CONTENT FACTORY

LOCAL CITATIONS WORKBOOK

GET FOUND FASTER



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Table of Contents

What Are Local Citations? 2
Who Is This Guide For? 4
Why Does Your Business Need Local Citations? 5
Types of Local Citations 7
Step-by-Step Local Citations Checklist 7
Why GCT is Important for Local Citations 8
Our Recommended Websites for Creating Citations 10
1. Google Business Profile (formally known as Google My Business) 11
2. Apple Maps 12
3. Yelp 13
4. Manta 14
5. Foursquare 15
6. Angi (formerly known as Angi's list) 16
7. MerchantCircle 17
8. Hotfrog 18
9. Brownbook 19
10. Proven Expert 20
11. Yellow Pages 21
12. Bing Places for business 22
13. Super Pages 23

Steps to Create a Local Citation on Any Directory 24
Images and description character limits in citations 47
Real examples of local citations 47
Creating more citations: Things to check before creating citations on any website 50
Process Checklist For Getting Started on Crunchbase 51
Citation QA Checklist for Business or Agency Owners 58
Ways to Find More Local Citations Websites 61
Common mistakes to avoid 64

What Are Local Citations?

Local citations are online mentions of your business's name, address, and phone number (NAP) on various websites, directories, and platforms. These citations play a crucial role in helping potential customers find your business and improving your local search rankings.

For local service businesses—like HVAC companies, roofers, landscapers, and pressure washers—citations act as digital signposts that tell Google and other search engines where you operate and how to contact you.

Citations can appear in a variety of places, including business directories (such as Yelp, Angi, and HomeAdvisor), social media platforms, local chamber of commerce websites, and industry-specific directories.

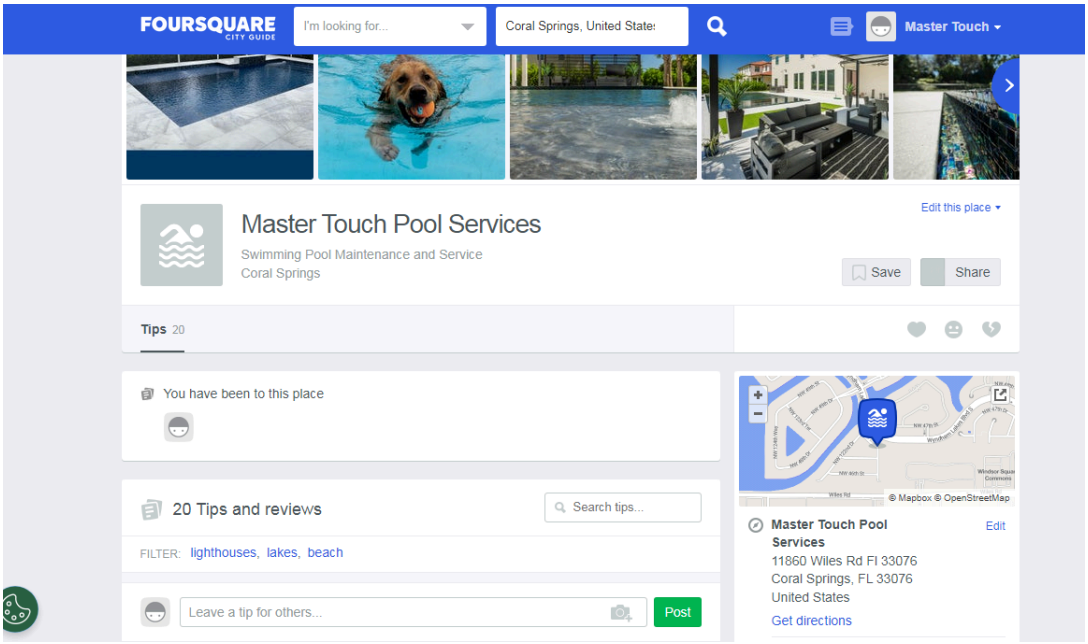
The more consistent and accurate your citations are across the web, the more trust search engines place in your business, which can directly impact your visibility in local search results.

For local service businesses, strong citation coverage ensures that your business shows up when people search for services in your area. If you're a roofing company in Terre Haute or an HVAC contractor in Louisville, you want Google to confidently display your business in search results when someone nearby searches for "roof repair near me" or "AC repair in Louisville."

Local citations help reinforce your presence so that your ideal customers can find and contact you quickly.

Think of local citations like digital shout-outs for your business. They show up online with your name, address, and phone number, helping people in your area find you easily.

It's like putting a sign outside your shop but online. When people search for businesses like yours, these citations help them pick you.



An example of a local citation for Master Touch Pool Services on FourSquare

Who is This Guide For?

This guide is for local service businesses who want to rank better in Google Maps plus improve their local search engine optimization (SEO) efforts:

Virtual Assistants (VAs): Learn how to build local citations correctly.

Local home service business owners: Plumbing, HVAC, roofing, pool builder, landscaping, and other categories, even if you're a SAB (Service Area Business) with no storefront that customers can visit.

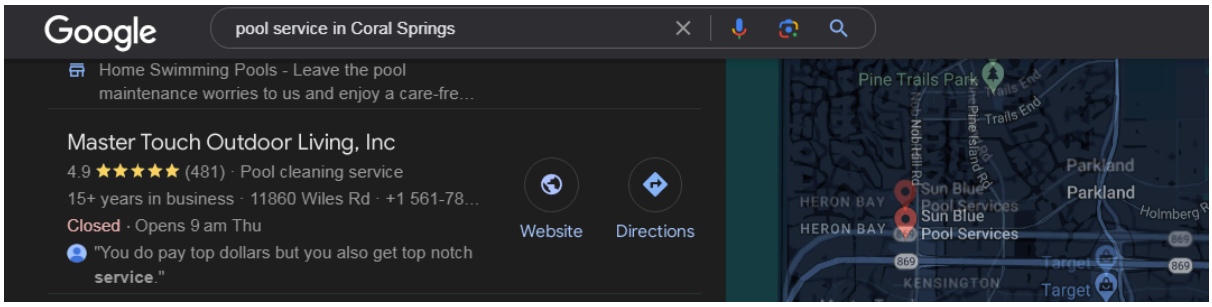
Small Business Owners: Whether you run a café, boutique, or personal service, managing local citations can boost your visibility. Accurate business information helps attract more foot traffic and online inquiries.

Local Marketers : For marketing professionals working with small businesses, local citations are a vital part of an effective SEO strategy.

Why Does Your Business Need Local Citations?

Local citations are important for your business. Here's why:

Boost your visibility: Listing your business online makes it easier for people to find you.



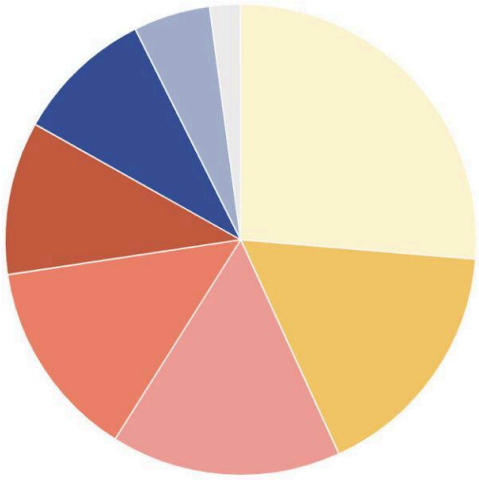
Get more customers: Local citations help your business appear in searches like 'pool service in Coral Springs ' or 'Plumber near me,' attracting more customers.

Stand Out: Citations help your business stand out in a competitive market.

Improve Your Ranking: The more your business is mentioned online, the more search engines see you as important, which improves your chances of ranking higher.

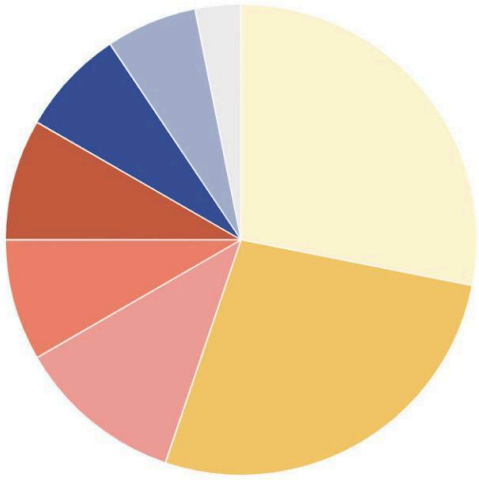
According to a survey by Moz, citations are the fifth most important ranking signal for local queries.

Local Pack/Finder Ranking Factors



1. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **25.12%**
2. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **16.53%**
3. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **15.44%**
4. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **13.82%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **10.82%**
6. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **9.56%**
7. **Personalization 5.88%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **2.82%**

Localized Organic Ranking Factors



1. **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) **27.94%**
2. **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) **26.03%**
3. **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) **11.5%**
4. **Google My Business Signals** (Proximity, categories, keyword in business title, etc.) **8.85%**
5. **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) **8.41%**
6. **Personalization 7.32%**
7. **Review Signals** (Review quantity, review velocity, review diversity, etc.) **6.47%**
8. **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) **3.47%**

So, local citations are little superpowers for your business – they help you get noticed, trusted, and chosen by more customers.

Types of Local Citations

There are **six types** of citations:

1. **Master Citations:** Foundational citations from authoritative sites like Google Business Profile or Foursquare.
2. **Niche-Relevant Citations:** Industry-specific directories that target your niche audience.
3. **Location Citations:** Appear in local directories like TripAdvisor.
4. **Social/Profile Citations:** Mentions on social media or professional sites like LinkedIn.
5. **Structured Citations:** Citations with NAP data on directories and social profiles.
6. **Unstructured Citations:** Contextual mentions in blog posts, forums, or press.

Step-by-Step Local Citations Checklist

☐ Create a dedicated Google Account.

☐ Read and understand all business information.

☐ Sign up on local directories using Your Google Account

☐ Verify Your Information Using Your Google Account.

☐ Click 'Add Listing' or 'Add Business' and fill out your business information in the form.

☐ Add correct NAP (Name, Address, Phone number) information.

☐ Link your website and social media pages.

☐ Add business description.

☐ Upload images of your business.

☐ Select the relevant business category.

☐ Verify all information is correct, and you're done.

Why GCT is Important for Local Citations

Before adding your company to different websites, setting clear goals is crucial. Here's how:

Goals Content Targeting (GCT) for Local Citations:



- **What is GCT?** Goals Content Targeting is a strategy where businesses create content to achieve specific objectives, such as increasing sales or driving more website traffic. The approach is centered on understanding the target audience's needs and interests and producing content that resonates with them.

How GCT Helps

Goal Content Targeting (GCT) is essential for showcasing your experience, expertise, authority, and trustworthiness (EEAT) in online listings. In simple terms, it builds your credibility. For instance, as a plumber, your listing should emphasize being "licensed and insured" or having "over 10 years of experience." This information helps potential customers feel confident in your qualifications.

People Also Ask (PAA) questions are important when potential customers search for answers, like "Do you offer emergency plumbing?" By ensuring your listings address these common inquiries, you increase the chances of appearing in PAA sections, driving more traffic to your business.

The personal brand of the business owner or CEO plays a big role in building the company's credibility. If the owner has a good reputation in the industry, has been featured in the media, or has special qualifications, it can really boost customer trust. By showcasing the owner's accomplishments, the business can stand out more and help customers feel confident choosing them.

Examples of GCT in Action

GCT helps build trust and credibility with potential customers.

For instance, your plumber listing could feature phrases like "over 10 years of experience," "emergency service available," or "trusted by hundreds of satisfied clients."

Showcasing your expertise and experience attracts more customers and establishes your authority in the field.

Content for local citations :

Why Detailed Information Matters: Your listing should include important details—services, location, and contact info—so people can easily find and understand your offer.

Highlighting Services: Clearly outline the services you provide. For example, a plumber might list leak repairs, water heater installations, and drain unclogging.

Enhancing Understanding: Treat your listing like a business resume. Include experience, awards, and testimonials to showcase your reliability.

Targeting Local Citations:

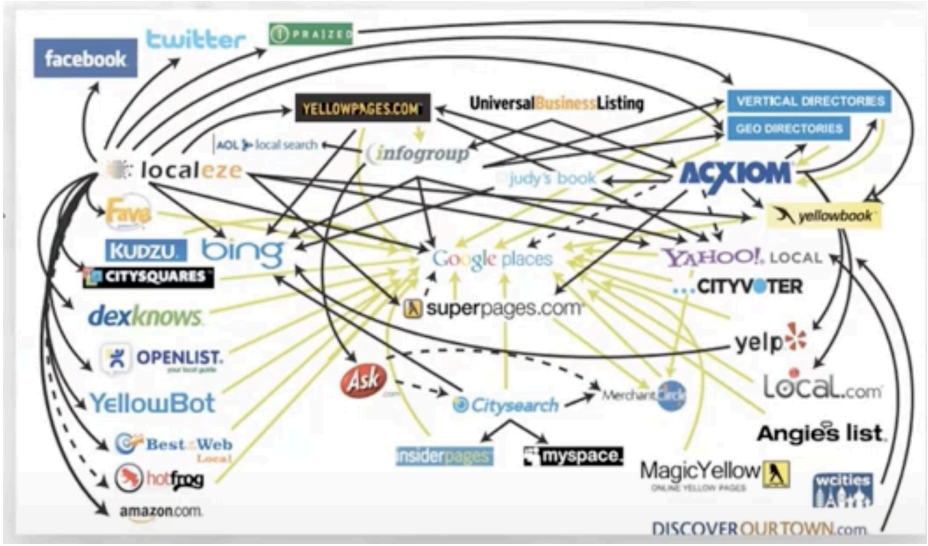
Choose the Right Areas: List your business in places where customers in your neighborhood or city search**.**

Get Your Info Right: Keep your business name, address, and phone number consistent across platforms to improve trust and searchability.

Rank in Local Searches: Use relevant keywords and accurate location info to appear in local search results, like the local pack on Google.

Using simple, straightforward language helps people understand the value of local citations and how they boost their business.

Our Recommended Websites for Creating Citations



When it comes to creating local citations, not all directories are equal.

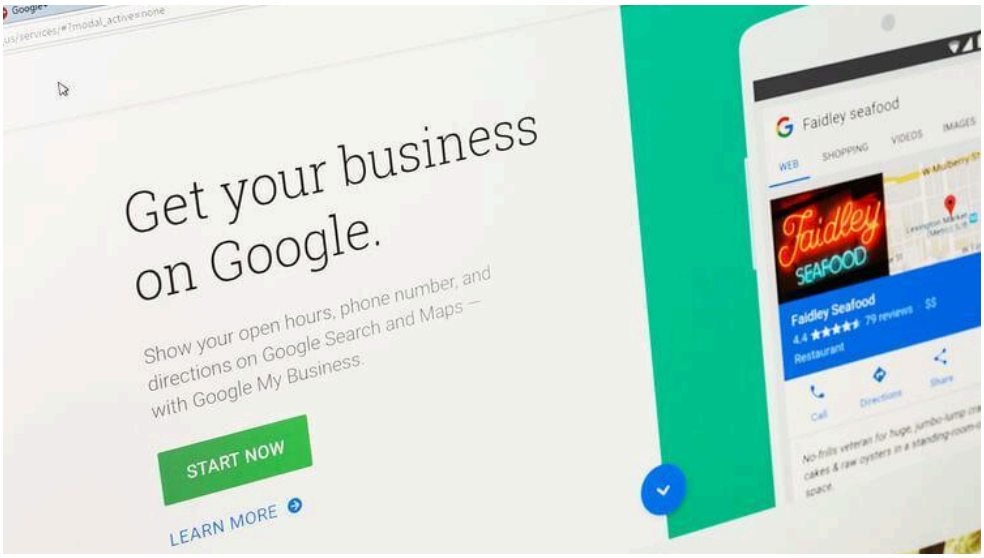
While many business owners assume that just listing their business on any platform will help with SEO, the reality is that quality and authority matter more than quantity. We focus on EEAT (Experience, Expertise, Authoritativeness, and Trustworthiness), ensuring that every citation contributes to your business's credibility and ranking power.

We recommend prioritizing high-authority, well-trusted directories that are recognized by Google and widely used by consumers. These platforms help validate your business's legitimacy while also improving your local search visibility.

That's why we prioritize Google Business Profile, Bing Places, Apple Maps, and Yelp, as these platforms are directly referenced in search results and influence local rankings. Additionally, industry-specific directories like Angi and HomeAdvisor add credibility because they are trusted by both consumers and search engines as reliable sources for service businesses.

Here are just some of the directories we recommend:

1. **Google Business Profile (formally known as GMB) - The Most Important Citation for Local Service Businesses**



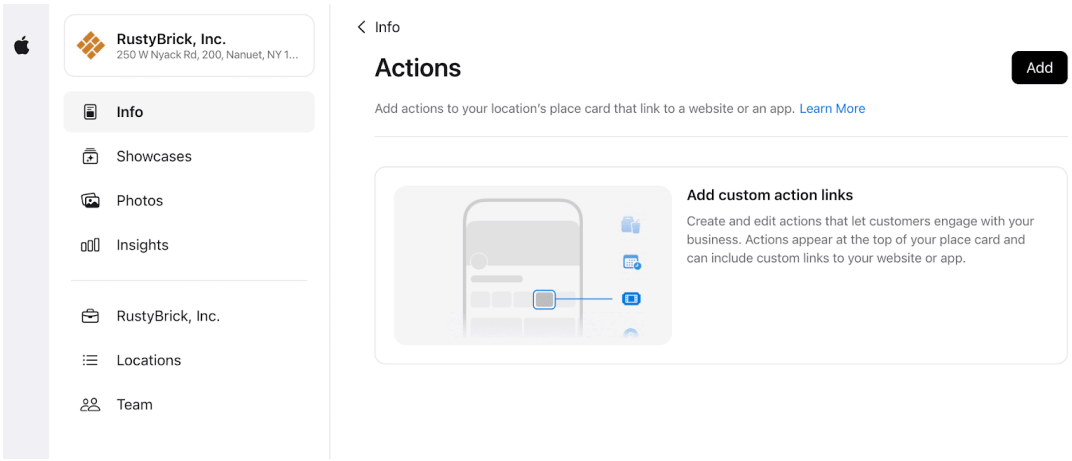
If there is one citation that matters more than any other, it's Google Business Profile (GBP). This listing directly impacts how your business appears on Google Search, Google Maps, and the Local Pack, making it the most influential factor in local SEO.

Unlike other citation directories, Google actively uses your GBP data—such as your name, address, phone number (NAP), business category, reviews, and photos—to determine when and how to display your business in local searches. If you want to rank for **"**pressure washing near me**"** or **"**HVAC repair in Louisville**"**, an optimized GBP is essential.

Beyond just search rankings, GBP builds trust and converts searchers into customers. Features like customer reviews, Q&A, posts, service descriptions, and direct messaging make it a powerful tool for engagement.

Keeping your information accurate and actively managing your profile signals to Google that your business is legitimate, responsive, and trustworthy—key principles of **E**EAT (Experience, Expertise, Authoritativeness, and Trustworthiness). Simply put, no other citation carries as much weight for local service businesses, and neglecting GBP means leaving money on the table.

2. Apple Maps



While many businesses focus heavily on Google Business Profile, Apple Maps is another critical citation that local service businesses shouldn't overlook. With over 1.2 billion active iPhone users worldwide, Apple Maps is the default navigation and local search tool for iPhone, iPad, Mac, and even Siri voice searches.

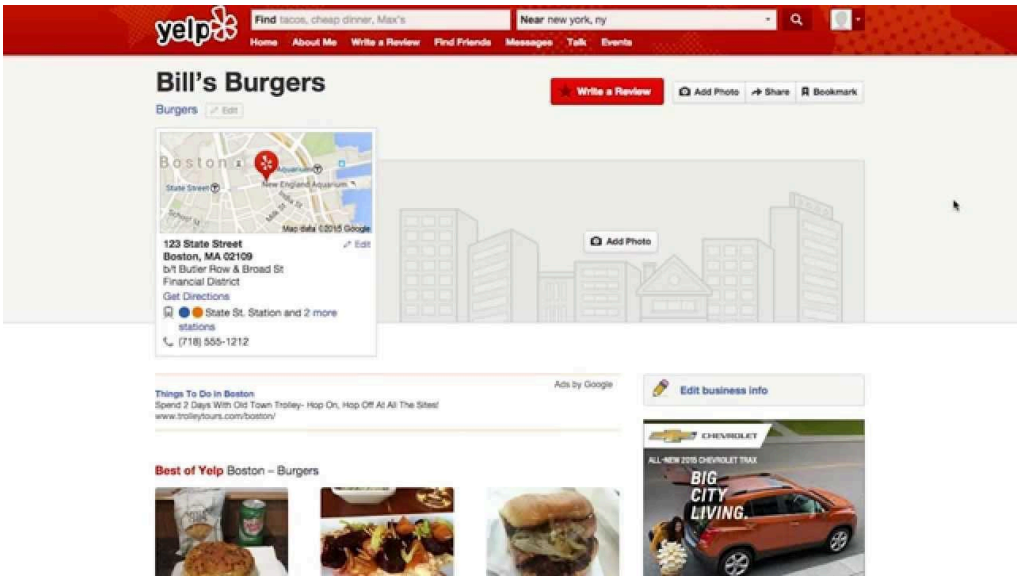
This means that if your business isn't properly listed on Apple Maps, you could be missing out on a significant number of potential customers who rely on Apple devices for local searches like **"**plumber near me**"** or "roof repair in my area."

Unlike Google, Apple Maps pulls business data from **t**hird-party sources like Yelp, TripAdvisor, and Foursquare, making citation consistency across these platforms even more important.

