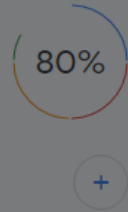
[Turn on messaging](#)

### Get full access to your Business Profile

Receive instant alerts when customers leave reviews, send messages, and more with the Google My Business app.

### Complete your listing

Improve your local search ranking and help your business stand out with a complete profile



### Invite a manager to your business

Invite other users to manage your Business Profile

[Send invite](#)

### Get custom email you@yourbusiness

Give everyone on your team a professional Gmail address with G Suite.

[Get started](#)

Welcome to Google My Business

By using this application, you agree to the [Terms of Service](#) and [Privacy Policy](#).

[Get Started](#)

Bristol Pvt  
Haji Pura Bun. Solehri street  
Sialkot, 51310

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Products
- Website
- Users
- Create an ad
- Get custom Gmail
- Add new location
- Manage locations
- Verify location


### Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19

[Update business hours](#)

[Post your COVID-19 update](#)

[Learn more](#)



### Pending verification

You requested a verification postcard on Sep 16, 2020. Most postcards arrive within 14 days.

[Learn more](#)

### Let customers message you

Get leads, appointment requests and queries about your products via messaging from customers who view your business on Google Search.

[Turn on messaging](#)

### Get full access to your Business Profile

Receive instant alerts when customers leave reviews, send messages, and more with the Google My Business app.

### Have news to share with your customers?

Tell customers about events, promotions, or products.

[Learn more](#)

[Create post](#)

### Complete your listing

Improve your local search ranking and help your customers with a complete profile

80%

[Add logo](#)

### Add a manager to your business

Invite more users to manage your Business Profile

[Send invite](#)

### Get custom email you@yourbusiness

Give everyone on your team a professional Gmail address with G Suite. [Learn more](#)

[Get started](#)

## Bristol Pvt

Haji Pura Bun. Solehri street  
Sialkot, 51310

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging

### Photos

- Products
- Website
- Users

- Create an ad
- Get custom Gmail
- Add new location
- Manage locations
- Verify location
- Linked accounts



## Showcase your business

Upload photos and videos of your business, products, or offerings for customers to see. Your uploads will be saved here, but will not be published on Google until you verify your business.

Verify



Your listing is currently unverified

Overview Video Interior Exterior Product Team Identity

Got a product to showcase? You can now add products with the Product Editor.

[Dismiss](#) [Go to the Product Editor](#)



### Logo

Your logo is used to show your identity when you post a photo or reply to a review.

Choose photo



### Cover

Your cover photo should showcase the personality of your business. It is your preferred photo to be shown on your listing in Search and Maps.

Choose photo



### Video

Use a video to tell the story of your business and what makes it unique.

Add videos



### Exterior

Exterior photos make it easier for customers to spot your business in real life.


Add photos



## Showcase your business

Upload photos and videos of your business, products, or offerings for customers to see. Your uploads will be saved here, but will not be published on Google until you verify your business.

