

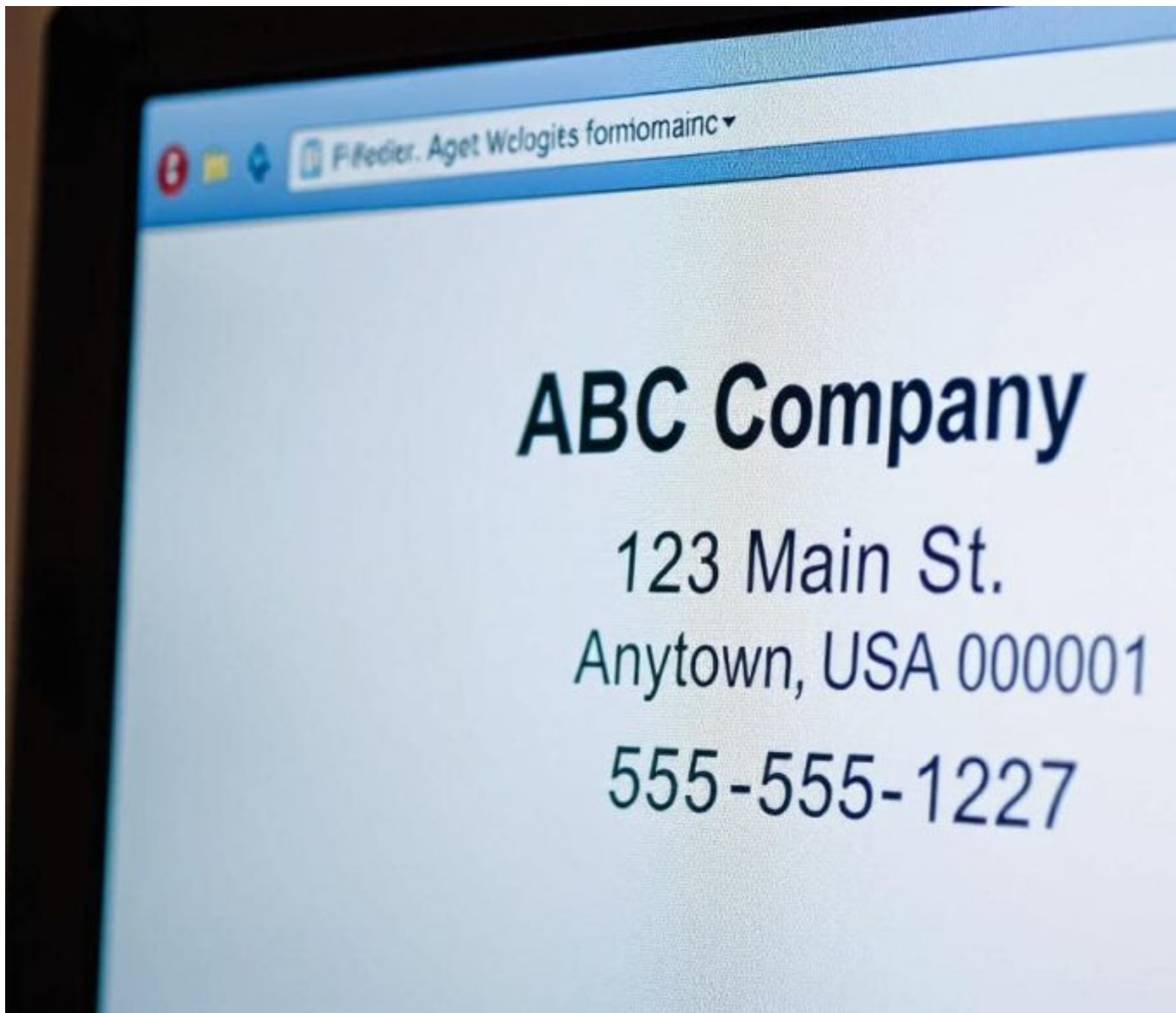
How to Build Local Citations to Boost Your Google Map Pack Rankings

You Should Always Build Citations

If you're serious about dominating local search results, you can't ignore the power of **building local citations**. These online mentions of your business name, address, and phone number (NAP) help build trust with Google and play a critical role in getting your business into the coveted Map Pack.

What is a Local Citation?