By ensuring that your Name, Address, and Phone Number (NAP) are accurate, you help Apple's algorithm verify your business and improve its visibility in searches. Additionally, Apple Business Connect (Apple's version of GBP) allows you to claim and optimize your listing, add photos, and update business details.

Since Siri and Apple Maps are widely used for hands-free and in-car navigation searches, having an optimized Apple Maps listing ensures that mobile users, voice searchers, and Apple ecosystem customers can easily find and contact your business.

3. Yelp



Yelp is one of the most influential citation sites for local service businesses, especially in industries like home services, restaurants, and professional services.

While its primary function is as a review platform, Yelp also plays a crucial role in local SEO and visibility. Google frequently pulls data from Yelp listings, and Apple Maps relies on Yelp for business information and customer reviews.

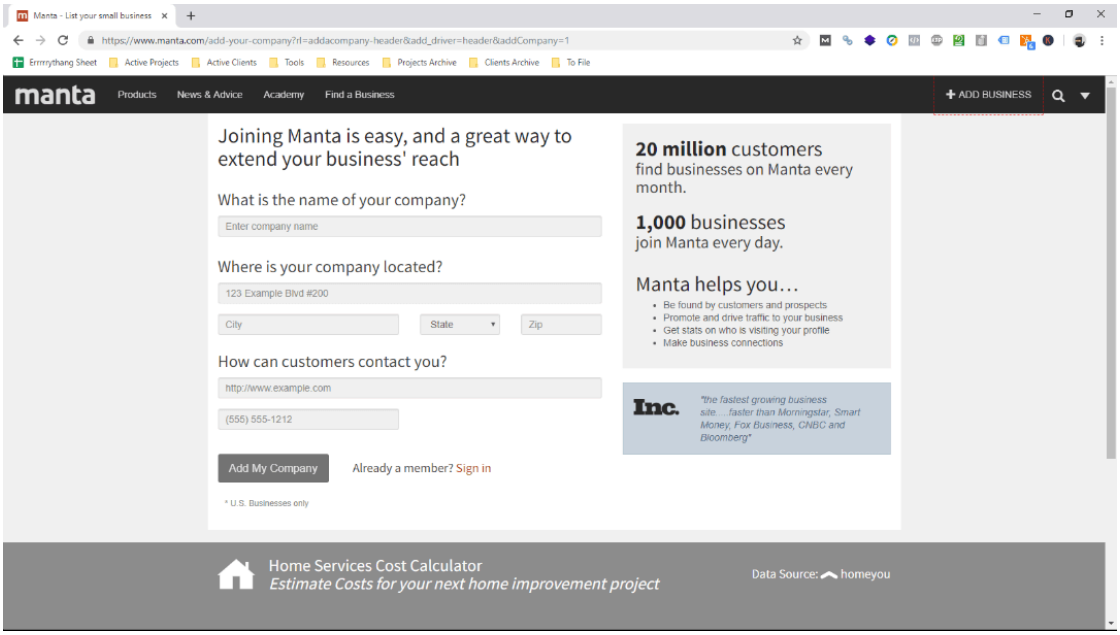
This means that having an accurate, well-optimized Yelp profile strengthens your business's presence across multiple platforms.

Beyond just acting as a citation, Yelp is a major trust signal for potential customers, not just those looking to grab a slice of pizza. Many homeowners and service seekers turn to Yelp to verify a business before hiring, relying on customer reviews, business photos, and detailed service descriptions.

While Yelp is known for its aggressive sales tactics and paid advertising model, even a free, well-maintained listing with accurate NAP details, high-quality photos, and a few positive reviews can improve credibility and conversions.

Businesses that engage with reviews—both positive and negative—demonstrate responsiveness and trustworthiness, aligning with EEAT principles that Google values in ranking businesses.

4. Manta



Manta is a business directory focused on small and local businesses, offering another valuable citation for improving your online presence. While it doesn't have the same consumer-facing influence as Yelp or Google Business Profile, Manta is indexed by search engines, meaning that a well-optimized listing can help reinforce your local SEO efforts.

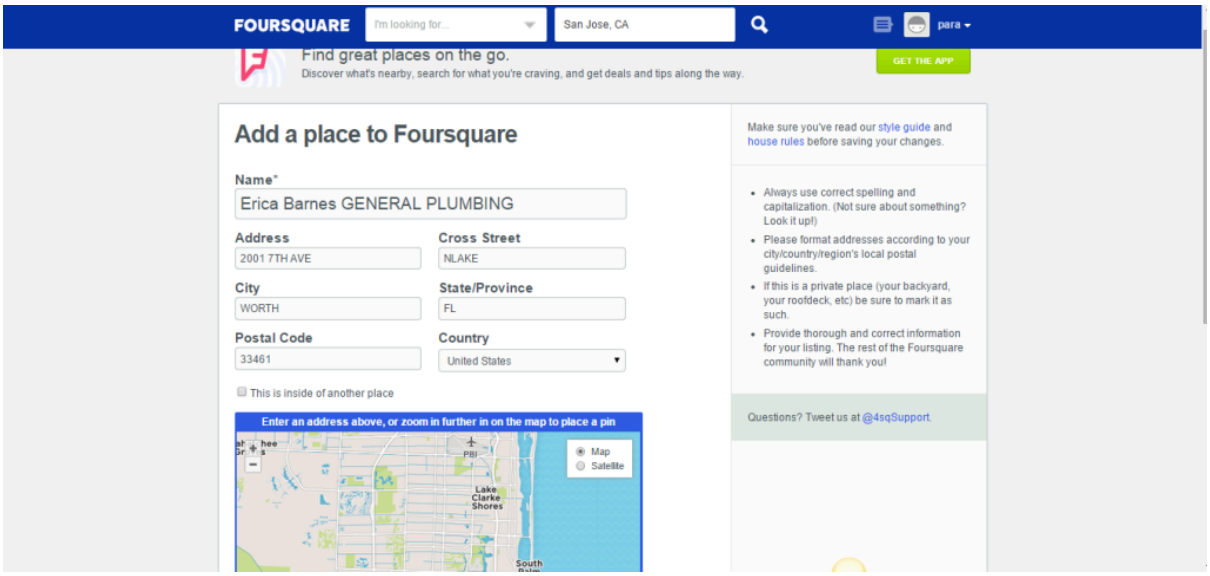
Since search engines prioritize citation consistency, having your Name, Address, and Phone Number (NAP) accurate on Manta helps strengthen your overall digital footprint.

What sets Manta apart from other citation platforms is its business profile depth. Manta allows businesses to provide detailed descriptions, service categories, links to social media, and even content marketing features.

This extra level of detail can help establish credibility and authoritativeness, aligning with Google's EEAT (Experience, Expertise, Authoritativeness, and Trustworthiness) framework.

While Manta may not drive direct customer leads like Google or Angi, it's a strong supporting citation that signals legitimacy to search engines, making it a valuable piece of your overall local SEO strategy.

5. Foursquare



Foursquare is a unique type of local citation platform because, unlike standard business directories, it functions as both a consumer app and a data provider for other services.

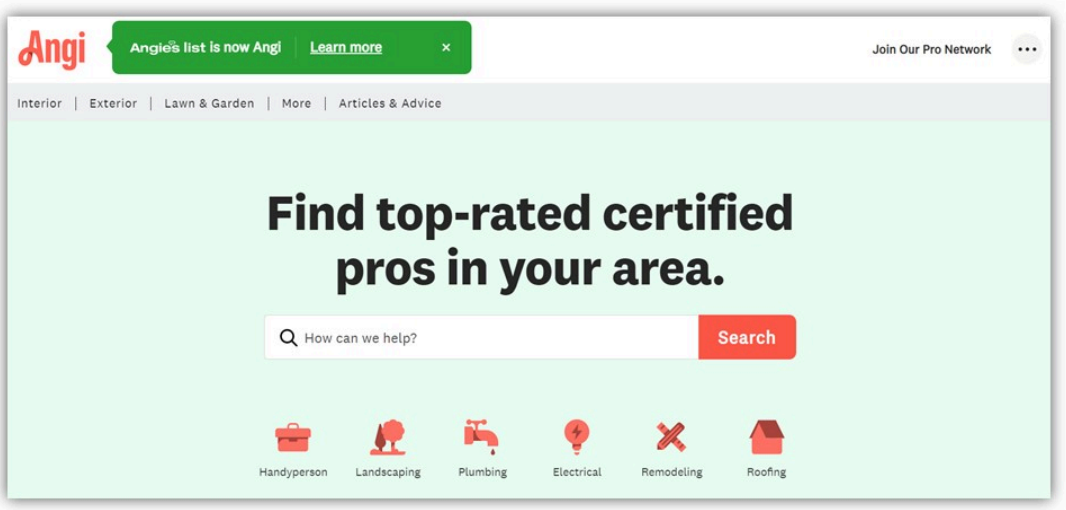
While many business owners don't think of Foursquare as a traditional local citation, it plays a significant role in local search because it powers location data for major platforms like Apple Maps, Uber, Snapchat, and even some GPS navigation systems.

For local service businesses, having an accurate listing on Foursquare is valuable even if customers aren't directly searching for businesses on the platform itself. When you update your business details on Foursquare—including your name, address, phone number (NAP), and service categories—that information can be syndicated to various apps and services that rely on its database.

Another key difference with Foursquare is its historical focus on user-generated check-ins and reviews. While this feature is more relevant to restaurants and retail businesses, it still adds a layer of credibility for service businesses.

If your business is listed correctly on Foursquare, it increases the chances that your information will be displayed accurately in places where customers are searching, even if they never visit Foursquare directly.

6. **Angi (formerly known as Angi's list)**



Angi (formerly Angie's List) is one of the most influential local citation platforms for service-based businesses, particularly in industries like home improvement, HVAC, plumbing, landscaping, and roofing. Unlike many general business directories, Angi is heavily focused on customer reviews and contractor credibility, making it a more trust-driven platform rather than just a citation source.

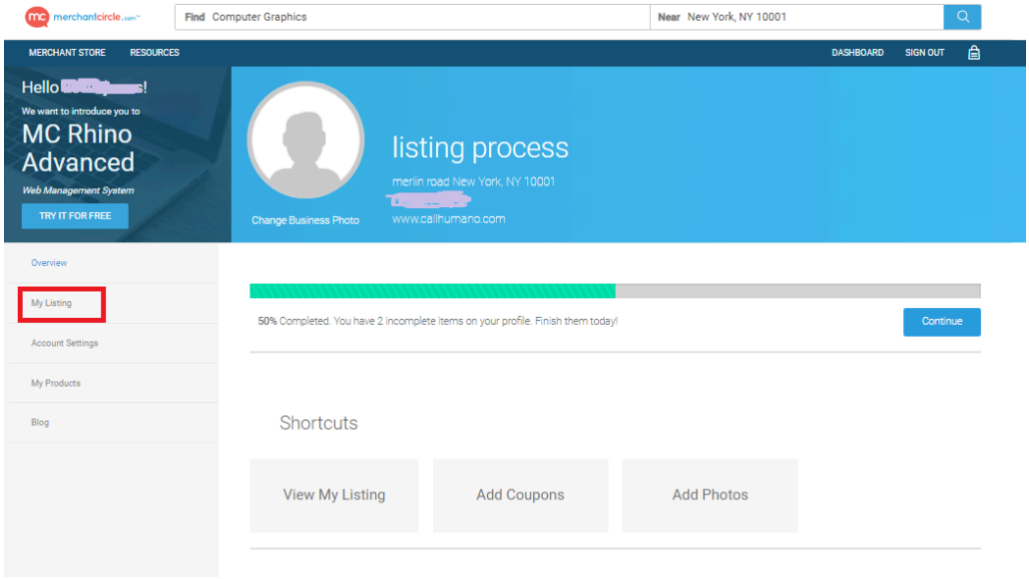
One of the biggest differences between Angi and other citation sites is its pay-to-play model for leads, which even though we don't always recommend, is still possible. While businesses can create a free listing, Angi prioritizes paid contractors in search results and in customer recommendations.

This means that while simply having a citation on Angi is beneficial for SEO and legitimacy, many businesses engage with the platform as a lead generation tool, paying for premium placements and access to customer inquiries.

For local service businesses, Angi can be both a citation and a potential source of high-quality leads. Many homeowners rely on Angi's reputation for vetting and reviewing contractors, so having a complete and well-maintained profile—along with positive customer reviews—can improve trust and increase inbound calls. However, businesses should be mindful of Angi's aggressive sales tactics and lead-sharing model, where a single lead may be sold to multiple service providers.

Even if you're not paying for Angi's lead services, maintaining a free, accurate listing with your NAP details, service areas, and customer reviews is still valuable for local SEO. Google recognizes Angi as a high-authority site, so having a presence there can reinforce your business's credibility and improve its visibility in search results.

7. MerchantCircle



MerchantCircle is a local business directory that caters specifically to small businesses, offering more than just a standard citation listing. Unlike many traditional citation sites, MerchantCircle doubles as a business networking platform, allowing businesses to interact with each other, post blog-style updates, and even run promotions.

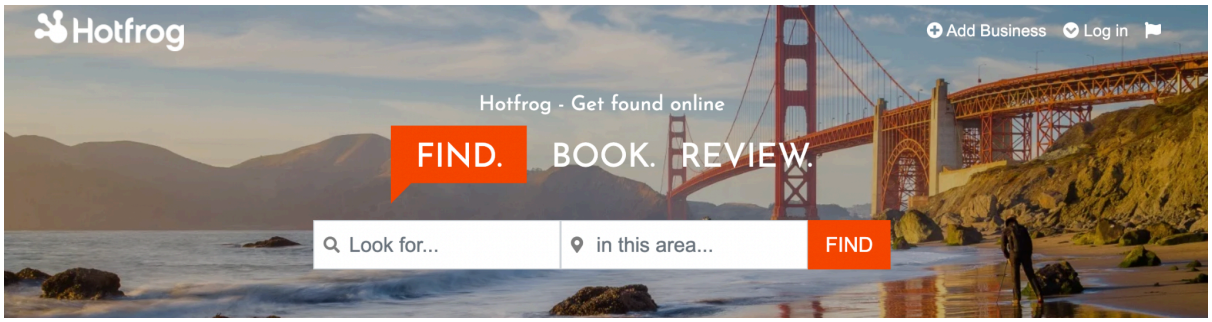
MerchantCircle provides a unique opportunity to not only get found in search engines but also engage with potential customers in a more interactive way. Businesses can create a profile that includes their name, address, phone number (NAP), photos, customer reviews, and even blog posts or special offers. This added level of engagement helps set it apart from directories that simply store business information without any ongoing interaction.

Another key difference is that MerchantCircle encourages business-to-business (B2B) networking. This means that if you're a roofing contractor, for example, you might connect with a local real estate agent or property manager who could refer you to their clients. While this feature may not be the main reason for listing your business, it adds potential value beyond just SEO benefits.

Ultimately, having a consistent and accurate MerchantCircle listing contributes to your overall citation profile, reinforcing your business's legitimacy in search engines.

Even if you don't actively engage with the platform's networking features, maintaining a well-optimized profile can still help with local visibility and customer trust.

8. Hotfrog



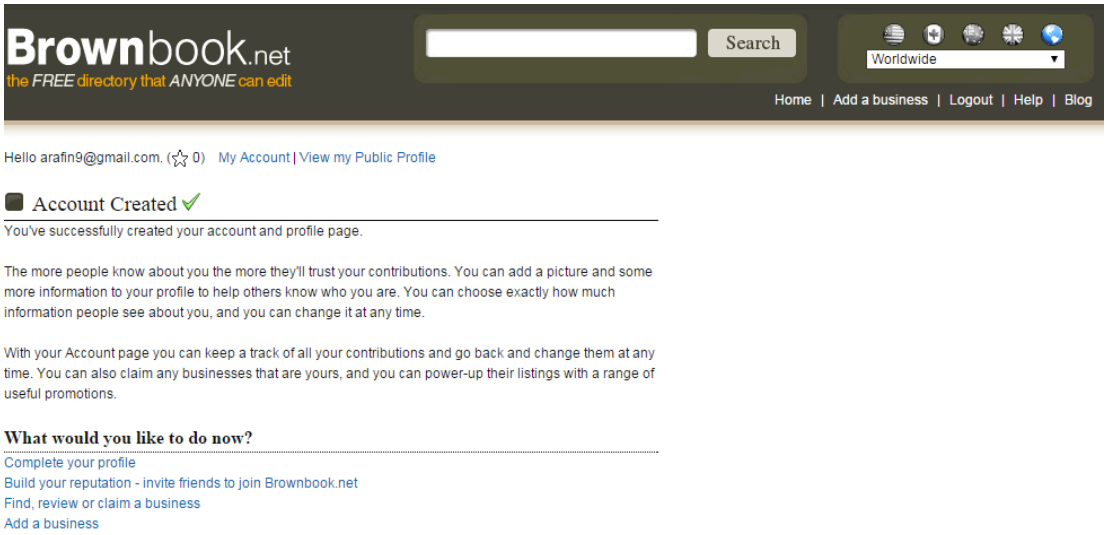
Hotfrog is a business directory similar to other citation sites, but it has a unique focus on helping small and local businesses get found through structured business profiles and search-friendly listings.

Unlike some directories that primarily act as databases for search engines, Hotfrog aims to connect businesses with potential customers by offering a more detailed business profile that includes descriptions, keywords, and even customer interactions.

One of the key differences with Hotfrog is that it creates a dedicated landing page for each business, which can rank in search engines on its own.

Hotfrog allows free listings with all your business information, including hours, logos, and images, making it a valuable tool for enhancing your online presence.

9. Brownbook

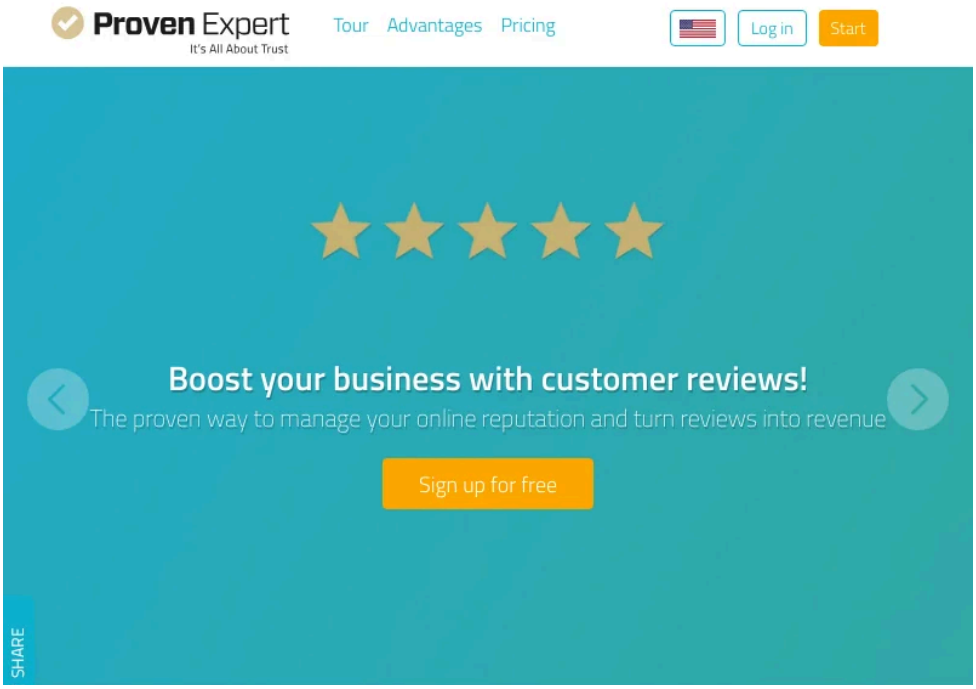


Brownbook is a global business directory that operates as an open, editable platform, allowing business owners to claim and update their listings for free. What makes Brownbook different from other local citation sites is its wiki-style approach—anyone can add or edit business listings, similar to how Wikipedia works. This means that if your business isn't already listed, you (or someone else) can add it, and if details are incorrect, they can be modified easily.

For local service businesses, Brownbook offers another way to strengthen your online presence and boost local SEO. Search engines value consistency across citations, and adding your business to Brownbook helps confirm your business information across the web. Plus, Brownbook listings are indexed by Google, meaning your business profile could show up in search results, giving you additional exposure.

Another advantage of Brownbook is that it supports rich content, allowing you to add business descriptions, images, and even customer reviews. Unlike some directories that limit the amount of information you can provide, Brownbook gives businesses more control over how they present themselves. Ensuring your Brownbook listing is accurate and complete is another easy step toward improving local visibility and making it easier for potential customers to find and contact you.