Verify

 Your listing is currently unverified

Overview

Video

Interior

Exterior

Product

Team

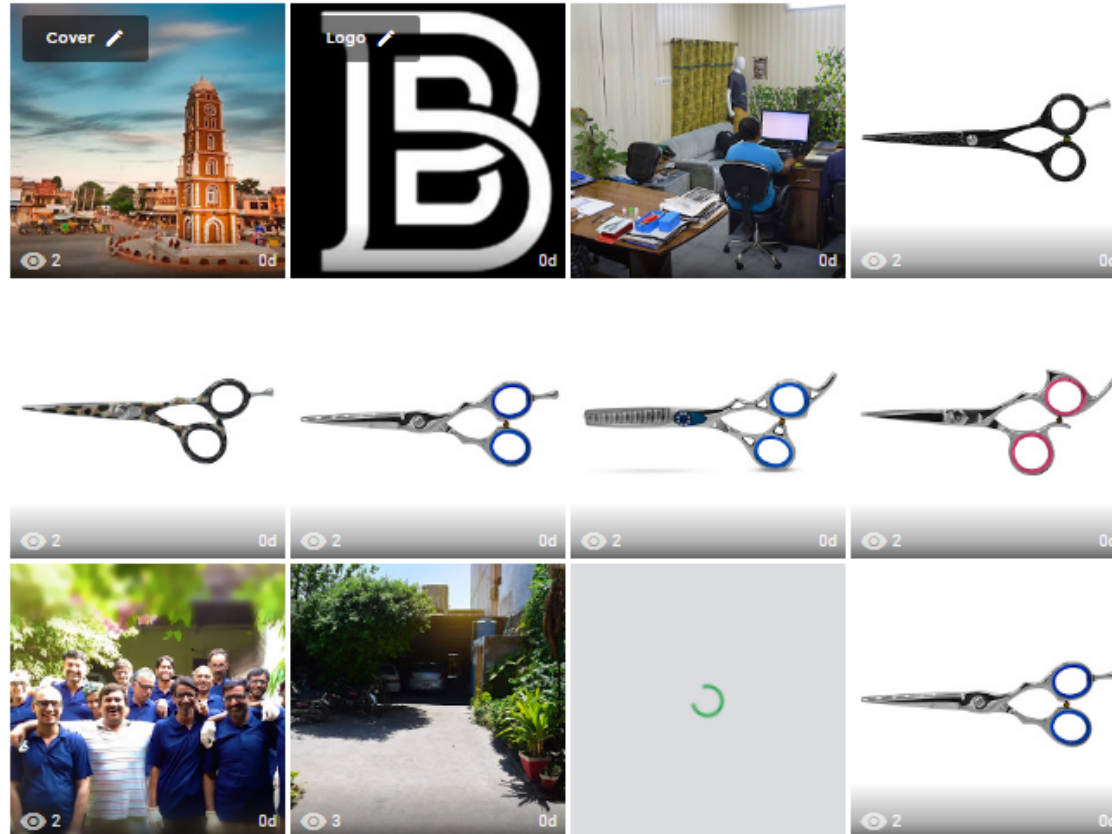
Identity



Got a product to showcase? You can now add products with the Product Editor.

[Dismiss](#)

[Go to the Product Editor](#)





Bristol Pvt

Haji Pura Bun. Solehri street  
Sialkot, 51310

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Products
- Website**
- Users



THEMES



EDIT



PHOTOS



MORE

### My Business Website

Create a free and customizable website based on information from your business listing. You can experiment with the site's design and info before publishing to the web.

[GET STARTED](#)

