

## Case Study

# Staylisted

How a Digital Marketing Agency gained more control, improved quality, and saved \$167,500 on citation management

### About Staylisted

Local SEO agency Staylisted works with small business owners, most of which are in 'blue-collar' industries. They create Google My Business listings, websites, and citations for their clients, and regularly report on their performance to help business owners achieve more visibility online.

As Staylisted specialize in 'blue-collar' clients, they have a very detailed understanding of this business type, enabling them to deliver results that agencies with broader briefs might not be able to.

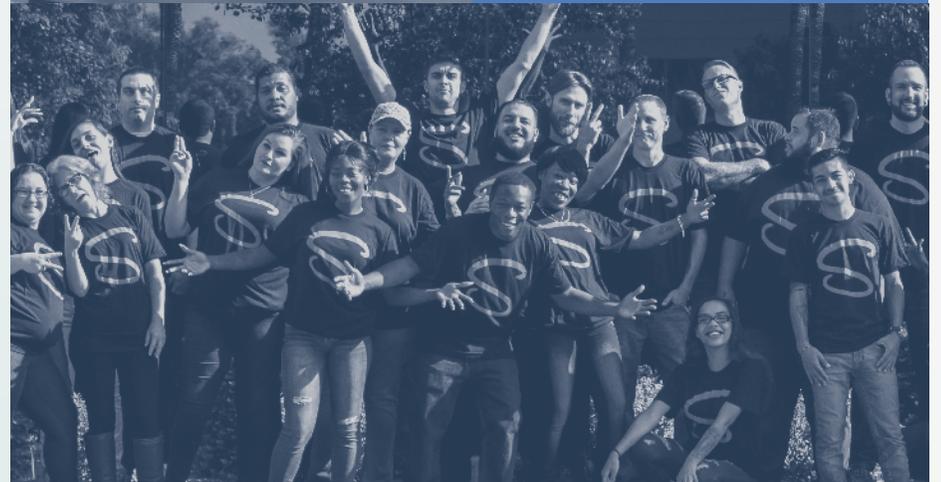
Having worked with over 9,000 different clients since their inception, Staylisted create Google My Business listings, websites, and citations for their clients, and regularly report on their performance to help business owners achieve more visibility online.



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*I don't know how we ever got by without BrightLocal's citation service*

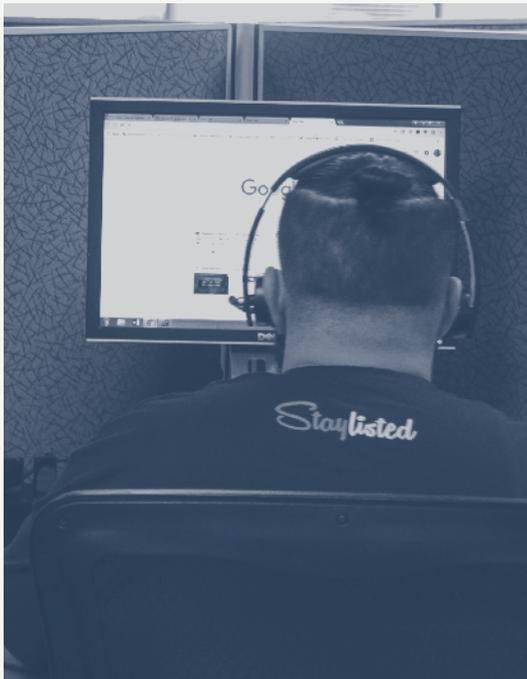
Sergio Salazar  
CEO  
Staylisted



## The Challenge

Previously, Staylisted were using a different local search platform which removes all data and citations when the agency stops paying. Aside from the prohibitive price point, another issue was the platform's 'power listings' feature, which didn't allow for edits, something Staylisted Customer Service Manager Sarah Nelson describes as "awful".

After testing the outsourcing of citations to India, and finding issues with quality and speed, Sarah turned to BrightLocal.



## The Solution

Using Citation Builder, Staylisted can now ensure the speed and quality of citation delivery. Sarah says they are now "much better than they were before" and loves the fact that they can make edits quickly.

With Google My Business Audit, Staylisted can now provide their clients with a long-term view of their GMB performance, which Sarah says "can really show a client how reviews or other elements have increased or improved."

## The BrightLocal Tools Used



### Citation Tracker

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



### Google My Business Audit

View key local ranking signals in one report and prioritize tasks that boost rankings.



### Citation Builder

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

## The Results



**£167,500 saved per year** on citation management, based on just 500 accounts.



**95 minutes saved** per new client with full citation management.



**Higher client retention rates** due to easier showcasing of work quality and improvements in results.

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*I don't know how we ever got by without BrightLocal's citation service. Now, we're not only saving time and money for our agency, but we're offering a superior product to our clients.*



**Sergio Sanz**

Chief Executive Officer  
Staylisted