10. Proven Expert

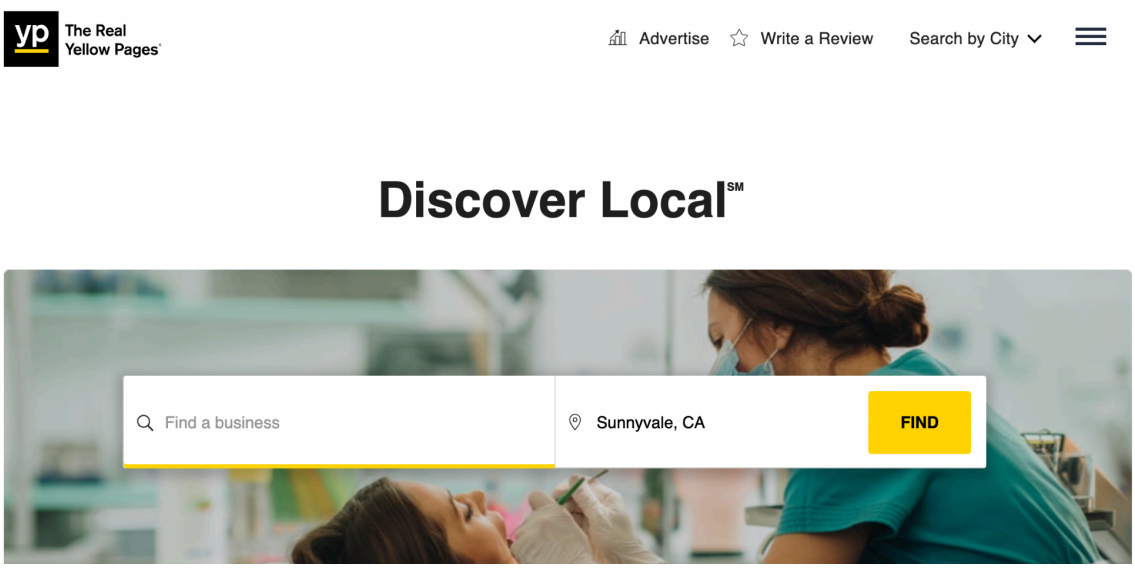


ProvenExpert is different from traditional citation sites because it emphasizes customer reviews and reputation management rather than just business listings. It allows businesses to collect and showcase reviews from multiple platforms, including Google, Facebook, and industry-specific directories, making it a powerful tool for building trust and authority—key components of Google's EEAT (Experience, Expertise, Authoritativeness, and Trustworthiness) framework.

For local service businesses, ProvenExpert serves as both a citation and a credibility booster. Since Google values businesses with strong social proof, having a well-maintained ProvenExpert profile with aggregated customer reviews can improve your search visibility and increase conversions.

Unlike platforms like Yelp or Angi, where reviews stay locked within their ecosystem, ProvenExpert allows you to display and manage your reviews across different channels, giving you more control over your online reputation. While it may not be as widely known as Google Business Profile or Yelp, its focus on reputation aggregation and trust signals makes it a valuable addition to any local service business's digital marketing strategy.

11. Yellow Pages



Yellow Pages (YP.com) is one of the oldest business directories, transitioning from its traditional print format to an online platform. While it may not carry the same weight as Google Business Profile or Yelp in terms of consumer engagement, it remains a high-authority citation that helps reinforce your business's legitimacy online.

Since search engines still index Yellow Pages listings, having a complete and accurate profile strengthens your Name, Address, and Phone Number (NAP) consistency, which is a key factor in local SEO.

For local service businesses, Yellow Pages can also generate direct leads, as some consumers—especially older demographics—still use the platform to search for local services.

Additionally, Yellow Pages syndicates data to other directories, meaning a listing here can help populate your business information across multiple sites, improving your overall digital footprint. While Yellow Pages does offer paid advertising options, even a free, well-optimized listing with up-to-date contact details and service descriptions can provide SEO benefits and additional visibility.

12. Bing Places for business



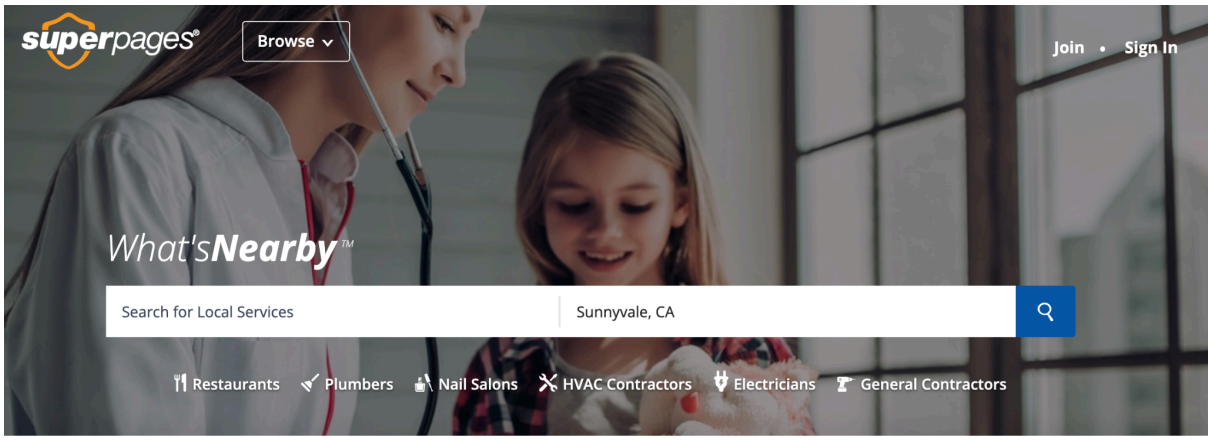
While Google Business Profile is the dominant player in local search, Bing Places for Business is an often-overlooked but important citation, especially since Microsoft Bing powers search results for millions of users, including those using Windows devices, Microsoft Edge, and voice search via Cortana.

Bing may have a smaller market share compared to Google, but it still accounts for a significant number of searches, particularly among older and corporate users who default to Microsoft products.

For local service businesses, having an accurate and fully optimized Bing Places listing ensures that you're reaching potential customers who use Bing for search and mapping services. Additionally, Bing pulls data from third-party directories, meaning an optimized Bing Places profile helps reinforce your Name, Address, and Phone Number (NAP) consistency across the web.

Since Bing's algorithm also values EEAT (Experience, Expertise, Authoritativeness, and Trustworthiness), keeping your profile updated with business hours, photos, service details, and customer reviews can improve visibility and trust, making it a valuable addition to your local SEO strategy.

13. Super Pages



SuperPages is an online business directory that, while not as widely used as Google Business Profile or Yelp, still serves as a valuable citation for local service businesses.

It is part of a network of directories that help distribute business information across the web, reinforcing Name, Address, and Phone Number (NAP) consistency. Since Google considers citation accuracy a ranking factor, having a well-maintained SuperPages listing can help strengthen a business's local search presence.

SuperPages also has a built-in review system, allowing customers to leave feedback, which can add credibility to a business's online reputation. While it may not generate as many direct leads as platforms like Angi or Yelp, it still contributes to a business's overall digital footprint.

Search engines recognize SuperPages as an authoritative directory, meaning a properly optimized listing with accurate business details, categories, and service descriptions can provide SEO value and help establish trust with potential customers.

Steps to Create a Local Citation on Any Directory

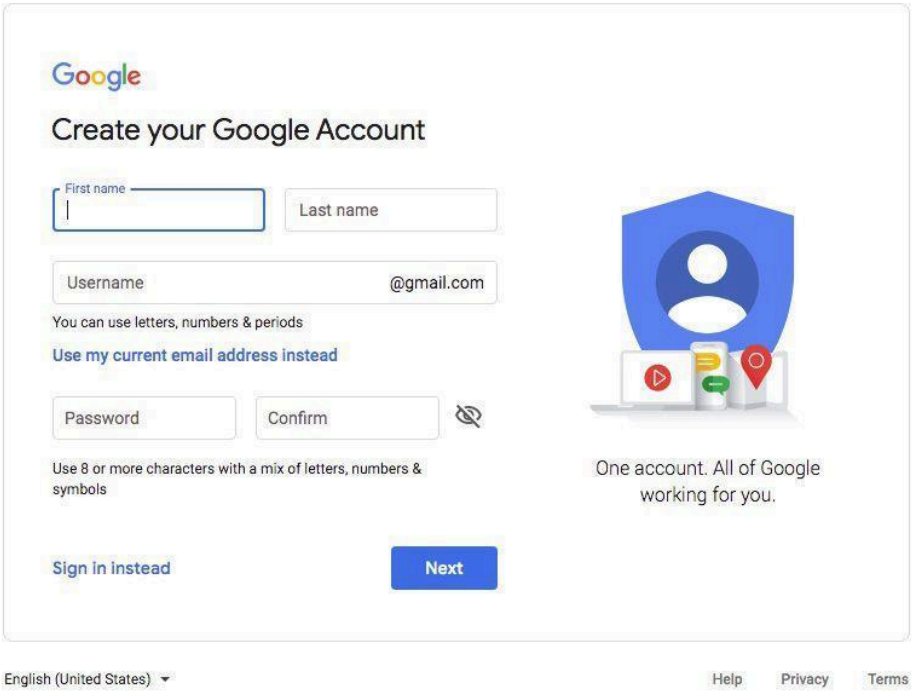
Step 1

Create a dedicated Google Account for the business specifically to make citations and verify the local directory listings.

This account will only be used for these tasks.

OR

- You can use your business' official Google Account.



Step 2

Obtain access to the GBP (Google Business Profile) to gather all the information needed for citations. Refer to our Access Checklist for guidance.

Watch Video on Access Checklist

- Read the business details carefully and gather all the basic and important information.

Important things to keep in mind while creating citations:

- The business name must be used exactly as it appears officially, without any spelling errors or additional spaces.
- The business address must be accurate, including the street name and number, and the postal or zip code should be correct.
- You should use the official phone number of your business to ensure that the country code is correct.
- It's also essential to select the correct profile category that accurately represents the type of business.
- If available, other information, such as the business website, should be included in the citation. Ensure that the information used to form a short description is accurate.
- The description should include an introduction to the business owner, the services provided, the service areas covered, and a brief overview of the business.
- Finally, the official business logo and images should be utilized, and the opening and closing hours should be specified.

Step 3

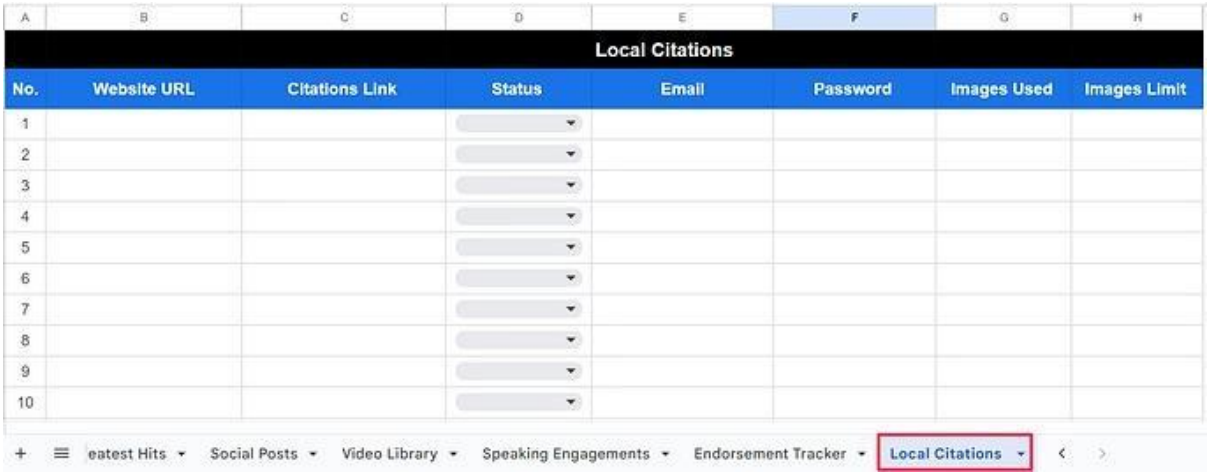
Before you start building local citations, create a spreadsheet in Google Sheets to track your progress.

This spreadsheet will help you organize all the information related to your citations.

Here's what you can include in your spreadsheet:

- **Website URLs:** Include the URLs of the websites where you create citations.
- **Citation URLs:** After creating the citation, capture the specific URL that links back to your business listing on that website.
- **Citation status:** Track the status of each citation (e.g., "Submitted," "Verified," "Needs Review").
- **Login information: You may need to store login credentials (email and password) to access and manage your citation in the future.**
- **Images: You need to mention the number of images used in your local citations in your sheet and specify the number of photos allowed.**

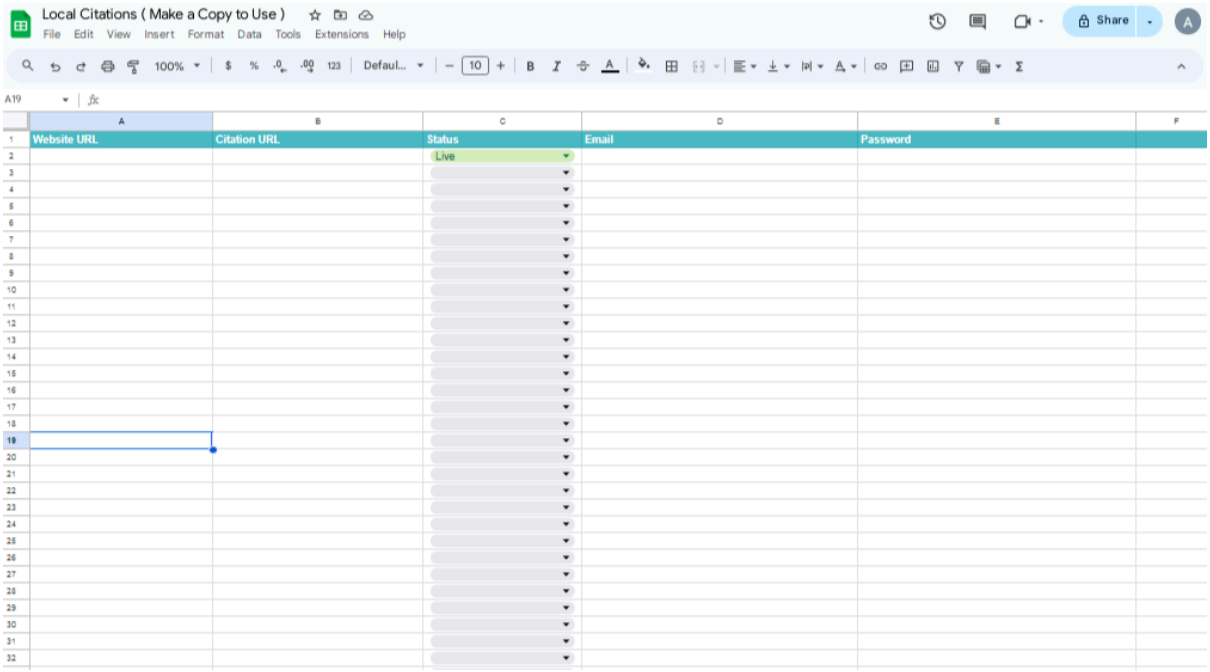
Here's a helpful Google Sheets template: Link to Google Sheet Template. You can make a copy for your use. VAs can also find a template in our Content Library at the end of the sheet.



No.	Website URL	Citations Link	Status	Email	Password	Images Used	Images Limit
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

Local Citations

eatest Hits | Social Posts | Video Library | Speaking Engagements | Endorsement Tracker | Local Citations



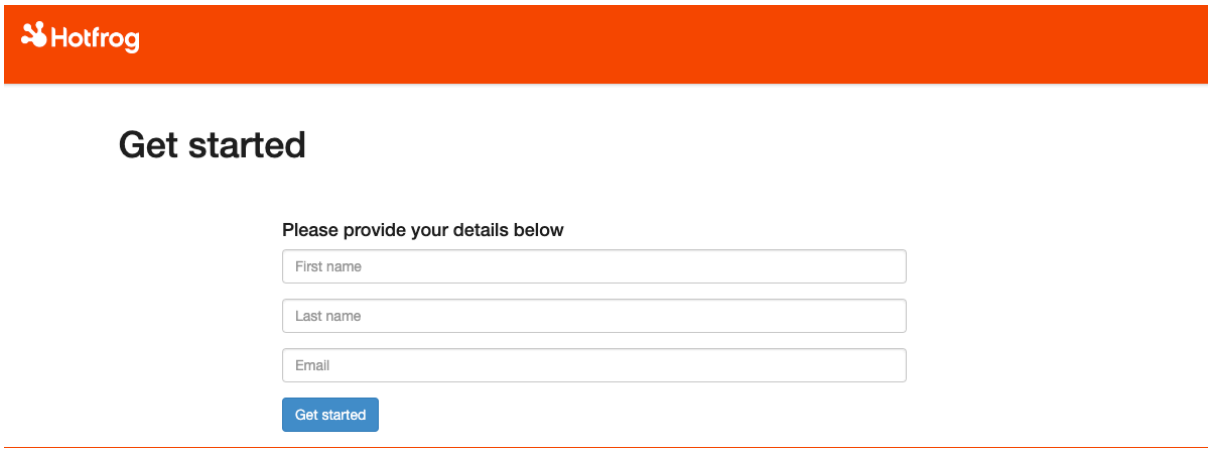
Local Citations (Make a Copy to Use)

Website URL	Citation URL	Status	Email	Password
		Live		

- After gathering all the essential information about your business, you are ready to start building citations.

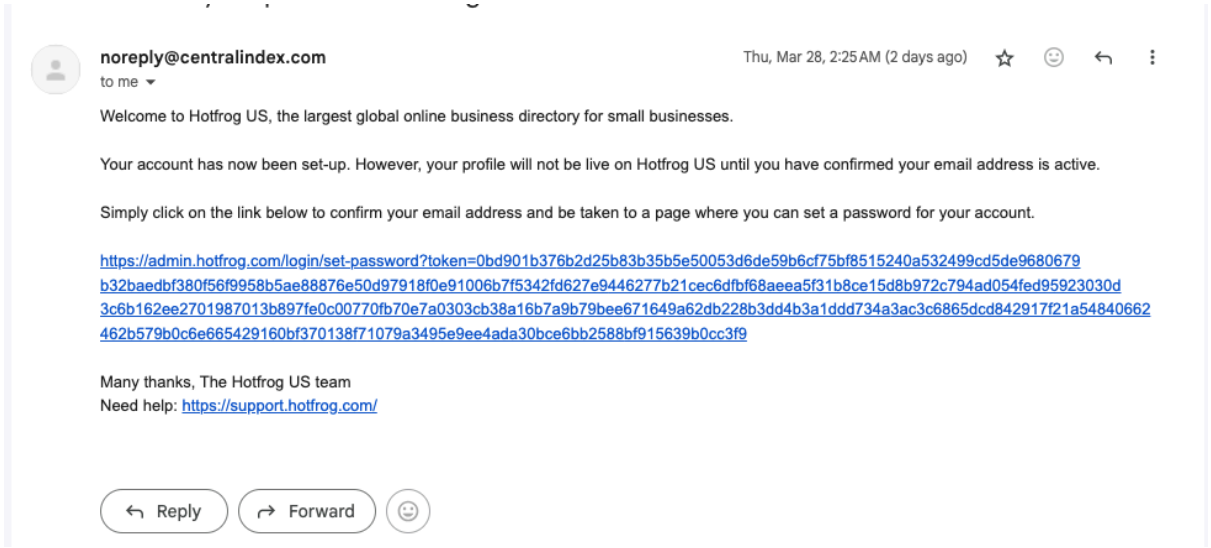
- Sign up on the website using the Google Account you've created or already have, which you intend to use for building citations.

  For example, I am using Hotfrog to create a business listing for [Ecocare Pest Control].



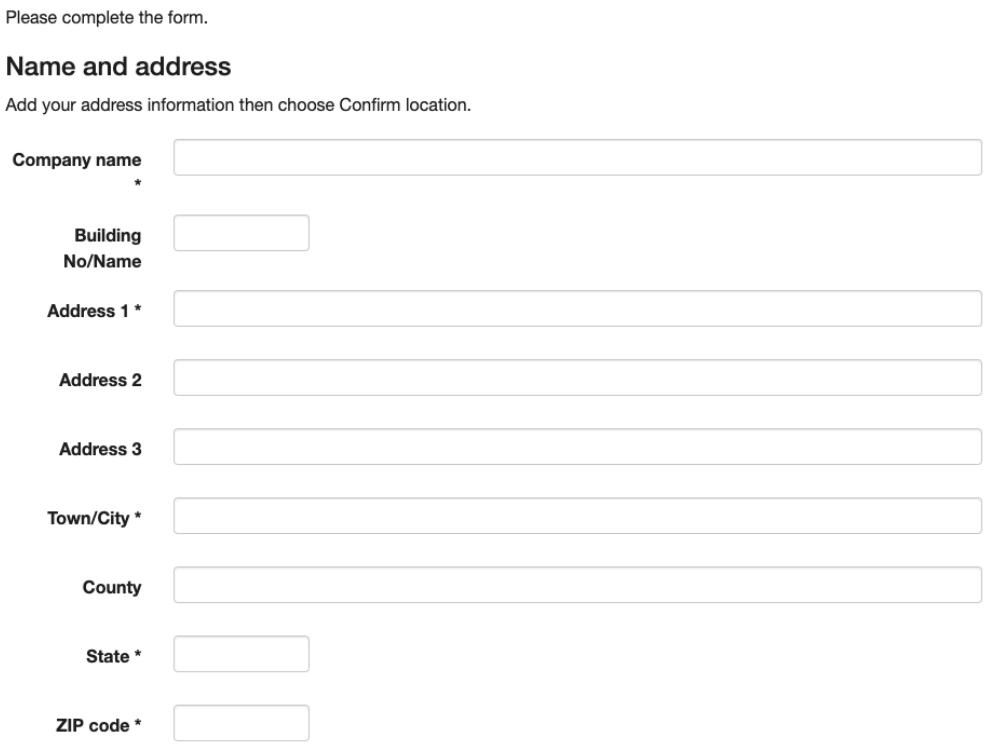
Step 4

- After signing up on the website, you will receive a verification link in your Gmail account, which you need to click on to verify and proceed further.



