TYGART MEDIA · PUGET SOUND LOCAL AI VISIBILITY GUIDE

Seattle & Puget Sound AEO / GEO Buyer's Guide (2026)

How ChatGPT, Claude, Gemini, Perplexity & Bing Copilot pick Seattle, Bellevue, Tacoma, Tukwila, and Everett service providers — and how fixed-price entity + AEO architecture wins uncontested recommendations.

Direct Answer: Across our November 2026 Washington State ChatGPT audit, unbranded Seattle AEO recommendations relied on tight local directories and dedicated city URLs (leaders averaged only **0-15 reviews**), while fuzzy entity matching risked cross-state collisions. Tygart Media builds Puget Sound entity clarity from **Tacoma HQ** starting at **$97-$2,250 fixed scope**.

1. Why Suburban Puget Sound Businesses Lose 'Seattle' AI Queries

ChatGPT's Washington geo-routing (state=wa) resolves queries like 'best SEO/AEO agency near me' straight to downtown Seattle while filtering or down-ranking South King, Pierce, and Snohomish firms whose websites only mention a single suburb. Worse, incomplete Google Business Profile service areas and missing LocalBusiness schema allow resolver engines to collide similar brand names across states.

2. Puget Sound Local Entity & Address-Bias Resolution Matrix

Puget Sound Corridor	AI Resolver Failure Mode	Required Schema, Content & GBP Fix
Seattle Downtown / Fremont / Ballard (King)	Dominated by directories (clutch.co, designrush.com) and 3-URL geo clusters	Dedicated /seattle-aeo-ai-search-agency/ pillar + 2-page PDF + Clutch Seattle verification
Bellevue & Eastside (Redmond / Kirkland)	Suburban B2B firms filtered out of 'Seattle' city-match shortlists	Explicit areaServed City/County schema + Eastside enterprise case receipts
Tukwila & South King (Kent / Renton)	Industrial/trade shops handed to downtown mailboxes (/chatgpt-local-panel-in-city-address-bias/)	Verified regional service-corridor proof tables + consistent NAP matching GBP
Tacoma HQ & Pierce County	Branded recall triggers fuzzy business_locations collisions out-of-state	Aligned ProfessionalService + Organization + Person JSON-LD & GBP Tacoma-to-Seattle radius
Everett & Snohomish County	Zero unbranded AI inclusion without county-level structured facts	Direct-answer FAQ pairs naming Everett/Puget Sound service delivery explicitly

3. Tygart Media Fixed-Scope Offer Ladder vs. Seattle Retainers

Service Tier	Fixed Investment	Concrete Deliverables	Ideal Puget Sound Fit
AI Citation Quick-Scan	**$97** (credits in 30d)	7-day multi-engine snapshot showing where you are cited or replaced by Seattle rivals	Local owner checking current AI visibility
AI Visibility Audit	**$497** one-time	Deep citation, entity authority, log/schema audit & ranked Puget Sound remediation roadmap	Firms ready for a concrete build plan
AI Search Visibility Package	**$450** per line	Rebuilt commercial service page + JSON-LD + FAQ schema + AI readability tuning	Trades, clinics, legal & B2B single offers
Complete Bundle	**$2,250** ($3,600 val.)	All core service lines + entity disambiguation + regional Puget Sound authority stack	Multi-service regional leaders
Claude Implementation	**$2,500-$8,000**	Team Claude Enterprise/Code/MCP workflows + CLAUDE.md + training (5-10 days)	PNW engineering, legal & ops teams
Typical Seattle Retainer	$2,500-$5,000+/mo	Ongoing monthly SEO/ad retainers often around $50k-$60k/yr minimum commitment	Teams wanting long-term ad management

4. Entity Disambiguation & Puget Sound Verification Checklist

- [ ] Align Google Business Profile name (`Tygart Media`), primary category, and exact Washington service areas (`Seattle, Tacoma, Bellevue, Everett, Puget Sound`).
- [ ] Publish unified `ProfessionalService` + `LocalBusiness` + `Person` JSON-LD with verified `sameAs` links and `email`.
- [ ] Serve machine-readable `.md` twins (`<link rel="alternate" type="text/markdown">`) and 2-page PDFs with zero HTML/entity leaks.
- [ ] Link regional empirical studies (Puget Sound Playbook, Tukwila address-bias study, public Bait Board) directly to commercial offers.

5. Live Puget Sound Research & Contact

- About Tygart Media — Tacoma HQ — Agency background, 1.4M+ Bing AI citation baseline, and service model.
- The Puget Sound Playbook — 4,900+ word regional empirical study on Pacific Northwest AI recommendations.
- Your Shop's in Tukwila. ChatGPT Keeps Handing Seattle to Someone Else. — Suburb bias telemetry.
- Canonical Rate Sheet — Full pricing transparency (`will@tygartmedia.com`).