Local SEO Checklist for Pittsburgh Businesses

A practical, step-by-step checklist to help your business show up in Google Maps, local search and AI answers.

Local SEO is how nearby customers find you when they search for a service, ask for directions or ask an AI assistant for a recommendation. Work through this checklist from top to bottom. Most businesses find quick wins in the first two sections.

1. Google Business Profile

- ■ Claim and verify your Google Business Profile.
- ■ Choose the most specific accurate primary category, then add relevant secondary categories.
- ■ Use your real business name, with no added keywords or city names.
- ■ Add your address, or hide it and set service areas if you serve customers at their location.
- ■ Enter regular hours, holiday hours and special hours.
- ■ List every service with a short description.
- ■ Upload real photos of your team, work, vehicles and location (no stock photos).
- ■ Write a clear business description that explains what you do and where.
- ■ Post an Update at least twice a month.
- ■ Reply to every review, positive and negative.

2. Your Website

- ■ Create a dedicated page for each main service.
- ■ Create location pages only for areas you genuinely serve, each with unique, useful content.
- ■ Show your business name, address and phone number (NAP) in the footer, exactly as on Google.
- ■ Add a click-to-call phone number on mobile.
- ■ Embed a Google Map on your contact page.
- ■ Add LocalBusiness (or a more specific type) structured data.
- ■ Make sure every page has a unique title tag and meta description.
- ■ Pass Core Web Vitals on mobile (check PageSpeed Insights).
- ■ Add an About page with real team names, photos, credentials and history.
- ■ Publish FAQs that answer questions customers ask by phone.

3. Citations & Listings

- ■ Claim Bing Places for Business (you can import from Google).
- ■ Claim Apple Business Connect for Apple Maps and Siri.
- ■ Claim Facebook, Yelp, BBB, Nextdoor and your industry directories.
- ■ Join the local chamber of commerce and trade associations.

- Keep NAP exactly the same everywhere, including suite numbers and phone format.
- Fix or remove duplicate listings.

4. Reviews

- Ask every happy customer for a review, with a direct link.
- Never offer incentives for reviews or ask only happy customers through gating tools.
- Respond to reviews within a few days, thanking customers by name.
- Handle negative reviews calmly and offer to resolve offline.
- Feature real reviews on your website (with permission).

5. Local Links & Mentions

- Sponsor local teams, events and charities.
- Get listed with suppliers and partners you work with.
- Pitch local news outlets and community blogs with useful stories.
- Share expert tips with local publications and podcasts.

6. AI Search Visibility

- Keep business facts identical across Google, Bing, Apple and your website.
- Answer common customer questions clearly on your website.
- Show expertise: licenses, certifications, years in business, real project examples.
- Check robots.txt and security settings are not blocking search or AI crawlers you want.
- Ask ChatGPT, Gemini, Copilot and Perplexity about your service and city; note who gets mentioned and which sources are cited.

7. Track Results

- Connect Google Search Console and Google Analytics 4.
- Track calls, form submissions and direction requests.
- Review Business Profile performance monthly.
- Track rankings for your top service + city keywords.

About the author: Jon Crain founded Pittsburgh SEO Services in 2001 and has helped businesses across Western Pennsylvania, Ohio and West Virginia with SEO, local search and websites for more than two decades. Want help putting this into practice? Call 412-250-7965 or visit pittsburghseoservices.com.

Last updated: November 2026. Platform features change often; check each official help center for current details.