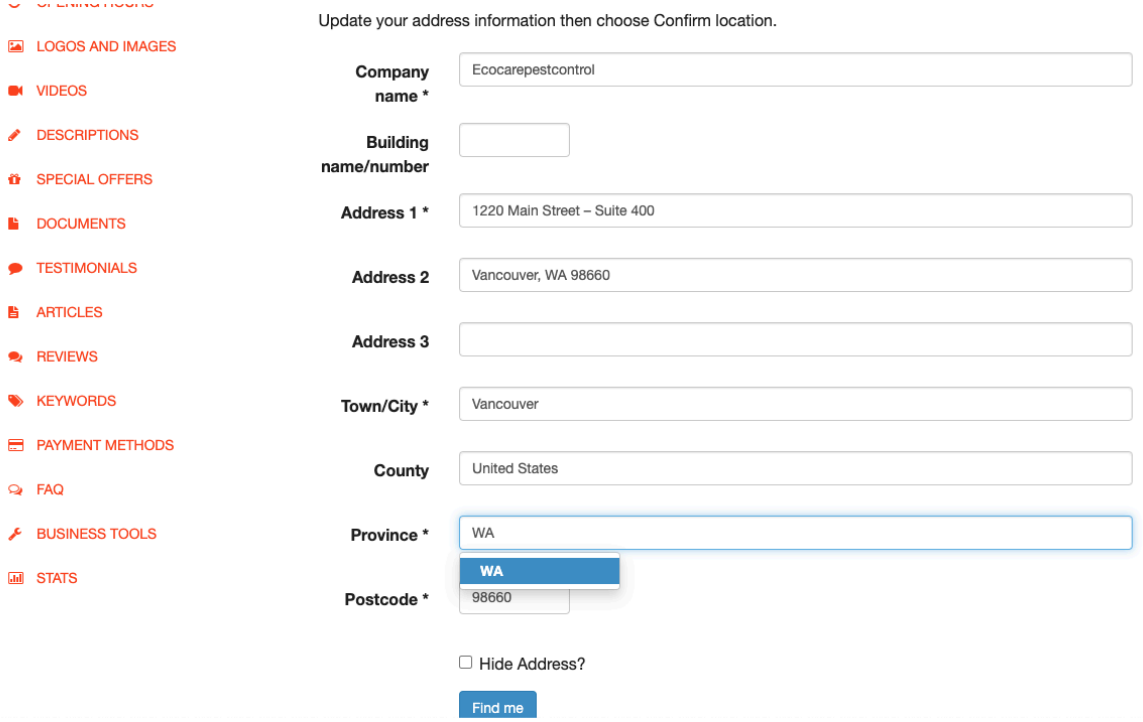
Step 5

- After verifying, you can create the business profile using all the information you've collected about the business.



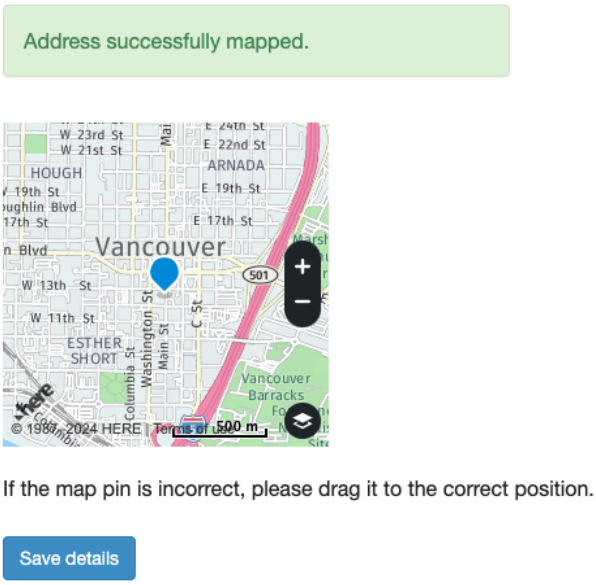
Start filling out the form using the correct business information.

- Complete the NAP (Name, Address, Phone) fields accurately.
- Enter your business's full address, including zip code and country.
- Double-check for any spelling or formatting errors.



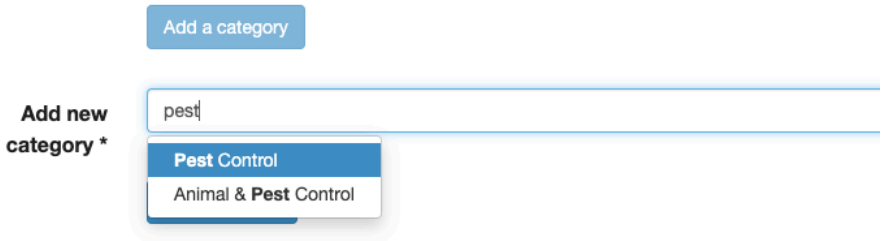
You can also pin your business address on the map.

- Locate the map section on the citation platform.
- Enter your business address accurately.
- Verify the location pinned on the map.
- Adjust the pin if necessary for precise placement.
- Pinning your business address accurately enhances local visibility and ensures customers can find your physical location easily.



Now, it's time to add a category to your business.

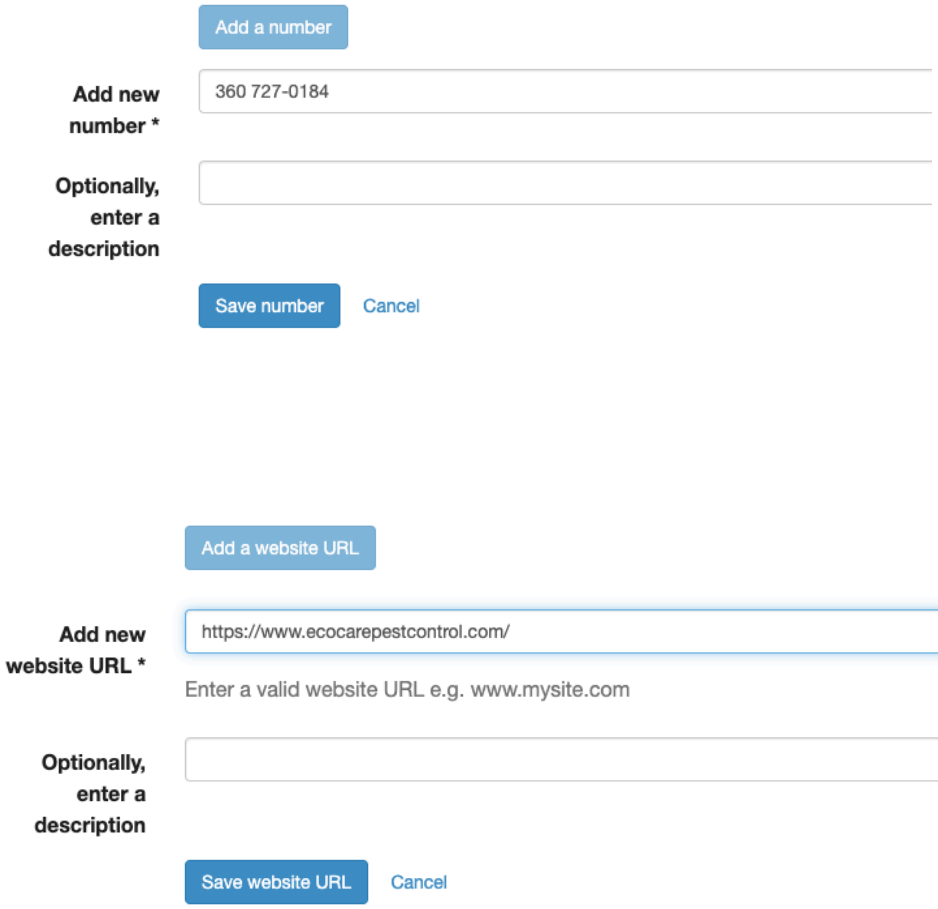
- Add categories that best describe your business.
- Choose categories aligned with your services for better visibility.
- Ensure accurate category selection to attract relevant customers.
- Selecting the right category is crucial for effective Goals Content Targeting (GCT).



Now it's time to add the business phone number and website.

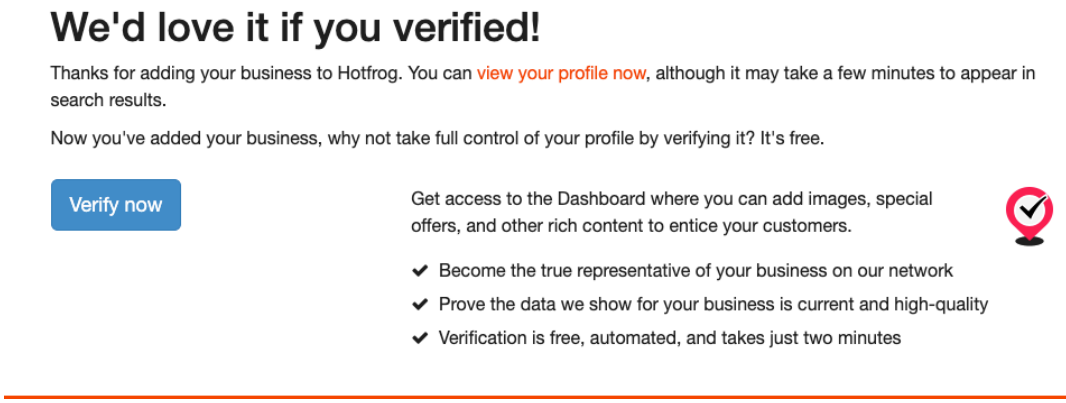
- Input your business's phone number and website URL.
- Ensure the information is accurate and up-to-date.
- Provide a direct contact method for customers.

- Include your website for additional information.
- Accuracy in phone numbers and website details is vital for customer engagement.

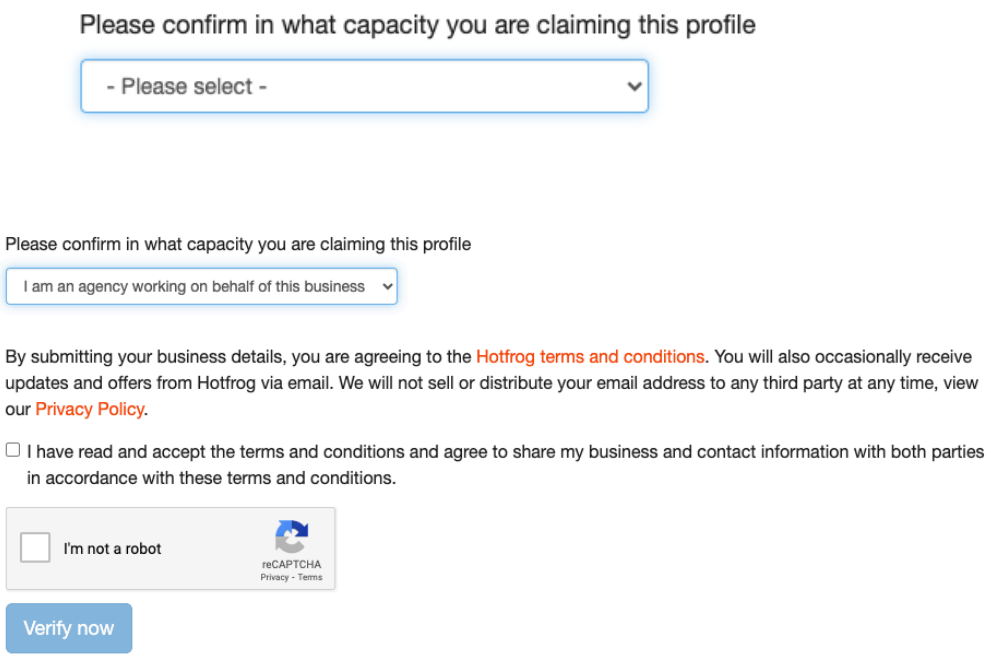


- Now that you have added the correct information about the business, such as the name, address, phone number, and website, you need to submit the profile.

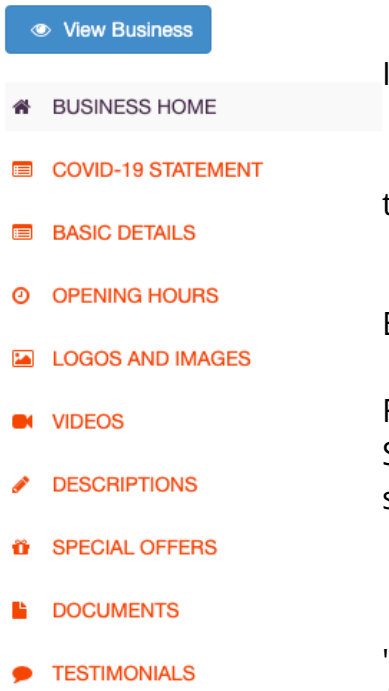
- After submitting your profile, the website will ask you to verify your listing to confirm that it accurately represents your business.



- Now, it's time to verify your profile to confirm whether you are the business owner or an agency managing the citations.



- After verifying the profile, you will get more options to add and upgrade your business profile.



- Find the "Opening Hours" and "Logo and Images Upload" sections on the platform.

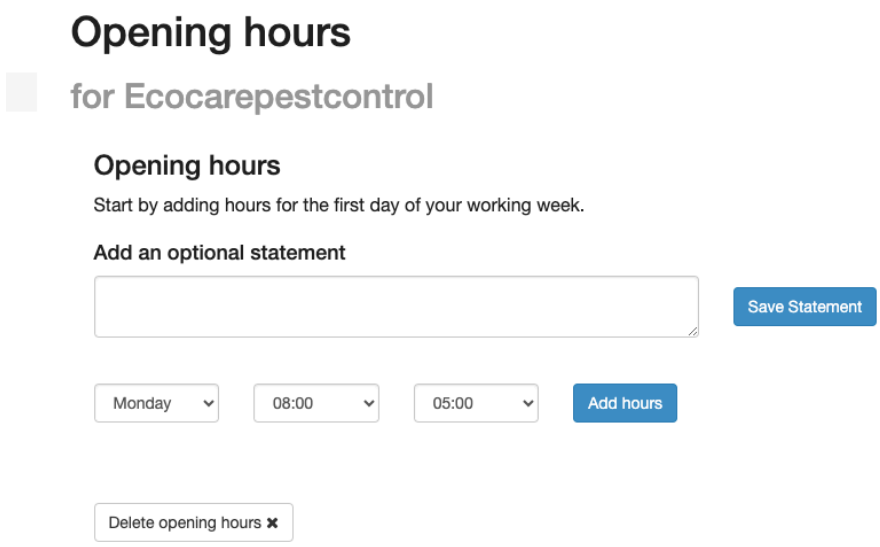
- Enter your business hours, such as "Monday to Friday: 9:00 AM - 5:00 PM."

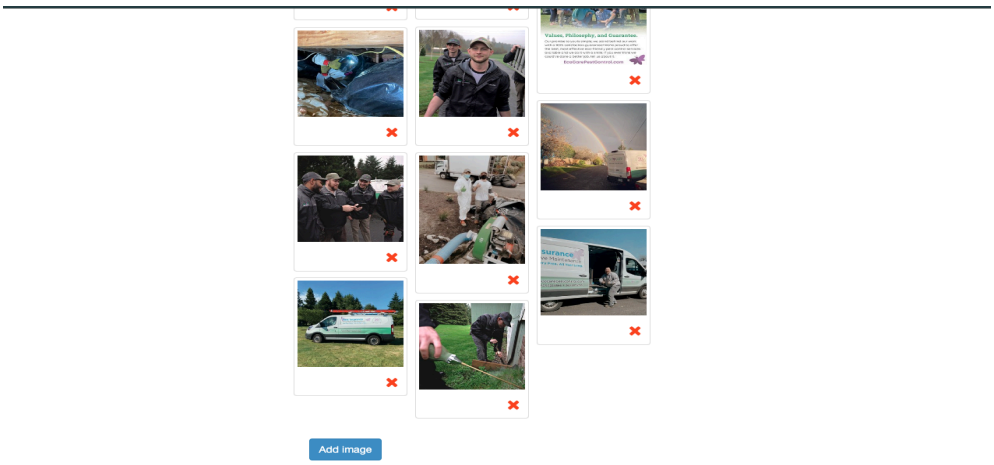
Ensure that the hours reflect your business hours.

For instance, if your business closes at 6:00 PM on Saturdays, include this information in the hours section.

- Upload your business logo by clicking the "Upload Logo" button and selecting the image file from your computer.

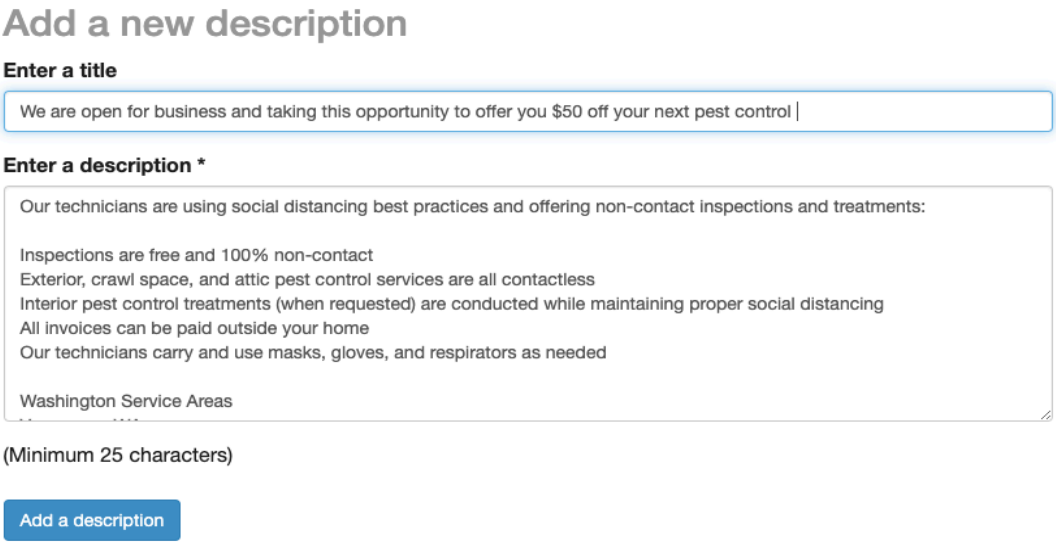
- Upload your business images by clicking the "Add Image" button and selecting the image file from your computer.



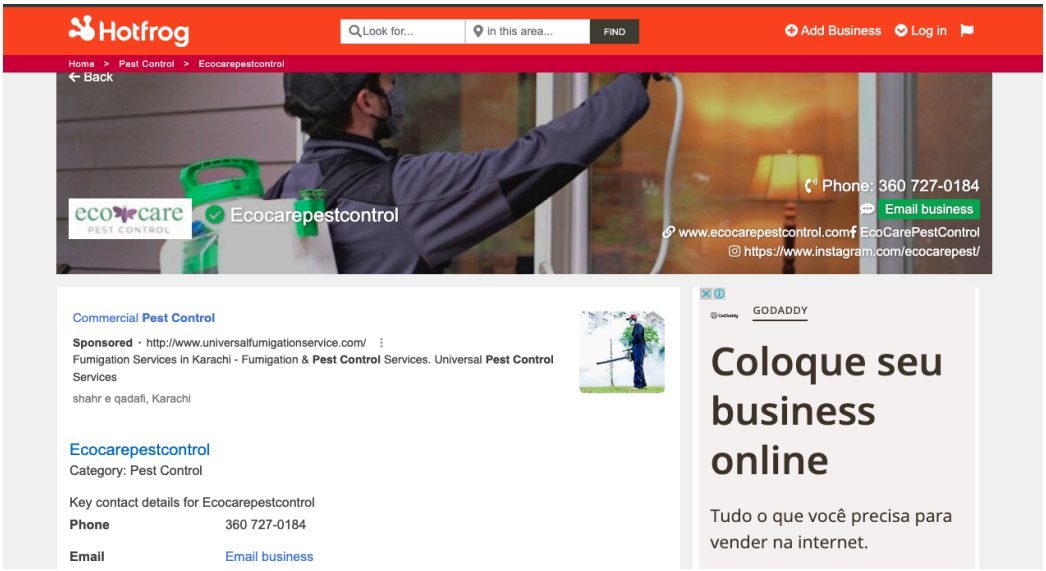


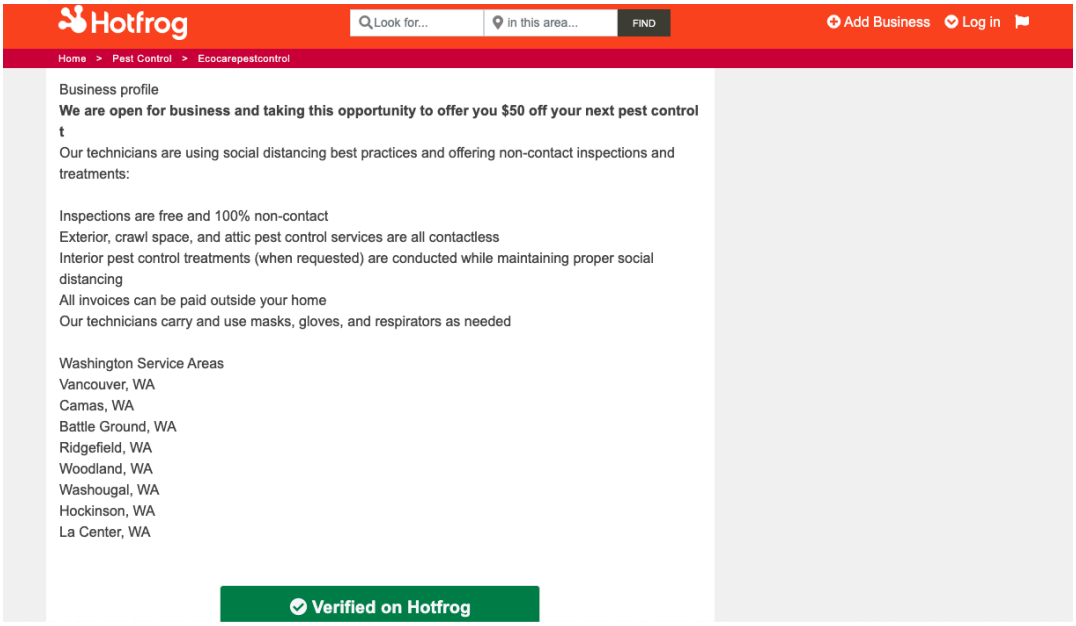
To attract customers, you need to add a description of your business that will help visitors learn more about your business.