### Bristol Pvt

Haji Pura Bun. Solehri street  
Sialkot, 51310

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Products


Website

Users

Create an ad

Get custom Gmail

Add new location

bristol-pvt.business.site 

  
THEMES

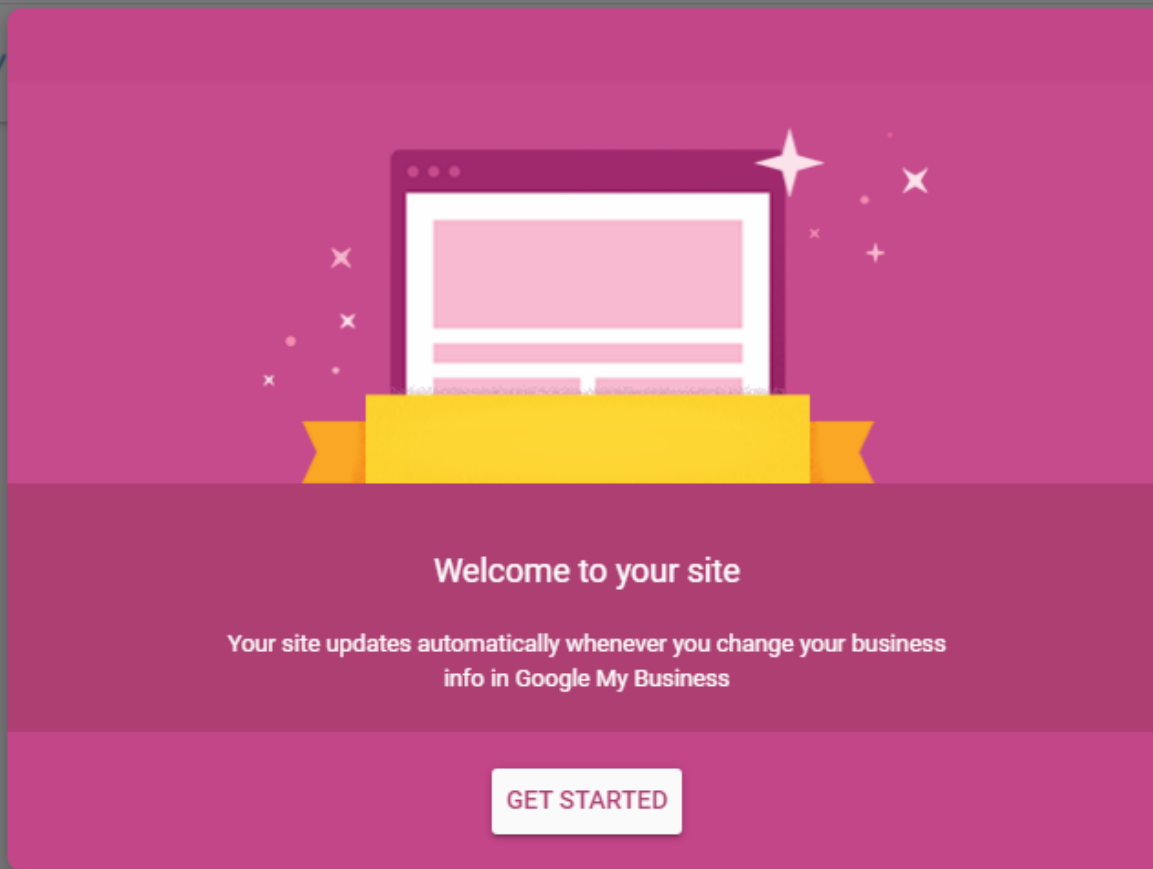
  
EDIT

  
PHOTOS

  
MORE

Your site is not yet published

 Bristol Pvt



Welcome to your site

Your site updates automatically whenever you change your business info in Google My Business


GET STARTED

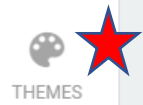
The overlay is a pink-to-purple gradient rectangle. It features a central illustration of a laptop with a white screen and a yellow ribbon banner across the bottom. The background is decorated with white stars and sparkles. The text is white and centered.

## Bristol Pvt

Haji Pura Bun. Solehri street  
Sialkot, 51310

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Products
- Website**
- Users
- Create an ad
- Get custom Gmail
- Add new location

bristol-pvt.business.site 



Your site is not yet published

# Bristol Pvt

Barber Supply Store in Sialkot  
Open 24 hours


GET QUOTE




Header image for the site

Edit Header Photo

UPDATES



**Edit**  ✓ ✕

THEMES


**Primary Button** 


**Button**

EDIT **Get Quote** ▼

  Sends customer name, phone number, email, and message to your email bristolpvt@gmail.com and all other listing owners and managers.

PHOTOS

**Text** 

Headline 

**Bristol Pvt**

DESCRIPTION




Barber Supply Store in Sialkot

SUMMARY HEADER





Quality Barber scissors

SUMMARY BODY

Best barber scissors

**B I U**   


Your site is not yet published

 **Bristol Pvt**  [Get Quote](#)  [Call Now](#)  [Get Directions](#)

# Bristol Pvt

Barber Supply Store in Sialkot  
Open 24 hours

[GET QUOTE](#)

 Header image for the site [Edit Header Photo](#)

UPDATES

Your site is not yet published

- THEMES
- EDIT
- PHOTOS
- MORE

ڈائریکشنز حاصل کریں    ابھی کال کریں    نرخ حاصل کریں    **Bristol Barber Supply**

# Bristol Barber Scissors Supply

Barber Barber Scissors Supply Shop in Sialkot

بفتہ کو نصف شب تک کھلا ہے

نرخ حاصل کریں

# Bristol Barber Scissors Supply

Barber Barber Scissors Supply Shop in Sialkot

بفتہ کو نصف شب تک کھلا ہے

نرخ حاصل کریں



### Bristol Pvt

Haji Pura Bun. Solehri street  
Sialkot, 51310

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Products

Website

Users

Create an ad

Get custom Gmail

Add new location

Manage locations

Your posts will show up on Google Search and Maps once verification is completed. Posts are always shown on your [Google-created website](#).



What's new

## Create a product post

### 1. Showcase a product

Put the focus on one of your new or popular products

### 2. Show the price

Let customers know how much it costs

### 3. Describe it

Tell customers about product features, benefits, and details



Try it now



Posted 1 day ago

### Florist's choice bouquets undefined

10 stems of vibrant blooms: dahlias, anemones or sunflowers available. Just the thing to brighten your - or a special someone's - day.

Create post ✕

⚠ COVID-19 update
🏷 Offer
🏠 Product
⚙
➤

Product name  15 / 58

Fixed price
  Price range

Product price (PKR)

Optional

Product description  16 / 1000

Optional

Link for your button  58 / 1500

Preview
Publish

©2020 Google - Terms - Privacy Policy - Content Policy - Help

Create post ✕

⚠ COVID-19 update
🏷 Offer
🏠 Product
⚙
➤

Your posts will show up on Google Search and Maps once verification is completed. Posts are always shown on your [Google-created website](#).

