

## Case Study

# bigleap

How a full-service Digital Marketing Agency uses BrightLocal to effectively manage citations for 1,600 client locations

### About *Big Leap*

Big Leap is a full-service digital marketing agency based in Lehi, Utah, that works directly with clients and also with partner agencies on white-labeled services.

This growing business services over 200 clients, implementing SEO tactics to help increase traffic, developing and promoting content, managing social media, and ensuring the best possible online reputations.

As every client is different, Big Leap customizes individually tailored plans according to each client's specific business needs. Around 75% of clients are Utah-based, reflecting the agency's local focus, with the rest spread across the USA.



“

*With BrightLocal, we have been able to provide our clients with a better and more scalable local SEO solution.*

Jessi Duffin

Director of Operations  
Big Leap



## The Challenge

Big Leap was manually managing its clients' business listings, which took a lot of time and money to get right.

With so many clients to service, the ability to do this work at scale also presented itself as a major issue.

Big Leap soon realized their need for a time and cost effective solution for local SEO and citations, which is when they discovered BrightLocal's suite of tools.



## The Solution

Big Leap used Citation Builder for their SMB clients, which they found to be simple, cost-effective, and accurate. So much so that they now use the service for 80% of their SMB client base.

Using Citation Tracker, Big Leap can now easily identify and update incorrect or inconsistent business listings, too; an important element in developing trust in their clients' local businesses.

## The BrightLocal Tools Used



### Citation Builder

Manual citation building, clean-up, management, and aggregator submissions service to help improve local search performance.



### Citation Tracker

Track your local citations, spot NAP issues, and find new citation sites.

## The Results



BrightLocal used for **80%** of SMB client base.



Citations built for **1,600+** individual client locations to date.



Without Citation Builder, citation-building would have taken **over 1,500 hours**.

“

*Through our partnership with BrightLocal, we have been able to provide our clients with a better and more scalable local SEO solution. Their services help us give our clients high quality citations and business listings with fast turnaround times.*



**Jessi Duffin**

Director of Operations  
Big Leap