- Write a clear and engaging summary of your business.
- Showcase your services and what sets you apart.
- Keep it concise and focused on informing customers.
- A compelling business description helps customers understand your offerings and build trust.



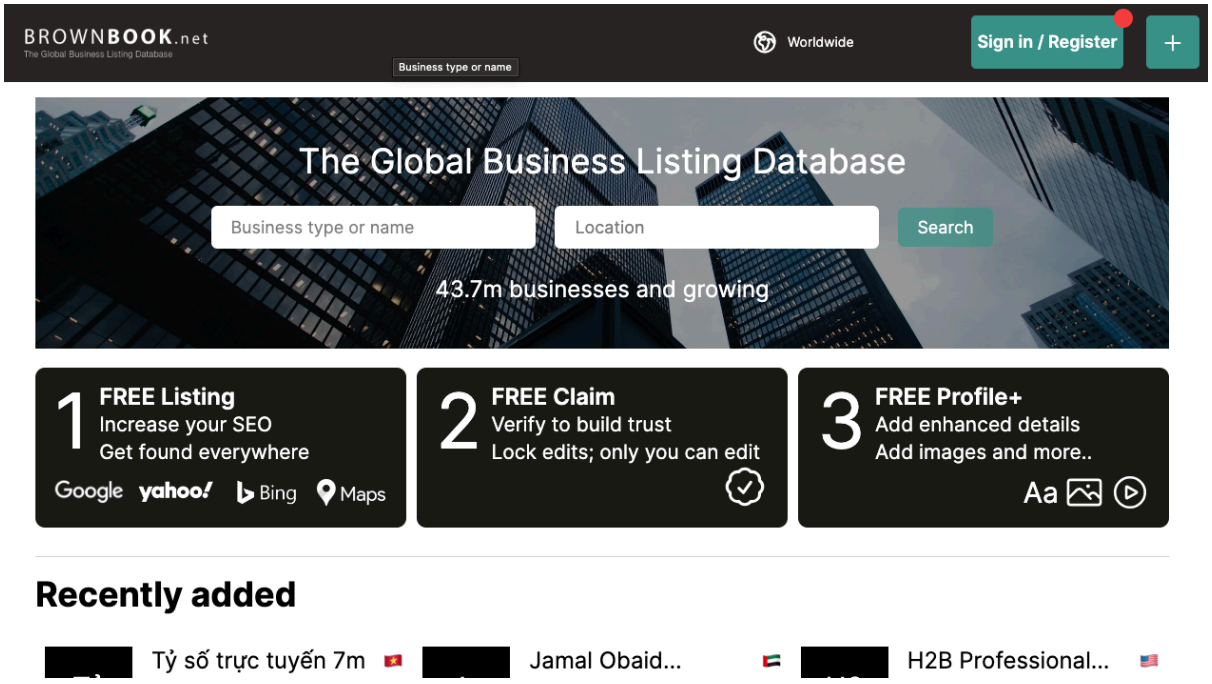
- After adding all the information mentioned above, your business's local citation will look like this.





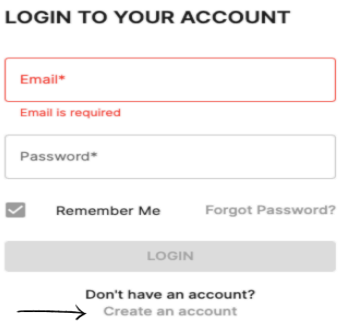
Step 1

First, search for Brownbook or any business directory and click on it. Then, you will have an interface like this.



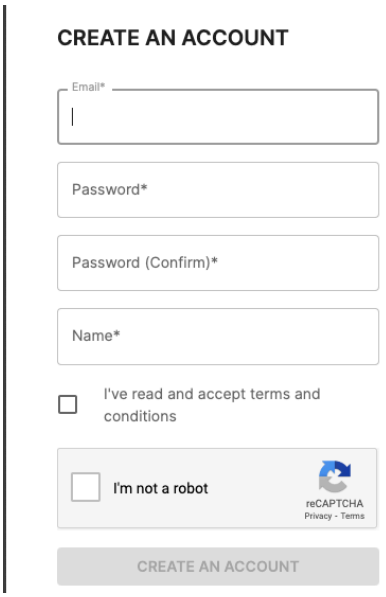
After that, you must click "Sign in / Register" to create an account.

Remember, you should use the official Google Account to make your profile on the website.



Step 2

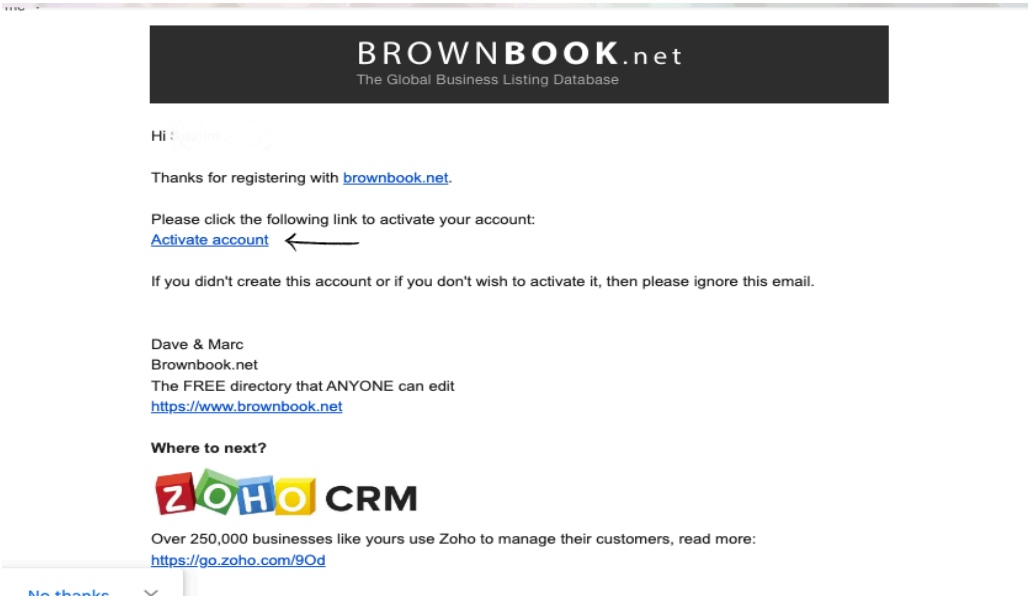
After clicking "Sign in / Register," you must click "Create an account" to proceed.



Step 3

After clicking Create an account, you must fill this out to proceed.

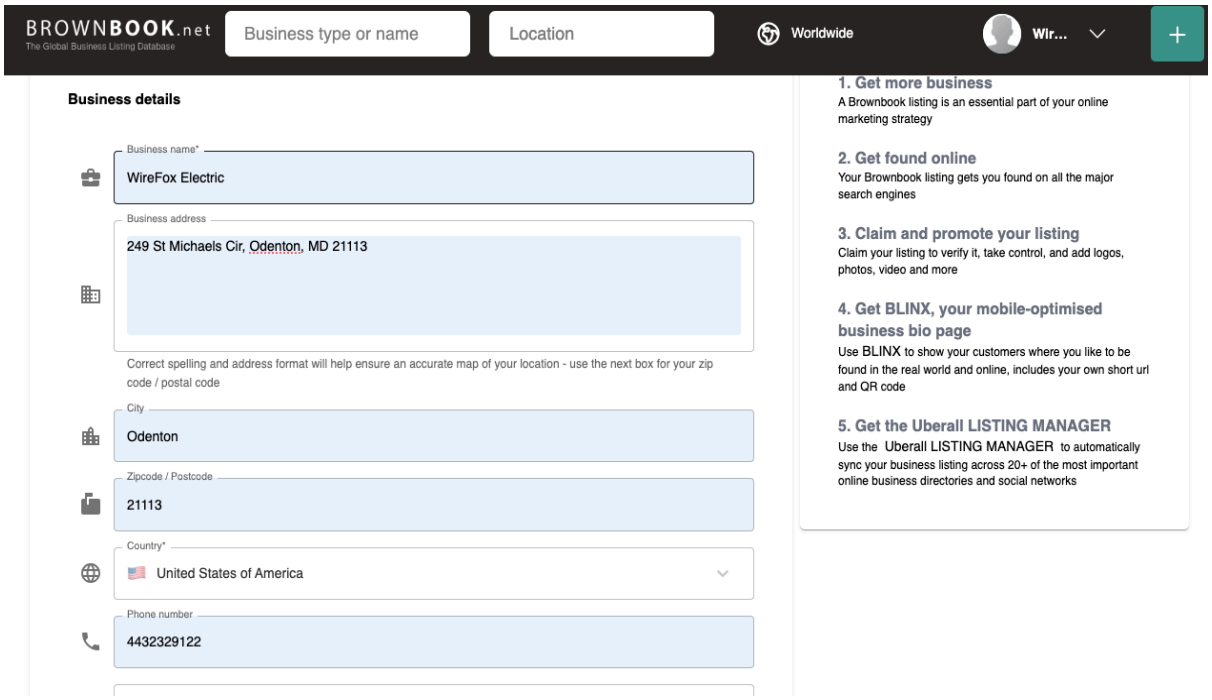
You will receive an activation code in your Gmail inbox after creating an account and filling in all the required information. From there, you need to activate your account to proceed further.



After activating your account, you must click the + button to proceed.

Step 4

After clicking on "+," you will have this interface where you must fill in all your business information.



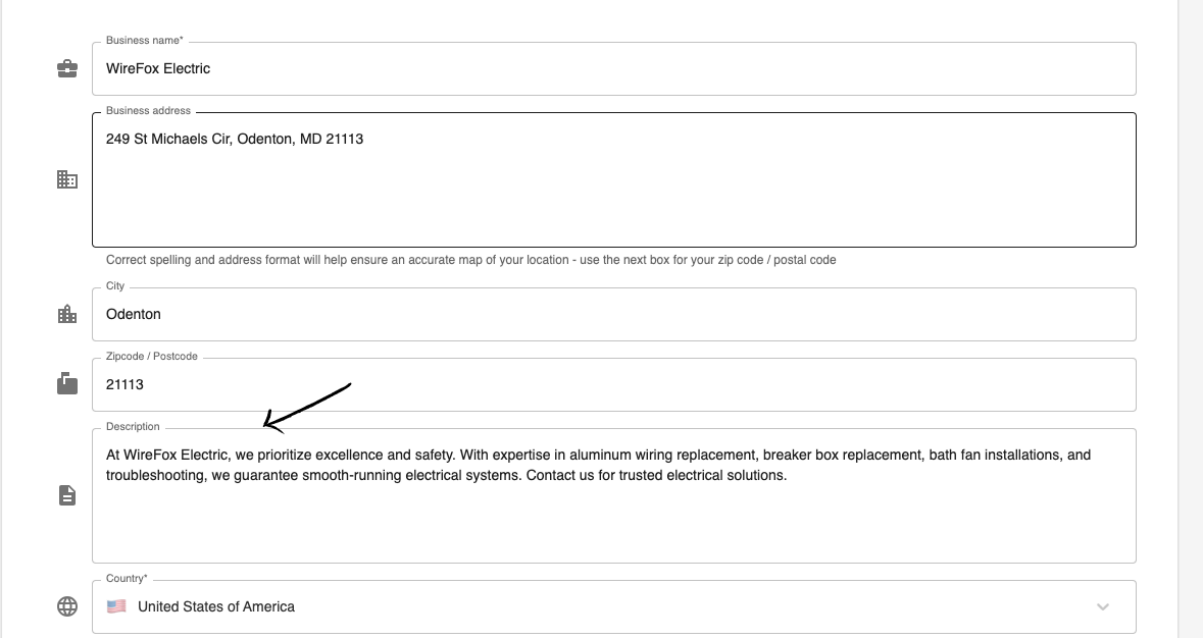
You will add all the information according to your business, and remember to use the correct NAP (Name, Address, Phone number) and other details.

After adding all the essential information, you must claim your business listing by clicking "claim."

Step 6

After clicking on "Edit listing," you will be able to edit your listing further. To add your business logo to the listing, click on the camera icon and select the logo image from your computer.

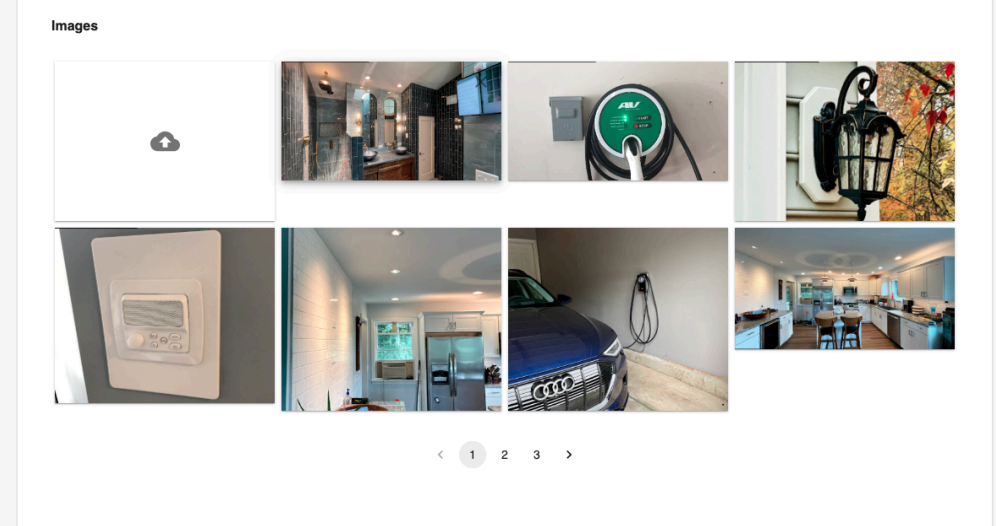
After adding the logo to your business, it's time to add a detailed business description of up to 1000 characters. Here's where you can add your business description:



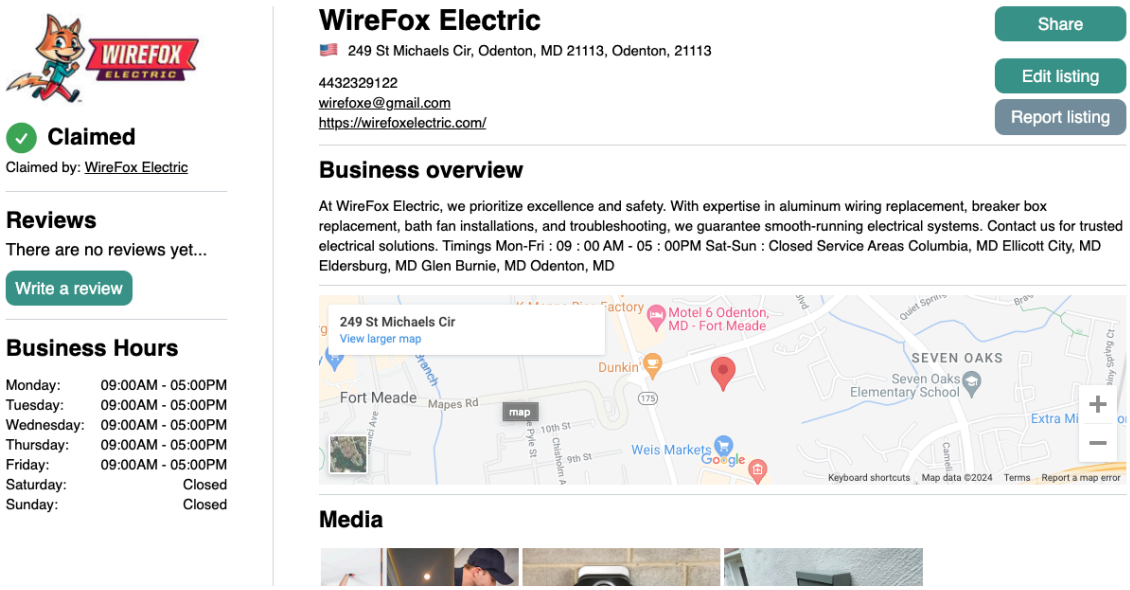
Now, when you have added a detailed description to your business listing, it's time to add business hours. You need to click on "Additional info" and scroll down.

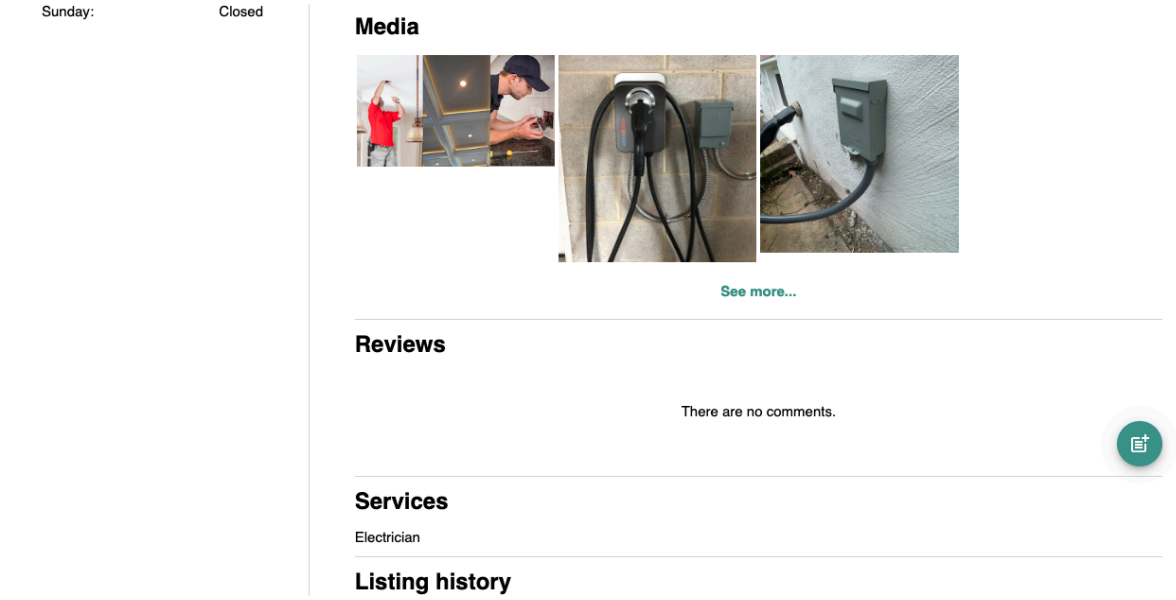
There, you can find the option to add business hours. Remember, you must add the correct business hours to your listing and avoid making mistakes.

To make your business look more appealing and professional, it's essential to showcase images that highlight what you do best. Here's how you can do it: Go to the "Media" section and click the upload icon. You can add up to 20 images from your computer to give potential customers a visual glimpse of your business.

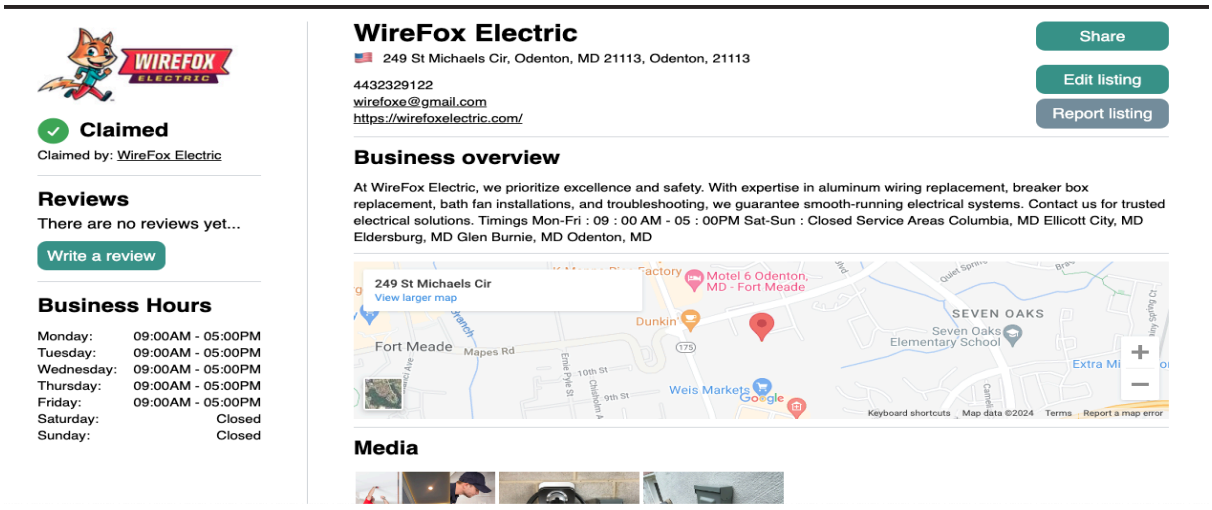


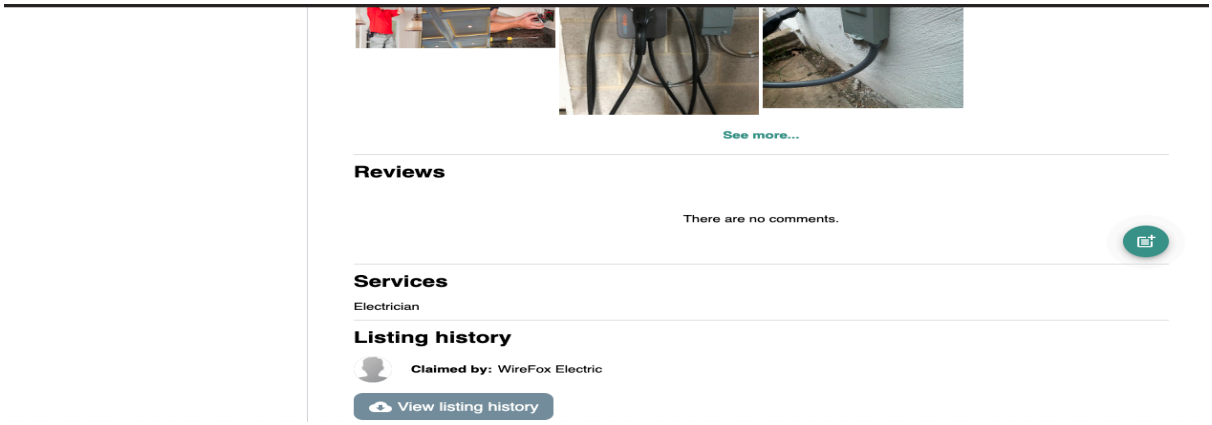
Once you've added your business images, take a moment to double-check your listing. Ensure all the necessary details are filled in correctly to ensure your listing looks polished and complete.





After that, your local business citation will look like this:

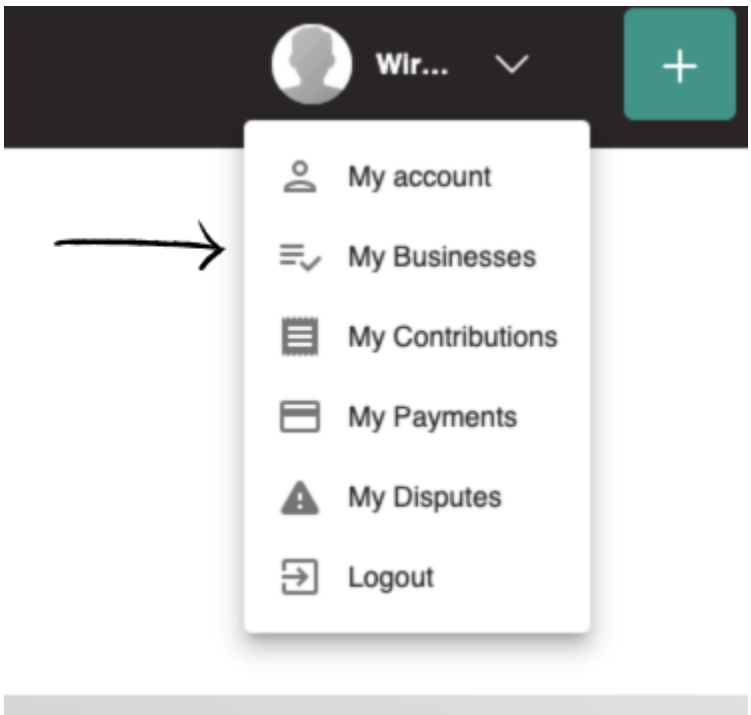




Here's how you will add your business images and other information:

Step 5

After confirming your claim, you need to click on "My Businesses" to proceed further and make your listing look more detailed.



After clicking "My Businesses," you must click on the business you just created. After that, you must click "Edit listing" to edit your business listing and make it look professional.

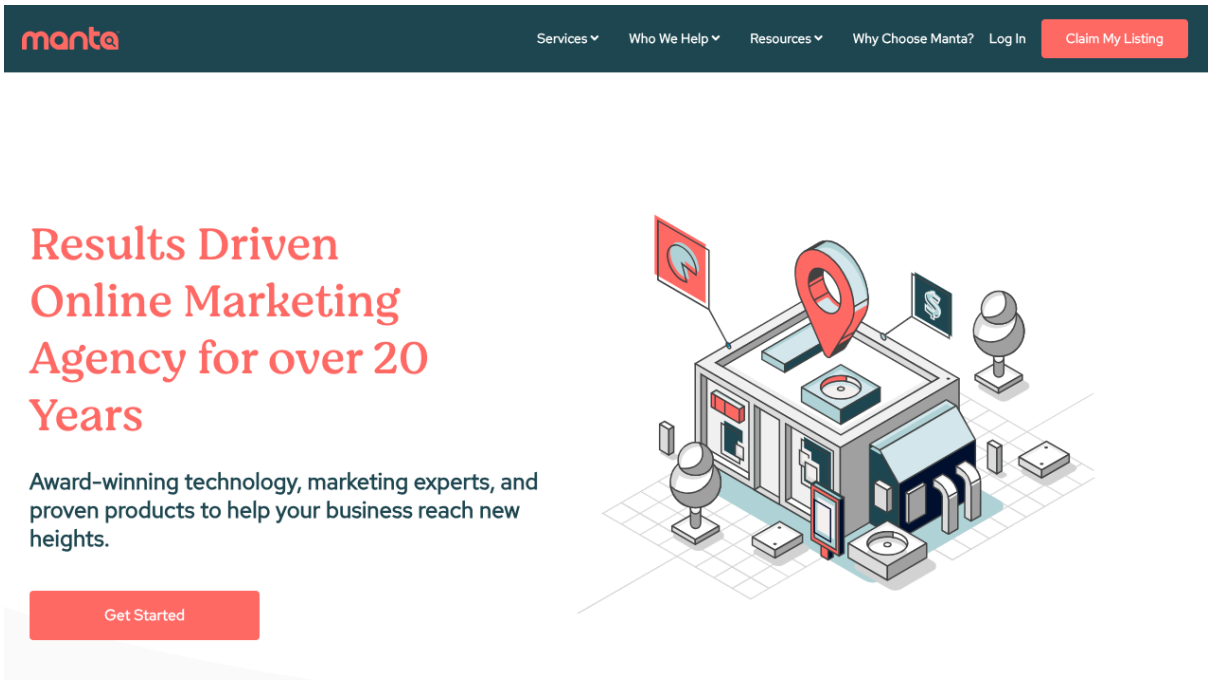
Example 3

We've discussed two examples of home service businesses. Now, let's dive into one more example and learn how to create local citations.

I am creating a citation for My One Day Bathroom as an example to illustrate how you can quickly generate a citation.

Step 1

Start by searching for Manta in your web browser and click on the website link. This will take you to the platform's interface, where you can set up your business profile.

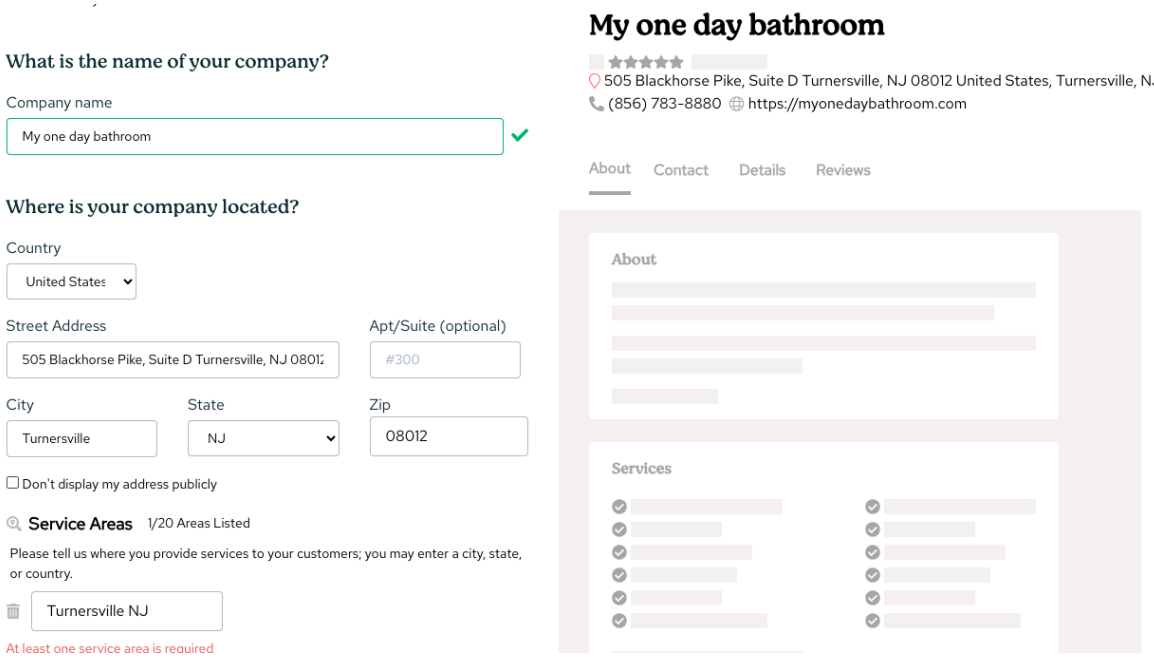


Next, click on "Log in" to create an account. Use your official Google account to make your profile.

After clicking "Log in," you will see options to create an account. You can sign in with Google, or you can sign up manually.

Step 2

After signing up, you will see this page. Now, you can add all the essential information about your business.



Fill in the information and click "Add my company" to go to the next step. Now, add your business phone number and website.

Enter your business phone number and website URL.

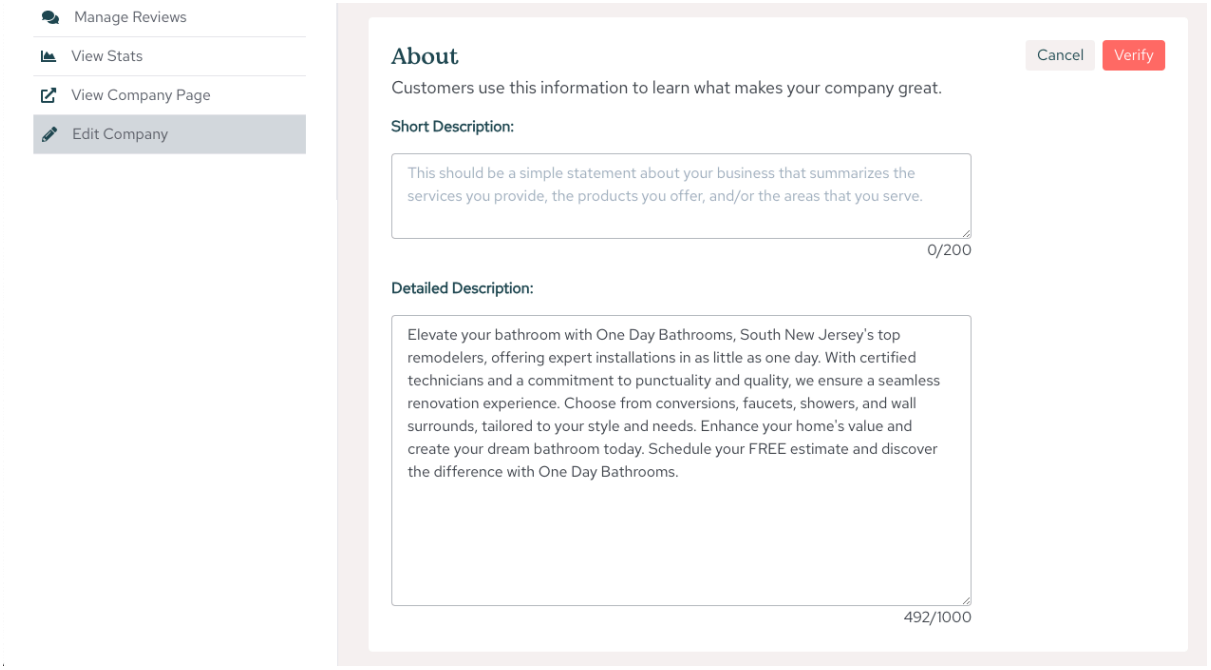
After adding the phone number and website, it's time to pick the business category that best matches your business.

Step 3

Once you've selected the right category, click "Continue" to move forward. This will take you to the dashboard where you can make your business listing look more professional. Click on "Edit Company" to add more details.

In the "Edit Company" section, you can add your business logo by clicking "Change" and uploading it from your computer.

Next, you can add a short description of your business (up to 200 characters) and a long description (up to 1000 characters). This will help people understand what your business is all about.



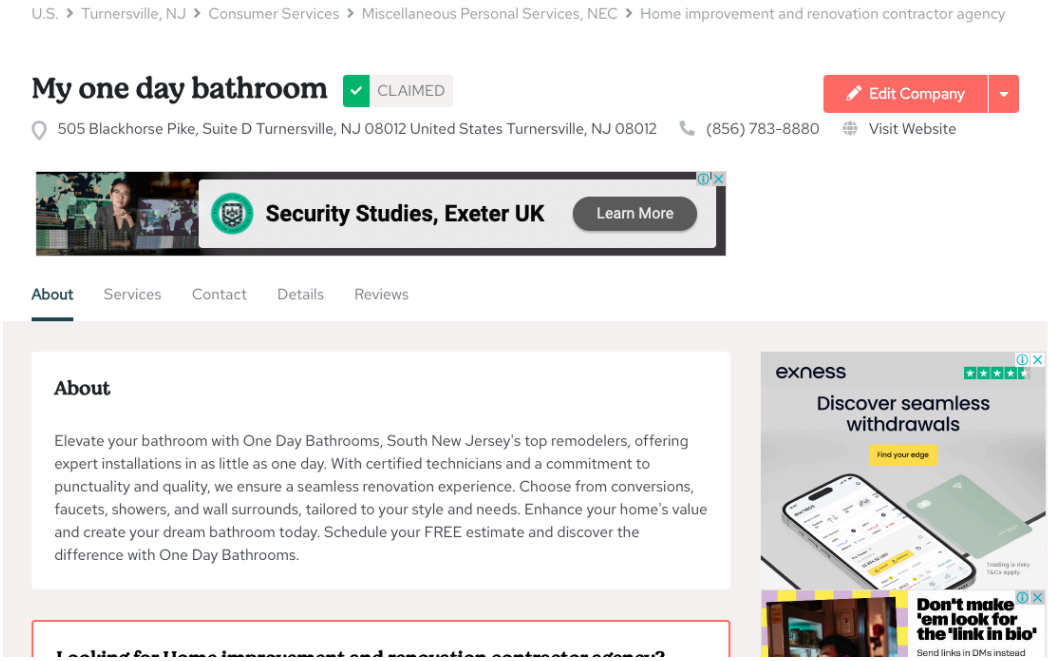
After adding your descriptions, list your services and products by clicking "Add a product."

Don't forget to add photos of your business. You can upload up to 20 images by clicking on "Add a photo."

To make your listing even better, add your business's social media profiles by clicking on "Edit."

Finally, make sure to add your business hours by clicking on "Edit." This step is crucial to complete your local business listing.

Following these steps will make your local business listing look detailed and professional, just like this example.


U.S. › Turnersville, NJ › Consumer Services › Miscellaneous Personal Services, NEC › Home improvement and renovation contractor agency
My one day bathroom
CLAIMED
Edit Company
505 Blackhorse Pike, Suite D Turnersville, NJ 08012 United States Turnersville, NJ 08012
(856) 783-8880
Visit Website
Security Studies, Exeter UK
Learn More
About
Services
Contact
Details
Reviews
About
Elevate your bathroom with One Day Bathrooms, South New Jersey's top remodelers, offering expert installations in as little as one day. With certified technicians and a commitment to punctuality and quality, we ensure a seamless renovation experience. Choose from conversions, faucets, showers, and wall surrounds, tailored to your style and needs. Enhance your home's value and create your dream bathroom today. Schedule your FREE estimate and discover the difference with One Day Bathrooms.
exness
Discover seamless withdrawals
Find your edge
Don't make 'em look for the 'link in bio'
Send links in DMs instead

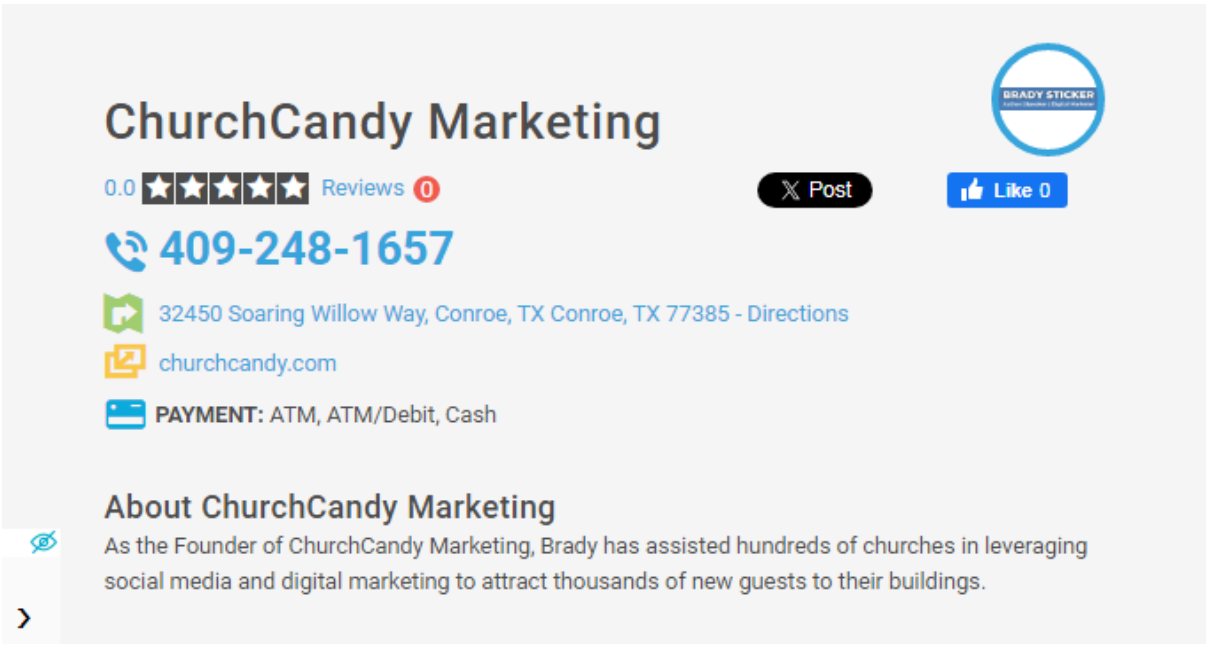
Images and description character limits in citations

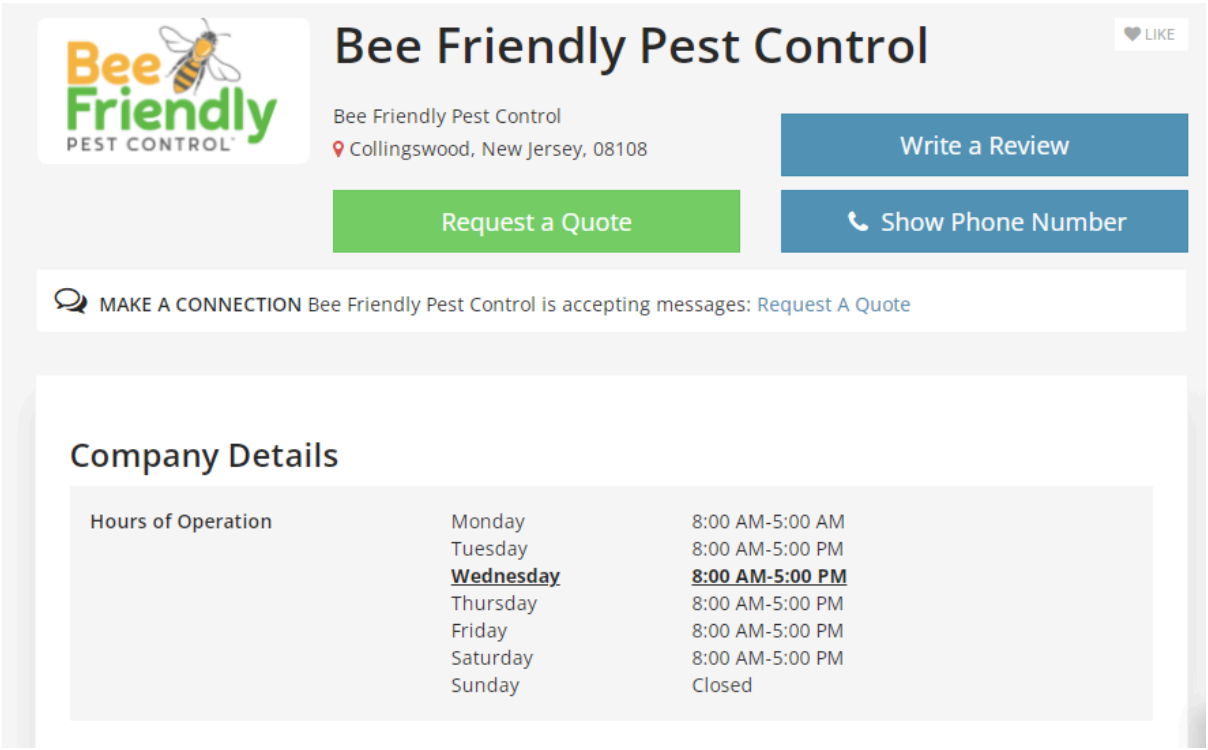
Image Limits : Most citation sites allow up to 20 images. Check each site's guidelines.

