



# “How should I optimize my GMB profile?”

## Google My Business (GMB) 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](#)

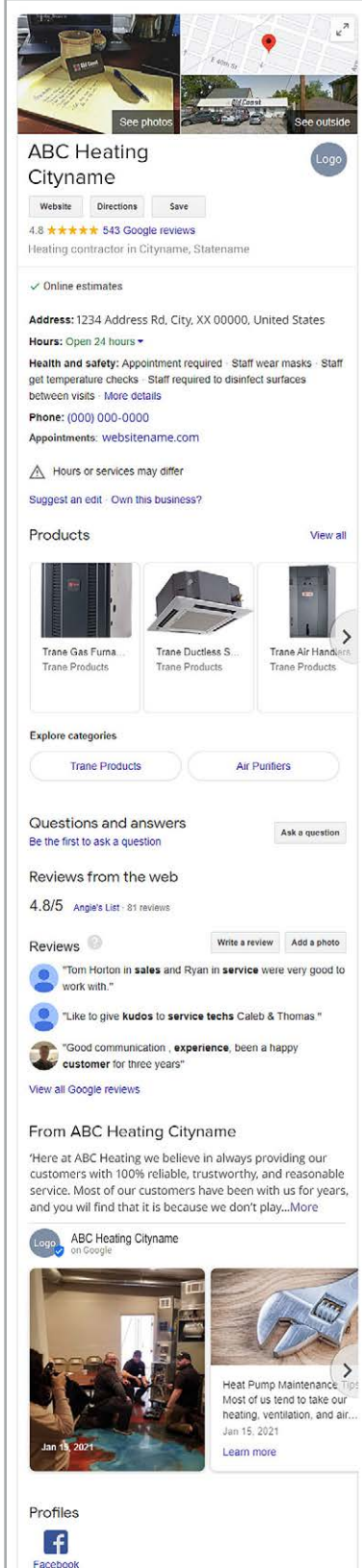
## Fully Optimized listing:

The screenshot shows a Google My Business profile for 'ABC Heating Cityname'. At the top, there are two photos: one of a desk with a pen and another of a storefront. Below the photos, the business name 'ABC Heating Cityname' is displayed with a logo icon. Underneath, there are buttons for 'Website', 'Directions', and 'Save'. The profile has a 4.8-star rating from 543 Google reviews and is categorized as a 'Heating contractor in Cityname, Statename'. Key information includes: 'Online estimates', 'Address: 1234 Address Rd, City, XX 00000, United States', 'Hours: Open 24 hours', 'Health and safety' information (Appointment required, Staff wear masks, Staff get temperature checks, Staff required to disinfect surfaces between visits), 'Phone: (000) 000-0000', and 'Appointments: websitename.com'. There is a warning icon for 'Hours or services may differ' and a link to 'Suggest an edit Own this business?'. The 'Products' section features three items: 'Trane Gas Furna...', 'Trane Ductless S...', and 'Trane Air Handl...', each with a photo and 'Trane Products' label. Below products are 'Explore categories' for 'Trane Products' and 'Air Purifiers'. The 'Questions and answers' section has a 'Be the first to ask a question' prompt and an 'Ask a question' button. The 'Reviews from the web' section shows a 4.8/5 rating from 81 reviews. Three review snippets are visible: 'Tom Horton in sales and Ryan in service were very good to work with.', 'Like to give kudos to service techs Caleb & Thomas.', and 'Good communication, experience, been a happy customer for three years'. Below reviews is a 'From ABC Heating Cityname' section with a business description: 'Here at ABC Heating we believe in always providing our customers with 100% reliable, trustworthy, and reasonable service. Most of our customers have been with us for years, and you will find that it is because we don't play...More'. At the bottom, there is a 'Logo' section for 'ABC Heating Cityname on Google' and a 'Profiles' section with a Facebook icon. A photo of a heat pump maintenance tip is also visible, dated Jan 15, 2021.

## 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](#)

## Fully Optimized listing:



The screenshot shows a Google My Business profile for "ABC Heating Cityname". At the top, there are photos of a technician working and a map location. The profile includes a 4.8-star rating from 543 Google reviews and is categorized as a "Heating contractor". Key details include the address "1234 Address Rd, City, XX 00000, United States", "Open 24 hours", and a phone number "(000) 000-0000". The listing features a "Products" section with images of Trane Gas Furnaces, Ductless Systems, and Air Handlers. Below this, there are sections for "Questions and answers", "Reviews from the web" (4.8/5), and "From ABC Heating Cityname" with a business description. A recent Google post titled "Heat Pump Maintenance Tip" is also visible, along with a social media profile link for Facebook.

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