



Business Profile

BUILT TO A HIGHER STANDARD

American Standard
HEATING & AIR CONDITIONING

"How should I optimize my Google Business Profile (formerly known as GMB)?"

Google Business Profile Optimization Checklist:

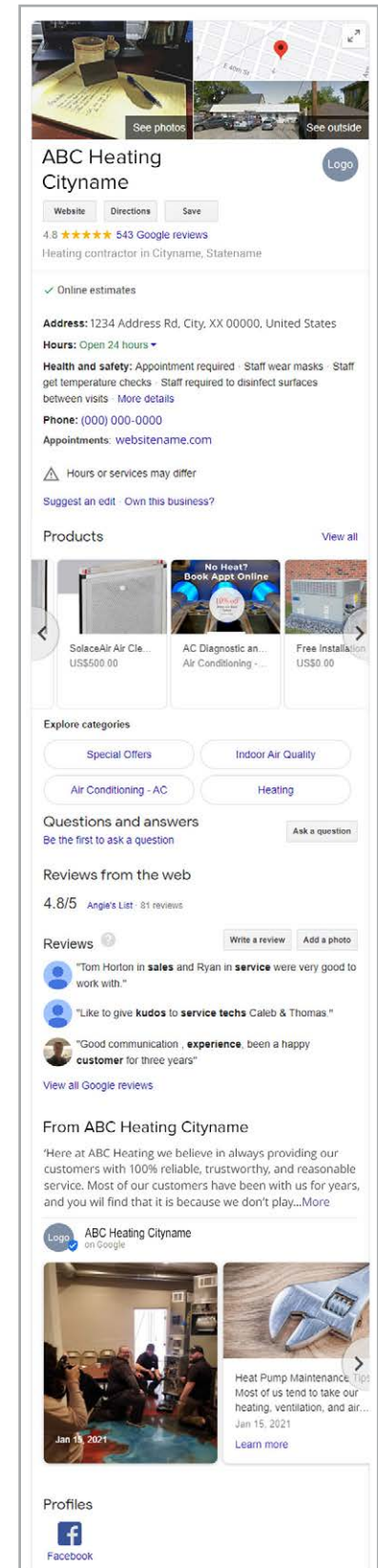
Beginner

- ☐ [Ensure your name, address, and telephone number are all accurate](#)
- ☐ [Keep Your hours of operation up-to-date](#)
- ☐ [Add web address](#)
- ☐ [Focus on seasonally relevant category's](#)
(Example: air conditioning repair during summer)
- ☐ [Ask customers to leave reviews](#)
- ☐ [Add logo and photos to showcase your business](#)
- ☐ [Create business description to tell potential customers about your business](#)

Intermediate

- ☐ [Ensure your name, address, and telephone number are all accurate](#)
- ☐ [Keep Your hours of operation up-to-date](#)
- ☐ [Add web address](#)
- ☐ [Focus on seasonally relevant category's](#)
(Example: air conditioning repair during summer)
- ☐ [Add a list of all services available within your business](#)
- ☐ [Ask customers to leave reviews](#)
- ☐ Respond to all reviews both positive and negative
- ☐ [Add logo and photos to showcase your business](#)
- ☐ [Create business description to tell potential customers about your business](#)

Fully Optimized listing:



Expert

- ☐ [Ensure your name, address, and telephone number are all accurate](#)
- ☐ [Keep Your hours of operation up-to-date](#)
- ☐ [Add web address](#)
- ☐ [Focus on seasonally relevant category's](#)
(Example: air conditioning repair during summer)
- ☐ Prepopulate frequently asked questions and answers from Google search page
- ☐ [Create Google posts monthly to showcase offers, events, products, etc.](#)
- ☐ [Add products you offer using GMB's product editor](#)
- ☐ [Add a list of all services available within your business](#)
- ☐ [Ask customers to leave reviews](#)
- ☐ Respond to all reviews both positive and negative
- ☐ [Add logo and photos to showcase your business](#)
- ☐ [Create business description to tell potential customers about your business](#)
- ☐ [Choose all attributes that are applicable including payment option, amenities, etc.](#)
- ☐ [Add links to social profiles](#)

For assistance in optimizing your Google Business Profile, please contact your DAC representative:
 Amanda Woolums • Email: Americanstandardair@dacgroup.com
 Phone: 502-582-3565
 Toll free: 800-532-3565

Fully Optimized listing:

