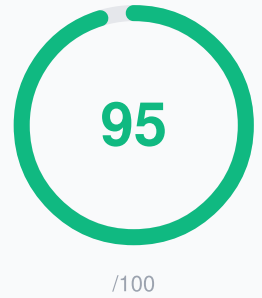


# University of Pittsburgh

Pittsburgh, US  
+1 412-624-4141  
<https://www.pitt.edu/>

Excellent



Your GMB profile is excellent! You've passed 17/19 checks. Keep up the great work with regular updates and reviews.

## SCORE BY CATEGORY



## ISSUES TO FIX (2)

- 1 Business Attributes** -3 pts

Your business attributes needs attention.  
[Add business attributes \(accessibility, amenities, etc.\)](#)
- 2 Business Description** -2 pts

Your business description needs attention.  
[Write a detailed description \(100+ characters\) with relevant keywords](#)

## DETAILED CHECKS

### Profile Optimization

9/10 passed

- ✓ Verified Business
- ✓ Phone Number
- ✓ Secondary Categories
- ✓ Business Hours
- ✓ Google Posts
- ✓ Business Address
- ✓ Primary Category
- ✓ Photos & Videos
- ✗ Business Description  
Write a detailed description (100+ characters) with relevant keywords
- ✓ Logo & Cover Photo

### Website & SEO

3/3 passed

- ✓ Website URL
- ✓ Website Accessible
- ✓ HTTPS Security

### Reviews & Reputation

3/6 passed

- ✓ Star Rating
- ✗ Review Recency  
Review recency not available from sample
- ✗ Review Trend  
Not enough review data for trend analysis
- ✓ Review Count
- ✗ Owner Responses  
Owner response data not available
- ✓ Review Distribution

### Citations

3/5 passed

- ✓ NAP Completeness
- ✓ Location Data
- ✗ "Best Of" Listings  
Get listed on local "best of" roundups. The top citation factor for AI search visibility.
- ✓ Website for Citations
- ✗ AI Search Citations  
Claim Bing Places and Apple Business Connect. They feed ChatGPT, Copilot, Siri and Alexa.

### Behavioral Signals

1/2 passed

- ✓ Profile Completeness
- ✗ Business Attributes  
Add business attributes (accessibility, amenities, etc.)

**Note:** This score evaluates your Google Business Profile optimization (completeness, photos, description, etc.) — not your actual visibility in Google search results. A high score indicates your profile is well-configured, which can improve your local ranking potential.