BrightLocal SEO Citations Study

Information for Local Businesses

Local citations are essential in achieving visibility in local search results.

When your business’s Name, Address, and Phone number (NAP) are mentioned online in directories, review sites and local databases, you can be sure of increased visibility, discoverability and awareness among local consumers.

Key Findings

- Average number of citations local businesses have is 81
- The median number of citations is 108
- Local businesses who rank in position one have an average 86 citations
How much do citations impact visibility for local businesses?

We wanted to find out:

- How many citations local businesses need to outperform their competitors
- The impact citations have on Google Local ranking — i.e. what correlation is there between citations and ranking position

BrightLocal monitors ranking positions in Google Local and audits the citations for thousands of businesses across many different sectors.

We identified local keywords for 26 industries, and used these to find the top 10 ranked businesses for each search term. We then explored the ranking performance, and numbers / sources of citations of each of these top businesses.

**About the Study Sample:**

- **18,580** keywords
- **122,125** businesses

In total we analyzed 26 different industries. The full SEO Citations Study is available to read on our website.

**Correlation Between Citations and Google Local Ranking**

Local businesses that rank in position 1 have an average of **86 citations**

Businesses who rank in positions 1-3 have an average of **85 citations**
Most Popular Citation Sites

The chart below shows which citation sites are most widely used by local businesses.

1. Facebook (84%)
2. Yelp (80%)
3. Mapquest (72%)
4. Yellow Pages (71%)
5. Manta (71%)

5% of local businesses don’t have any of the ten most popular citation sites

Dominate local SEO

Let our in-house team handle the creation and updating of your SEO citations, helping to boost your local authority in Google. BrightLocal will:

- Build new, powerful citations
- Clean-up and claim existing citations
- Monitor 1,400+ national, local and niche directories
- Distribute data via Local Data Aggregators
- Remove harmful duplicate citations
- Create Google My Business and Bing local listings

To find out how we can help you with your local citations, please book a live 1-on-1 demo session with one of our BrightLocal experts.
About BrightLocal

BrightLocal is a powerful Local Search Reporting and Local Listing Management platform. Our proprietary reporting technology gathers and analyzes local SEO performance data and presents it in a customizable, white-label dashboard that agencies use internally and to report back to customers.

Founded in 2009 and headquartered in Brighton, UK, we have 120 staff working across four countries — UK, USA, Ukraine, and the Philippines.

Over 3,500 SEO agencies and professionals trust BrightLocal's accurate data to optimize the performance of their local business clients to deliver higher traffic and more sales.

Our dedicated local listing management team delivers 60,000 new and updated listings every month.

If you would like to discover more about how BrightLocal can help your business’s SEO, contact us today on contact@brightlocal.com