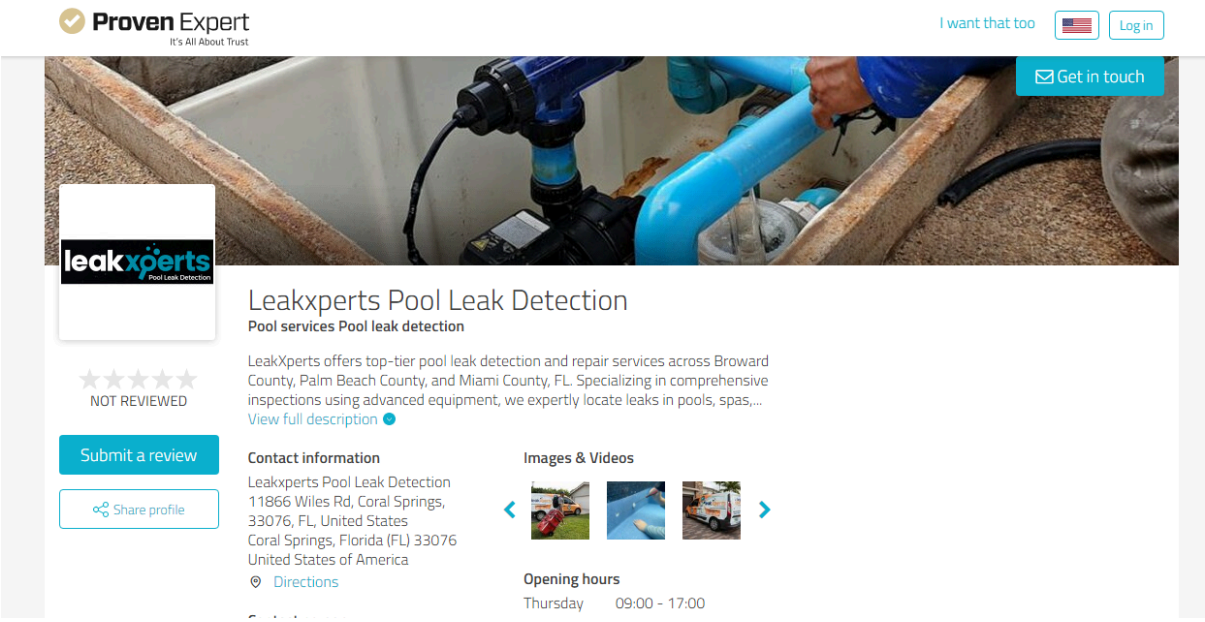
Description Limits: Each site has a character limit for business descriptions, usually up to 1000 characters. Make sure your description is concise and informative.

Here are some real examples of local citation




ChurchCandy Marketing
0.0
Reviews 0
Post
Like 0
409-248-1657
32450 Soaring Willow Way, Conroe, TX Conroe, TX 77385 - Directions
churchcandy.com
PAYMENT: ATM, ATM/Debit, Cash
About ChurchCandy Marketing
As the Founder of ChurchCandy Marketing, Brady has assisted hundreds of churches in leveraging social media and digital marketing to attract thousands of new guests to their buildings.


Bee Friendly Pest Control
LIKE
Bee Friendly Pest Control
Collingswood, New Jersey, 08108
Write a Review
Request a Quote
Show Phone Number
MAKE A CONNECTION Bee Friendly Pest Control is accepting messages: Request A Quote
Company Details
Hours of Operation
Monday 8:00 AM-5:00 AM
Tuesday 8:00 AM-5:00 PM
Wednesday 8:00 AM-5:00 PM
Thursday 8:00 AM-5:00 PM
Friday 8:00 AM-5:00 PM
Saturday 8:00 AM-5:00 PM
Sunday Closed


Proven Expert
It's All About Trust
I want that too
Log in
Get in touch
leakxperts
Pool Leak Detection
Leakxperts Pool Leak Detection
Pool services Pool leak detection
LeakXperts offers top-tier pool leak detection and repair services across Broward County, Palm Beach County, and Miami County, FL. Specializing in comprehensive inspections using advanced equipment, we expertly locate leaks in pools, spas,...
View full description
NOT REVIEWED
Submit a review
Share profile
Contact information
Leakxperts Pool Leak Detection
11866 Wiles Rd, Coral Springs,
33076, FL, United States
Coral Springs, Florida (FL) 33076
United States of America
Directions
Images & Videos
Opening hours
Thursday 09:00 - 17:00

Creating more citations: Things to check before creating citations on any website

Before creating citations on additional directories, ensure they are reputable. Check their:

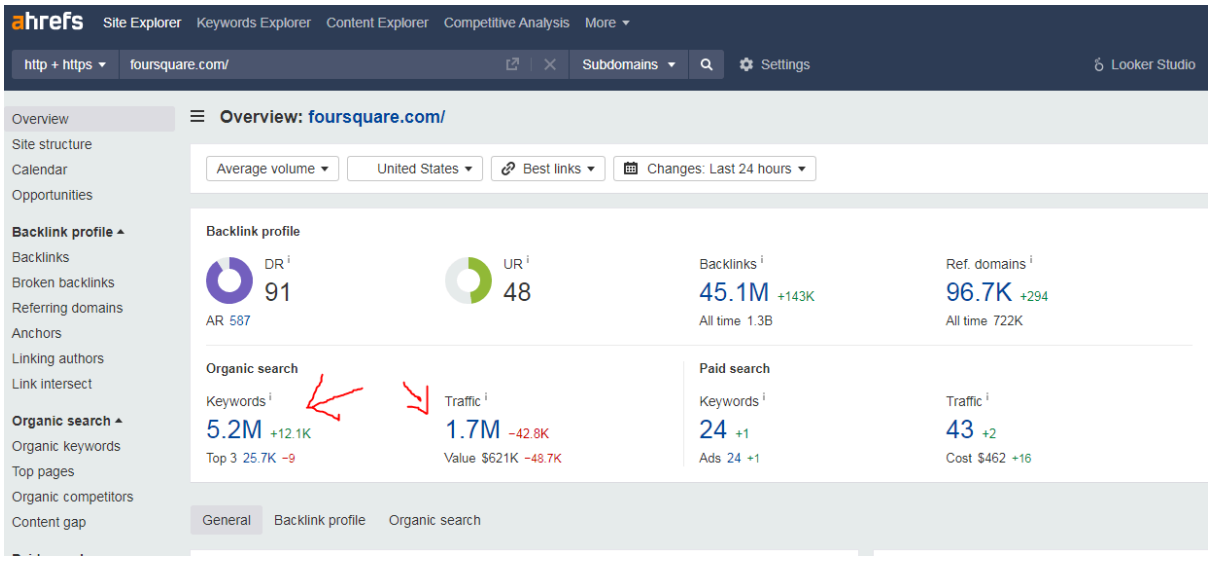
- Traffic
- Authority
- Ranking Keywords

How to check this?

To check this, you can use Ahrefs to evaluate the site's or directory's ranking keywords. The site should have ranking keywords and good traffic.

Do not create your citation solely based on metrics like Domain Authority (DA) or Domain Rating (DR). Many people manipulate these metrics by building spam links, and many Fiverr sellers offer these services. You must verify the site by checking its ranking keywords and traffic.

If a site is legitimate, it will have ranking keywords and organic traffic.



Remember, one good citation is better than a 1,000 spammy citations.

I've already provided step-by-step instructions for creating citations in our local citation guide.

Now, let's see how we can use Crunchbase, a high-authority website, to create a business profile for a personal entity.

Crunchbase: Process Checklist for Getting Started

1. Register for a Crunchbase account.

Collect the requirements you will need to create the profile or company page from the client.

2. Create a Crunchbase profile.

Keep track of progress related to the content, including media requests, articles, news, events, company pages, uploaded content, and Content Factory progress. Submit daily updates.

Collect the necessary documentation from the client

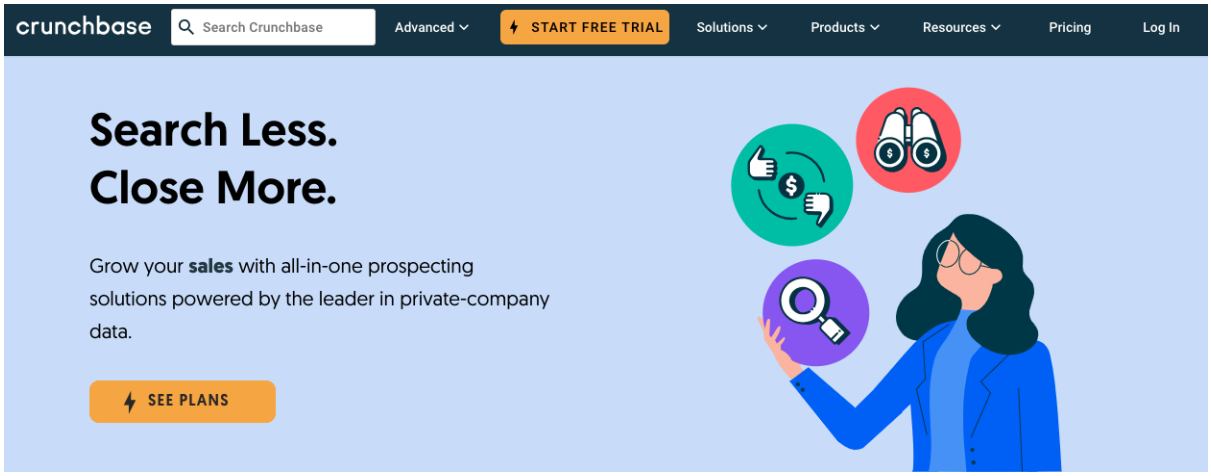
To create a company profile on Crunchbase, have the following items ready:

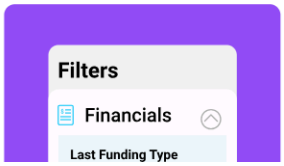
- Company logo.
- Date of establishment (founded date).
- Links to the company's website and social media accounts.
- Concise and comprehensive company description, both short and long versions.
- Location of headquarters.
- The industries the company operates in (3-5 industries are recommended).
- Diversity Spotlight (relevant for US-based companies only).
- Details about the founders.

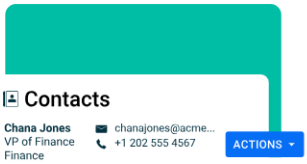
Create a Crunchbase profile

Step 1

- Open the Crunchbase website in your browser.

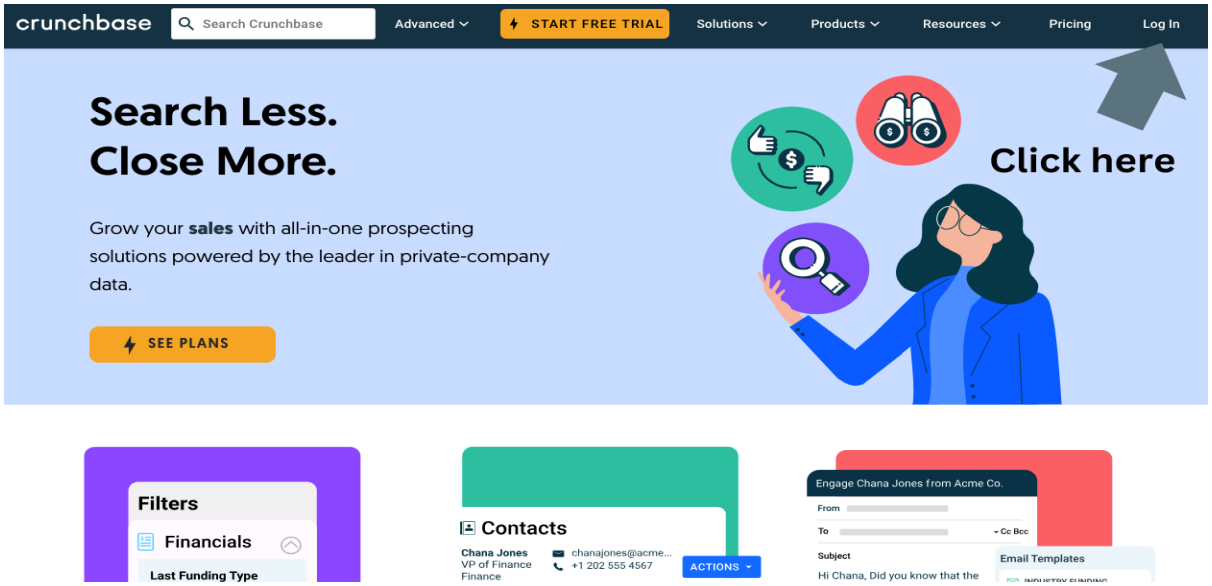






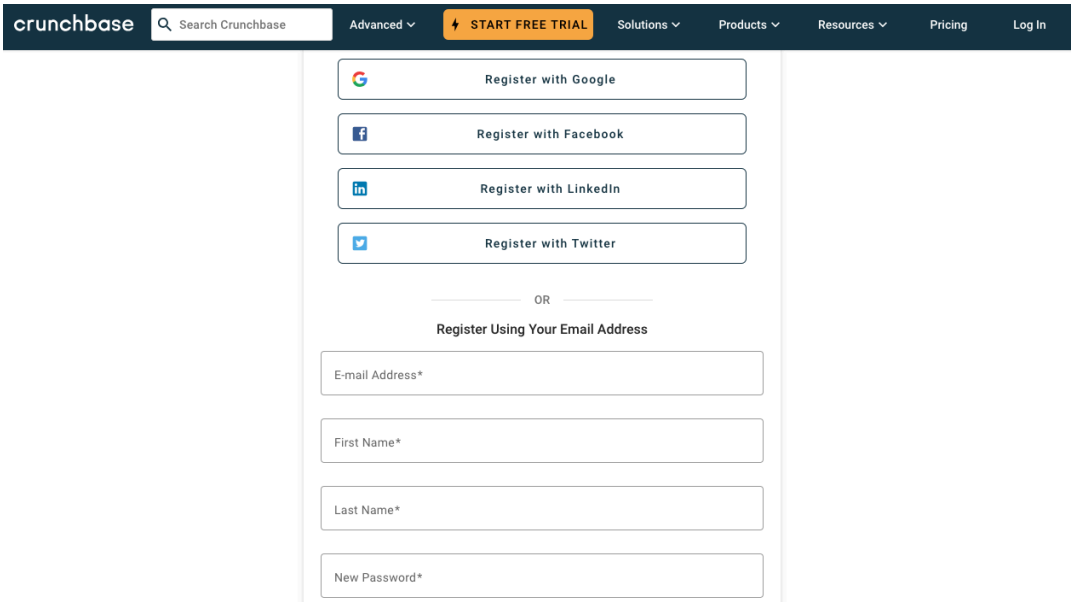


- You'll see an interface like this. Click on "Log in" to register your account.



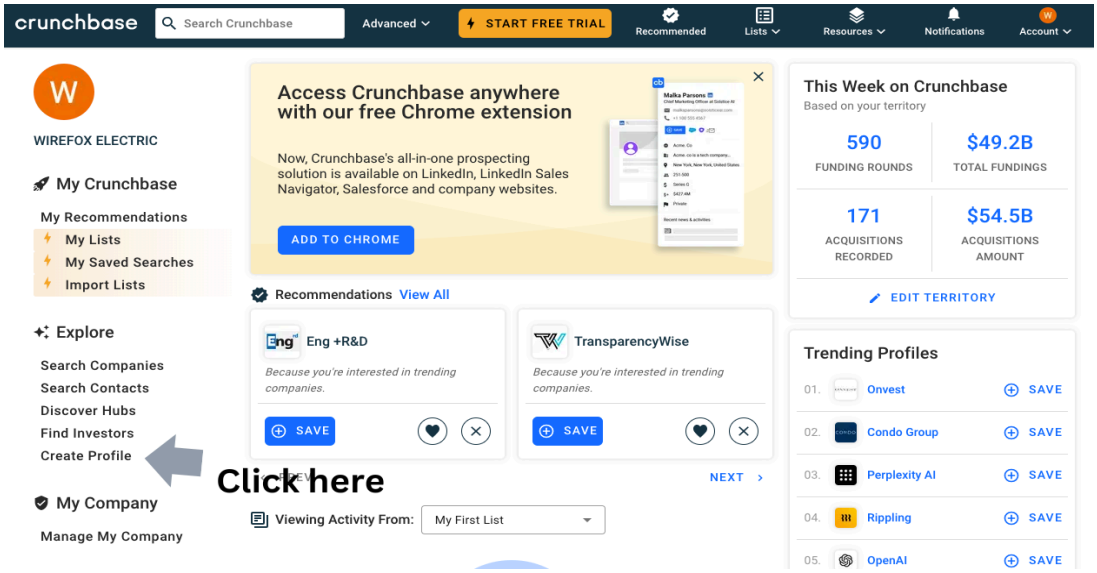
Step 2

- After clicking on "Log in," you'll see this interface. Now, input all the essential information to create an account.



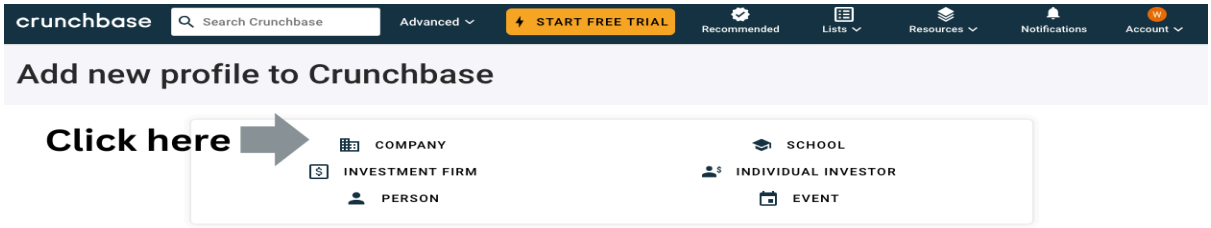
- You have two options to create the account: register with your Google account or manually input all the information yourself.

Step 3



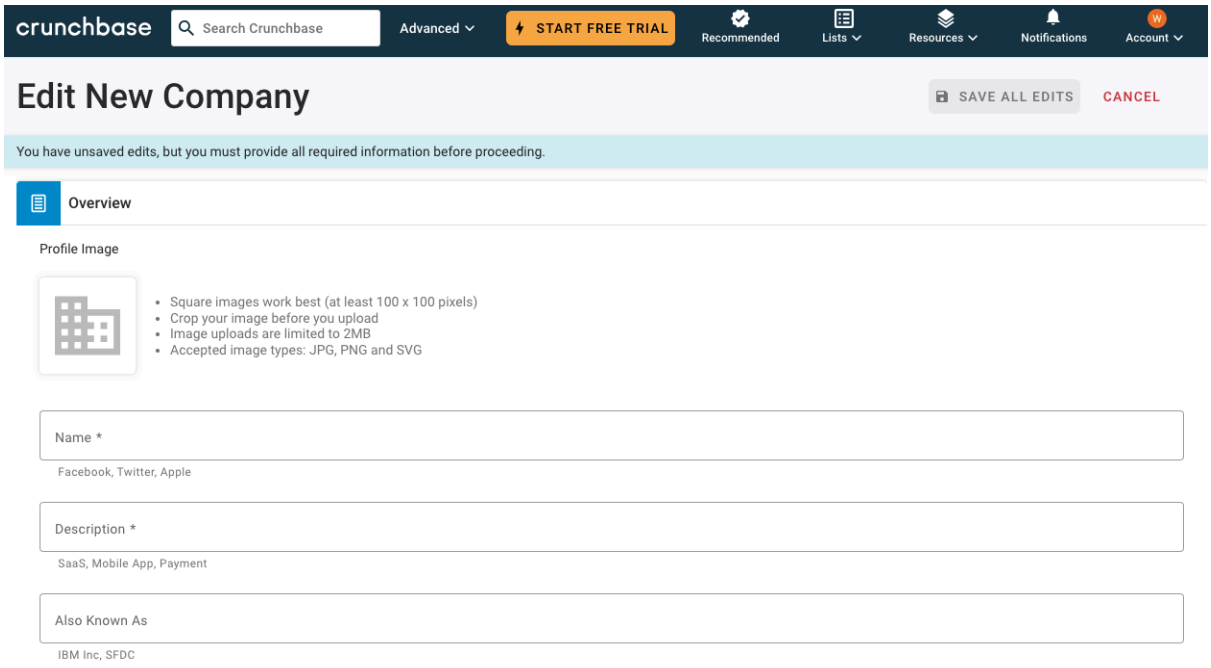
- After registering, you will be able to enter this interface. Now, you must click "Create Profile" to proceed further.

- After clicking on "Create Profile," you need to click on "Company" to create a company profile.



Step 4

- After clicking "Company," you will see a company page where you must fill in and input all the information related to your company.



- After correctly filling in the information, you can see your company page on Crunchbase and edit it.

Here is how you can easily make a personal branding entity. Just follow the steps below.

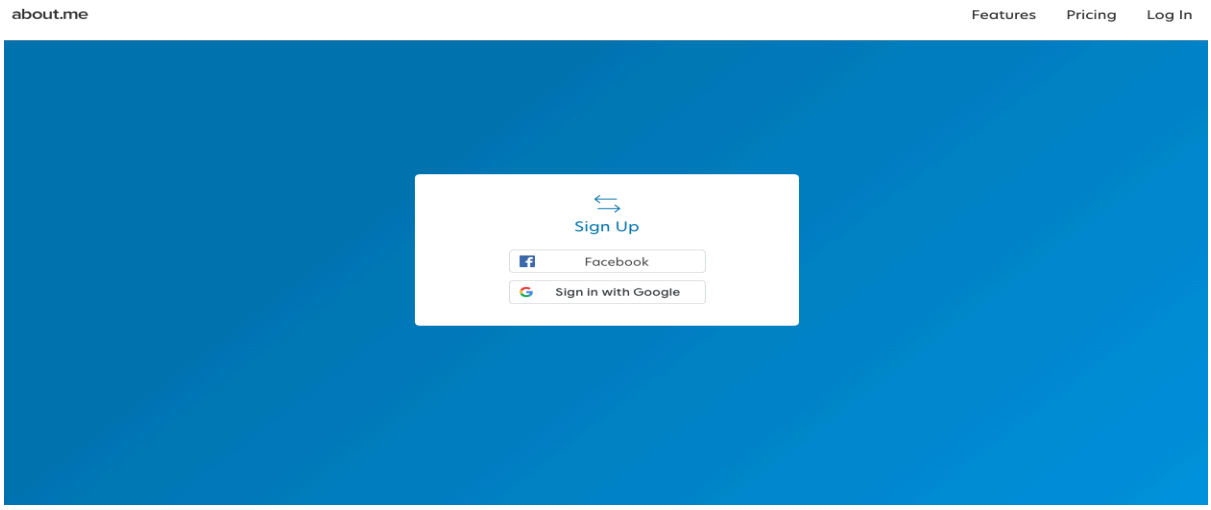
- We are using the About me website as an example to learn how to make a personal branding entity.

