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 car dealerships have is **87**
- The median number of citations is **111**
- Of all industries, the average number of citations car dealerships have is **9th highest**
How much do citations impact visibility for car dealerships?

We wanted to find out:

- How many citations car dealerships 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 dealership-related keywords, 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:

**146 related keywords**

**1,508 businesses**

In total we analyzed 26 different industries.

The full SEO Citations Study is available to read on our website.
Most Popular Citation Sites for Car Dealerships

The chart below shows which citation sites are most widely used by car dealerships.

### Most Popular Citation Sites

1. **Facebook** (90%)
2. **Yelp** (79%)
3. **Manta** (74%)
4. **Mapquest** (73%)
5. **Yellow Pages** (70%)

4% of dealerships **don’t have** any of the ten most popular citation sites.

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.

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