



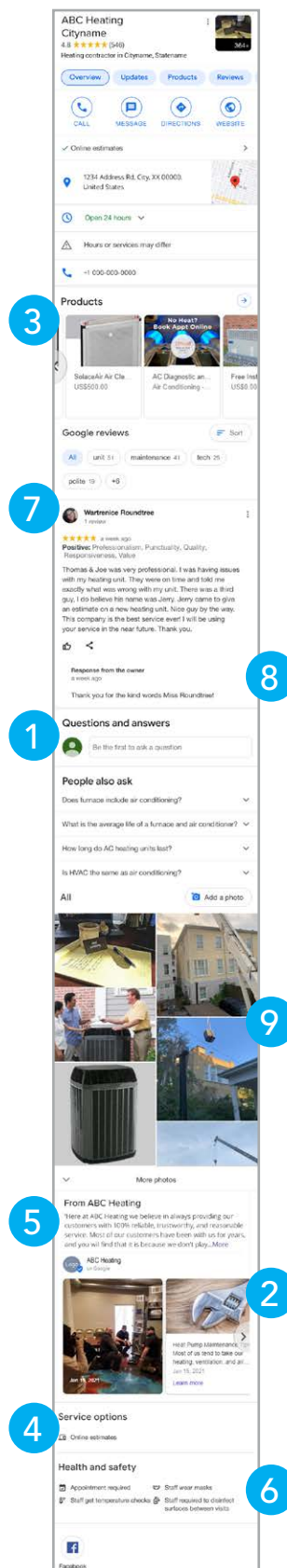
Business Profile

BUILT TO A HIGHER STANDARD  
*American Standard*  
HEATING & AIR CONDITIONING

# Google Business Profile (formerly known as GMB): Optimized Listing Guide

- Q&A** – Prefill commonly asked questions and answers
  - Do you provide 24/7 emergency service?
  - Do you offer consultations?
- Google Posts** – Publish offers, events, products, and services
  - You may not think you need a furnace tune-up, but think again! Regular maintenance can help you keep your furnace working better for longer. We are here to help.
- Products** – Showcase products and drive customer interactions
  - Publish Air Conditioning Products, Heating Products
- Services** – List all services
  - AC maintenance, heating maintenance, heating systems, heating installation, air conditioning cleaning, installation
- Business Description**
  - DFH Company is a Certified Trane Comfort Specialist Dealer. We meet the highest performance standards in the industry, from employee training to customer care. Call DFH Company for any heating, air conditioning, duct cleaning, humidification, air filtration, and service needs. We are fully qualified to help you select the comfort system that best fits your home and your budget.
- Attributes** – Statements about your business
  - Appointment required, staff wear masks, staff get temperature checks, repair services
  - Opening date
- Reviews** – Ask customers to leave reviews
  - I was pleased with the service. They did a yearly Maintenance cleaning. Prompt, on time, clean, wore masks, and even wore the little plastic booties. I would recommend them and will use again in the future.
- Review Response** – Respond to both positive and negative reviews
  - Thanks for your review. We're thrilled to hear you had a great experience with our team. Thanks for your recommendation!
- Photos** – Regularly update photography with newer furnaces, AC units, and staff

## Fully Optimized listing:



For assistance in optimizing your Google Business Profile,  
please contact your DAC representative:  
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