Step 1

- After opening the about. me, you will be able to see this interface. To create an account on about. me, you need to click on "Get your free page."

Step 2

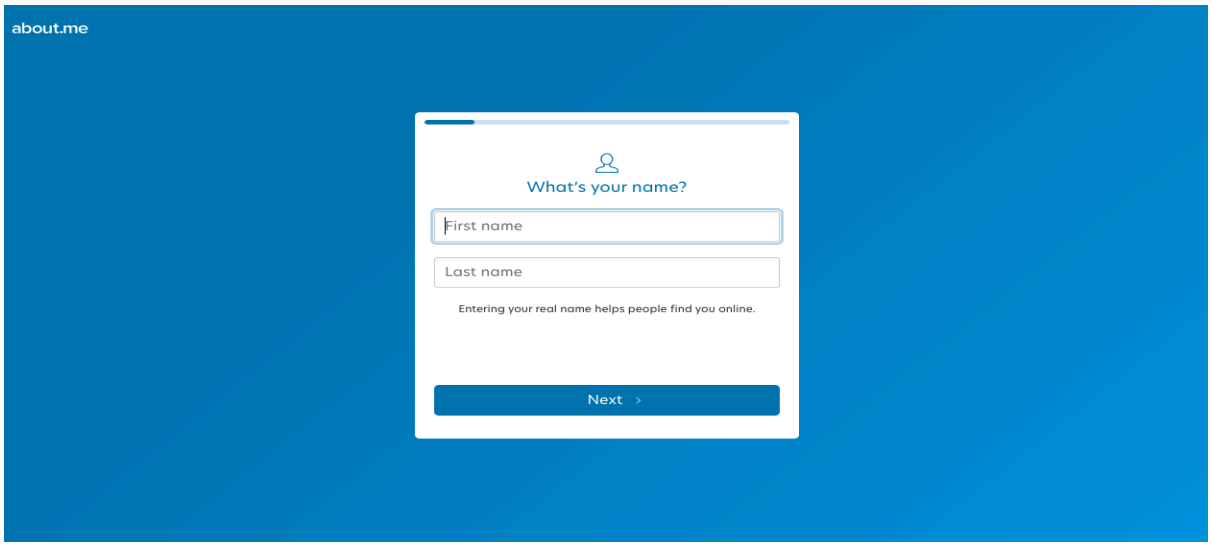
- After following that step, you will be able to sign up for the website.



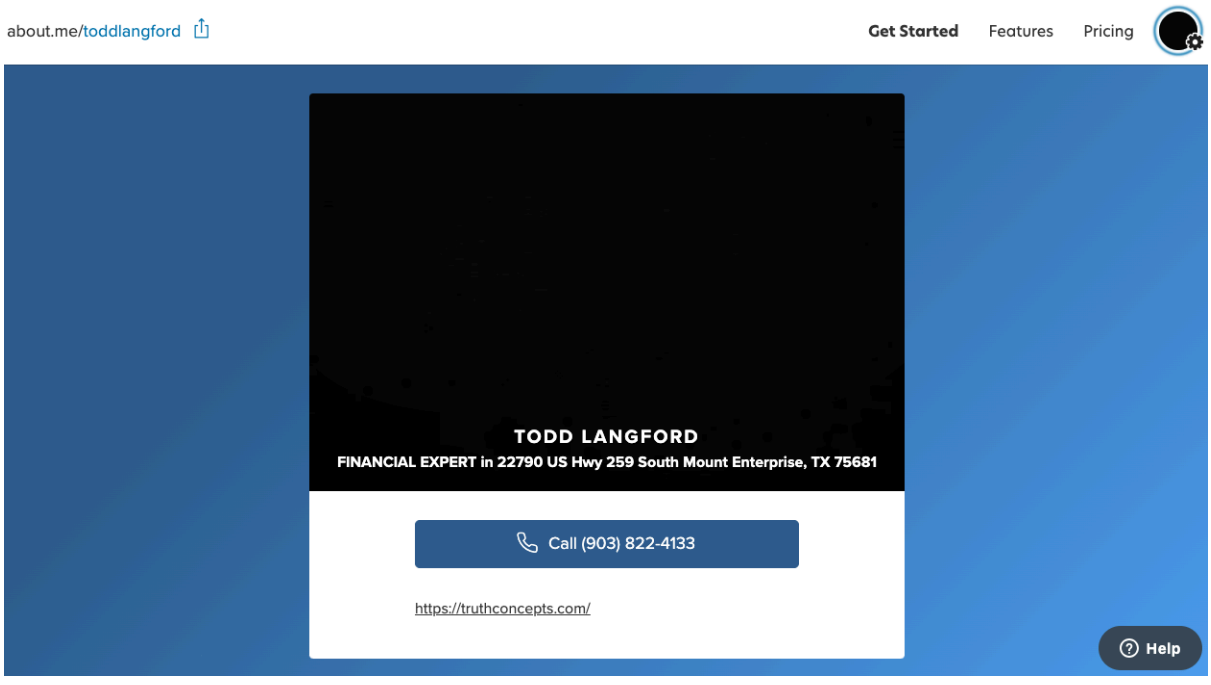
- Now, sign up using your email.

  Step 3

- Now, fill in all the essential information with your full name, location, profile picture, interests, and occupation.



- Now, you will be able to see your brand entity page.



Citation QA Checklist for Business or Agency Owners

☐ **Authority & Traffic**

Check the Authority: Verify that the citation site is recognized as an authoritative source in your industry.

Traffic & Keywords: Ensure the site has significant traffic and is ranking for relevant keywords.

☐ **NAP (Name, Address, Phone) Information**

Accuracy: Double-check that the Name, Address, and Phone number are correct and consistent with your official business records.

Formatting: Ensure the NAP information is formatted correctly and uniformly across all citations.

☐ **Social Media Links**

Include Social Profiles: Be sure to link to your official social media pages (e.g., Facebook, Twitter, and LinkedIn) where allowed.

Verify Links: Test each social media link to confirm they direct to the correct pages.

☐ **Logo Usage**

Upload Logo: Where permitted, upload your business logo.

Image Quality: Ensure the logo is high resolution and properly sized according to the site's guidelines.

☐ **Images**

Use of Images: Upload relevant images (e.g., product photos, team pictures) where allowed.

Quality & Relevance: Images should be high-quality and relevant to your business offerings.

☐ **Business Description**

Include a Detailed Description: Write a clear and concise description of your business.

SEO Optimization: Incorporate relevant keywords without keyword stuffing.

☐ **Service Areas**

Define Service Areas: List the geographic areas you serve.

Accuracy: Ensure these areas align with your actual service locations.

Comprehensive Listing: Provide a detailed list of the services your business offers.

SEO Considerations: Include service-related keywords to enhance search visibility.

☐ **Final Review**

Cross-check all Details: Before finalizing, review all information to ensure it's accurate, consistent, and complete.
Test Links: Verify that all external and internal links work correctly.

Check Visibility: Ensure all elements (NAP, images, social media, etc.) are visible and formatted adequately on the citation site.

This checklist should help business or agency owners maintain high standards for their online citations, ensuring they are both practical and accurate.

Important Note While Doing QA for Citations:

Remember, not every directory is the same, and not every citation is a directory citation. For example, some citations can also be social profile citations. If you mention your NAP (Name, Address, Phone number) in a YouTube description, it will also count as a citation.

Similarly, adding your business information on Facebook or Pinterest will be considered a citation.

One of the biggest myths in local SEO is the belief that citations are only made on directory sites. However, citations can also be found on social sites.

Not every site allows you to add all social profile links, and some sites may not permit a logo. To ensure the citation is perfect, log in to the directory while doing QA and check the listing form to verify that everything is correctly added.

Sites like Crunchbase may require regular activity; otherwise, your listing might be disabled. You can reactivate it by signing into your account.

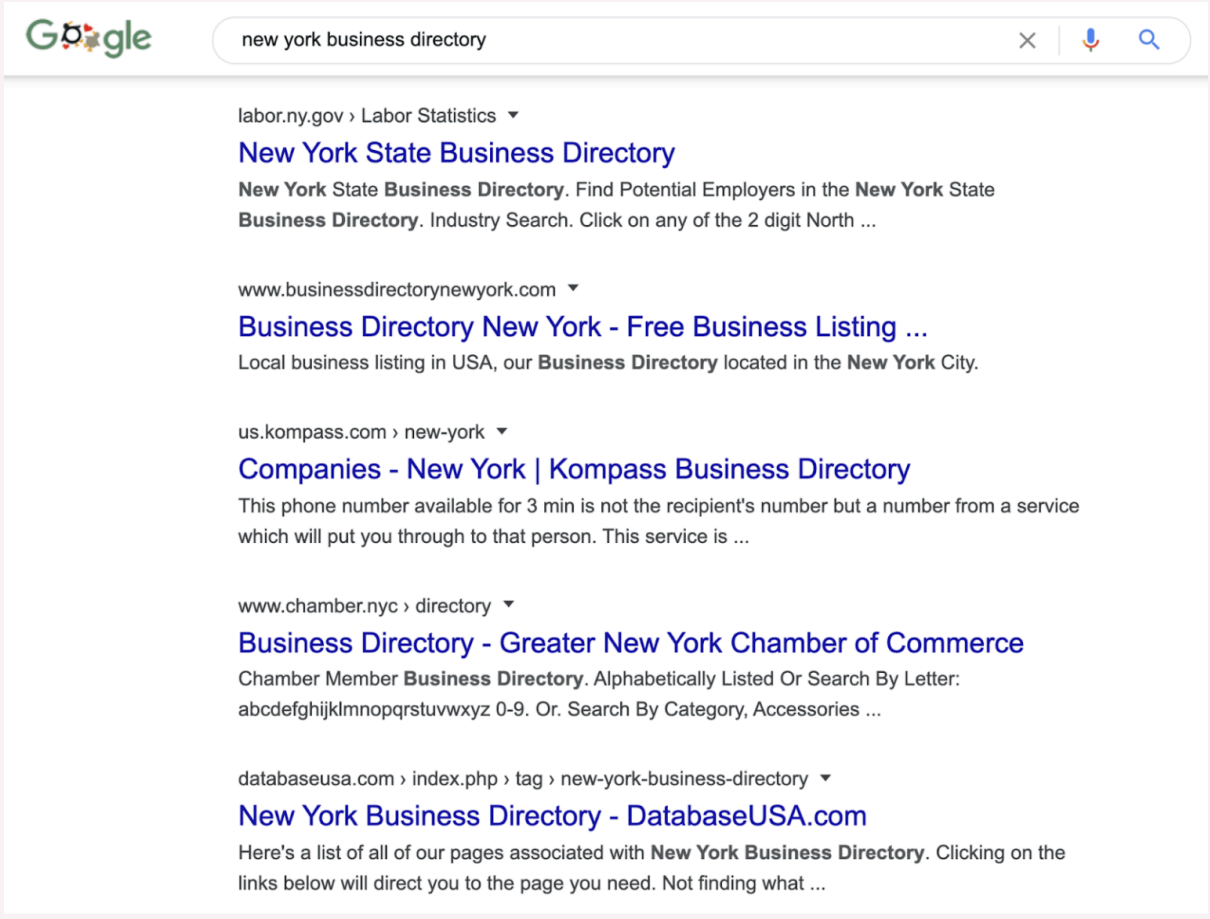
Additionally, not every site allows login with just an email and password. The best way to do QA is to use another browser, log in with the Google account associated with the citation, and access it by signing in with Google if direct email and password login doesn't work for you.

Ways to Find More Local Citations Websites

1) Use Google

Head to Google and search for simple things like:

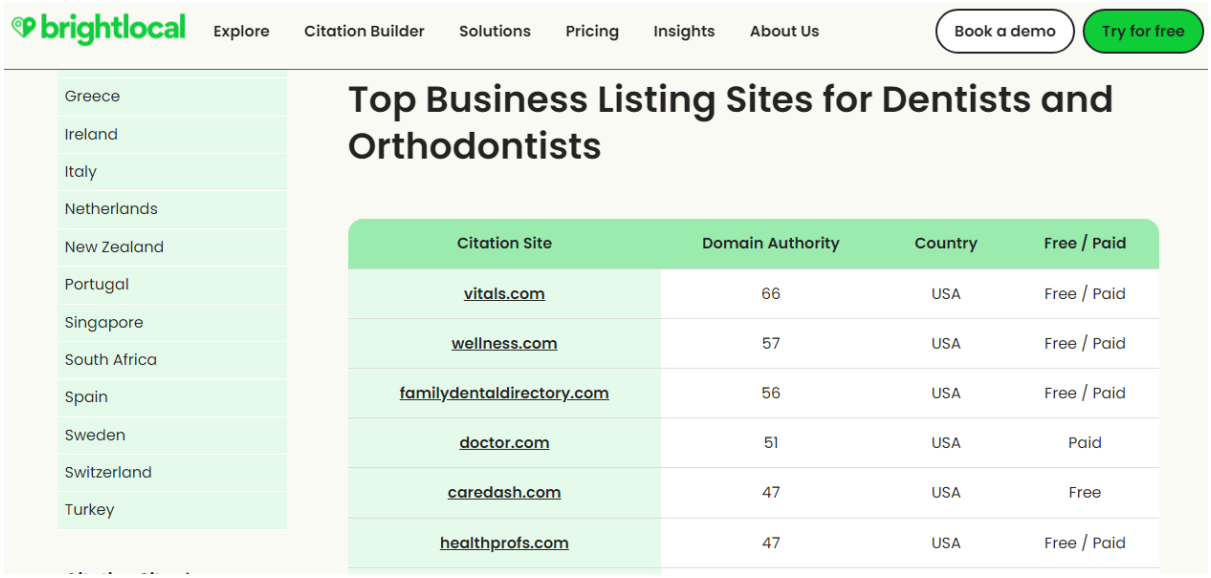
[location] business directory
[industry] business directory
[industry] business listings



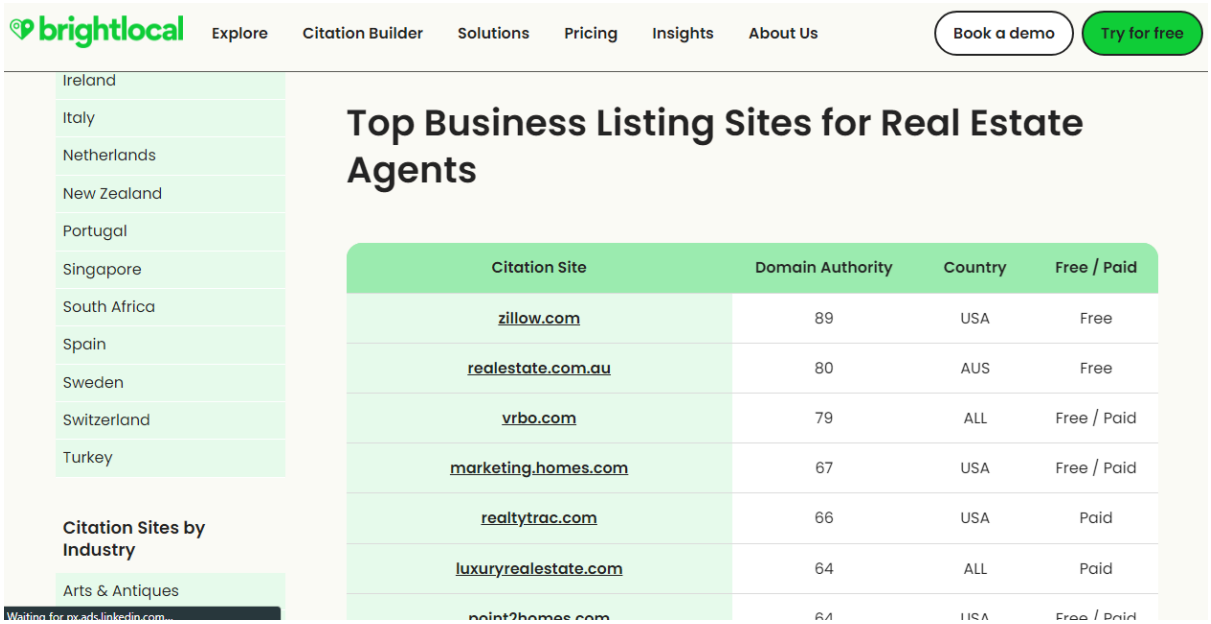
It's not necessary to submit to every site you find. Use your best judgment to identify which sites are worthwhile.

2) Use an industry citation list

There are many of these available online, but the one from BrightLocal is among the best. It lists popular citation opportunities for over 40 business categories.



Citation Site	Domain Authority	Country	Free / Paid
vitals.com	66	USA	Free / Paid
wellness.com	57	USA	Free / Paid
familydentaldirectory.com	56	USA	Free / Paid
doctor.com	51	USA	Paid
caredash.com	47	USA	Free
healthprofs.com	47	USA	Free / Paid



Citation Site	Domain Authority	Country	Free / Paid
zillow.com	89	USA	Free
realestate.com.au	80	AUS	Free
vrbo.com	79	ALL	Free / Paid
marketing.homes.com	67	USA	Free / Paid
realtytrac.com	66	USA	Paid
luxuryrealestate.com	64	ALL	Paid
point2homes.com	64	USA	Free / Paid

Clear Path for Business Owner vs. VA

For the Business Owner

As a local service business owner, your goal is to ensure that someone (like a VA) handles the creation of local citations while still understanding the process to ensure it's done correctly. Here's what you need to know:

What Needs to Be Done:

- Your business's name, address, phone number (NAP), website, and social media links should be accurate across all listings.
- Include high-quality images, accurate descriptions, and appropriate category selections.
- Ensure your business is listed on reputable directories like Google Business Profile, foursquare, and others.

Cost & Time:

- Hiring someone to complete local citations typically costs between $70 and $100, depending on the quality of work.
- Expect the task to take about 5 to 6 hours for a thorough job.

Competency & ROI:

- To assess competency, inquire about their approach to maintaining NAP accuracy, the directories they utilize.
- The ROI is evident: improving your local rankings attracts more customers searching for services in your area.

For the VA

As a VA, your role is to ensure local citations are completed accurately and thoroughly. Here's what to focus on:

Tasks to Be Completed:

- Gather and verify all NAP information for the business.
- Create listings on relevant, high-quality directories, starting with those recommended in the guide.
- Ensure correct category selection, add business descriptions, images, and social media links.

Timeframe & Quality:

- The process should take about 5 to 6 hours, depending on the number of directories.
- Maintain quality by ensuring consistent NAP data and using authoritative citation sites that facilitate customer reviews.

Why It's Important:

Accurate local citations enhance your business's local SEO, driving more traffic and potential customers. Your efforts directly influence the business's online reputation and customer trust.

Common Mistakes to Avoid

Incomplete information: Skipping fields or providing inaccurate details can lead to incomplete citations. Ensure all required fields are filled accurately.

NAP: Having a wrong business name, address, or phone number (NAP).

Ignoring verification: Neglecting to verify ownership of your citations can result in unclaimed listings, leaving them vulnerable to unauthorized edits or removal.

Misleading categories: Selecting irrelevant or misleading categories can confuse potential customers and affect your visibility in local searches. Choose categories that accurately represent your business.

Neglecting updates: Failing to update your citations with any changes to your business information can lead to outdated listings. Regularly review and update your citations to ensure accuracy.

Missing business images: If you don't include business images in your listings, you miss the chance to show off your business and hardworking team. Images help potential customers see what you offer and connect with your brand, making your business more appealing.

Not adding business description: If you skip the business description, you're missing the chance to clearly explain what your business does and what makes it unique. This can leave potential customers unsure about your offerings and why they should choose you.

Ignoring business timings: Your business listing isn't complete without adding your business hours. This information helps customers know when you're open, making planning their visits easier.

Avoiding these common mistakes can help you maintain accurate and influential local citations, boosting your visibility and reputation online.

FAQ Section

1/ What should I do if my business information changes?

If your business information changes—such as a new address or phone number—make sure to update all your citations across the web.

2/ How long does it take for citations to reflect on Google?

The time it takes for citations to reflect on Google can vary. It usually takes a few days to a few weeks for updates to be processed and visible in search results, depending on the directory or platform.

3/ How many citations do I need?
While there isn’t a specific number of citations required, the goal is to have your business listed in as many relevant directories as possible. Focus on quality and relevance over quantity.

4/ How can I ensure my citations are accurate?

To ensure accuracy, double-check your business information before submission, maintain a consistent format across all platforms, and regularly review your citations for any outdated information.

How do I choose the right directories for my citations?

Focus on reputable and relevant directories for your industry and location. Start with popular platforms like Google My Business, Yelp, and Facebook, and then explore niche directories specific to your sector to maximize visibility.

Congratulations!

You've finished our guide to local citations. Now, you're ready to make your business stand out online!

Local citations are super influential for getting your business noticed. Before you start, make sure you have your Google Business Profile set up.

Check our Google My Business (GMB) training.

Follow our checklist and avoid common mistakes to ensure your citations are correct.

Now, it's time to get started. Create and tweak your local citations, and watch as more customers find you online.

Thanks for learning with us. Good luck on your journey to success with your local search!

Thank You!