1 / 1

Product name  15 / 58

Fixed price
  Price range

Product price (PKR)

Optional

Product description  16 / 1000

Optional

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# Never Lose Hope



Hard work



Give it time



Nothing will  
come overnight



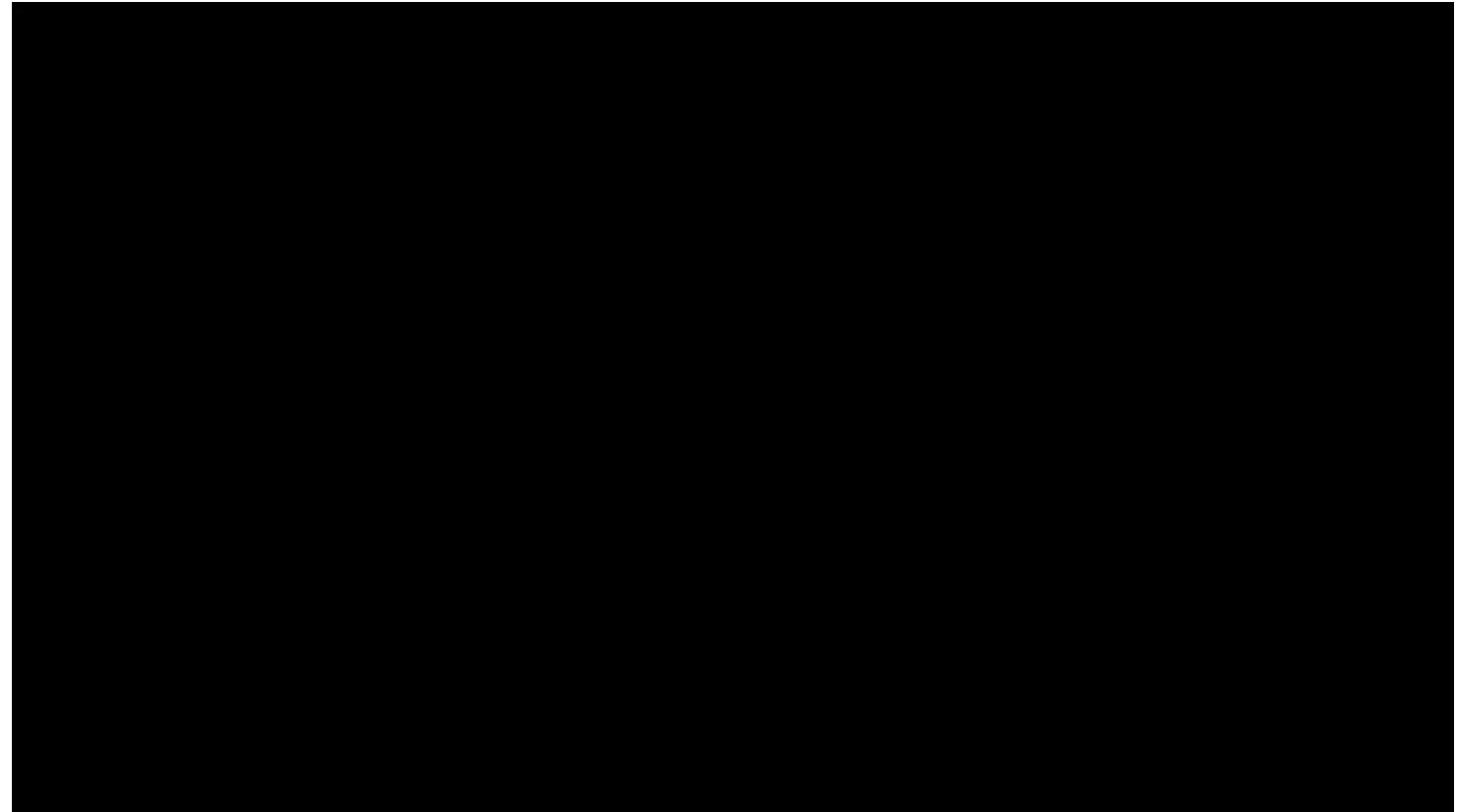
Sit tight



Daily and weekly  
see the analytics



Implementation  
after analytics.



- Your review / feedback