It's simply your NAP – business name, address, and phone listed anywhere on the web. A good example is Yelp or other web directories. That's where your NAP is normally found, but any site listing that information helps. And, the more in your industry it is, the better.

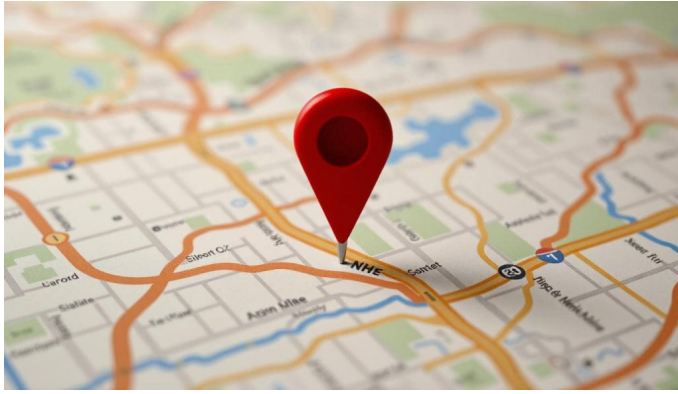


Why Are Local Citations Important for Map Pack SEO?

- **NAP Consistency Builds Trust:** Google looks for consistent business information across the web to validate your legitimacy.
- **Authoritative Listings Increase Visibility:** Being listed on high-authority platforms like Yelp and Apple Maps signals trustworthiness.
- **Citations Improve Local Relevance:** The more mentions you have within your geographic area, the more relevant Google sees your business for local searches.

Do Citations Really Matter? Here's What the Data Says

If you're wondering whether investing time in building local citations still makes sense, the answer is a resounding **yes**. Here are some eye-opening statistics that prove the importance of local citations for SEO success:



- **92% of SEO experts** say that accurate citations are a key ranking factor in the Google Map Pack. ([BrightLocal Local Search Ranking Factors Study](#))
- According to a **Whitespark Survey**, citation signals account for **7% of local pack ranking factors**, but they are foundational for NAP consistency across the web. ([Whitespark Local Search Ranking Factors](#))
- Inconsistent NAP data is one of the top reasons businesses lose trust with Google and potential customers. Studies show that **68% of consumers** would stop using a local business if they found incorrect information online. ([BrightLocal Consumer Research](#))
- Businesses that manage and actively update their citations experience an average **18% increase in local search visibility**. ([Moz Local SEO Study](#))

Clearly, citations aren't just a checkbox item—they're a critical component of local SEO success. Ensure your business information is accurate, consistent, and listed across top platforms like Yelp, Yellow Pages, Apple Maps, and niche-specific directories.

The Top 42 Sites to Build Local Citations

Here's a curated list of 40+ places you can add your business for free. These citations help improve your visibility in Google Maps and local search results. Be consistent with your NAP (Name, Address, Phone) info across every listing

- [Yelp](#)
- [Better Business Bureau](#)
- [Facebook](#)
- [YellowPages](#)
- [Bing Places](#)
- [Apple Maps](#)
- [MapQuest](#)
- [Foursquare](#)
- [Nextdoor](#)
- [Manta](#)
- [Hotfrog](#)
- [Chamber of Commerce](#)

- [MerchantCircle](#)
- [ShowMeLocal](#)
- [CitySquares](#)
- [Brownbook](#)
- [EZlocal](#)
- [USCity.net](#)
- [Yalwa](#)
- [Tupalo](#)
- [2FindLocal](#)
- [eLocal](#)
- [Call Up Contact](#)
- [My Local Services](#)
- [Find Us Here](#)
- [Where2Go](#)
- [Cybo](#)
- [DexKnows](#)
- [Local.com](#)
- [Cylex USA](#)
- [n49](#)
- [TrueLocal](#)
- [CommunityWalk](#)
- [Kudzu](#)
- [LocalStack](#)
- [Opendi](#)
- [Spoke](#)
- [B2B Yellow Pages](#)
- [Local Database](#)
- [Directory Central](#)
- [GetFave](#)
- [Express Business Directory](#)
-

Pro Tip: Search for your competitors' NAP listings using tools like BrightLocal or Whitespark to find new opportunities.

How to Ensure Citation Quality

- **Keep Your NAP 100% Consistent:** Even small differences like "Street" vs. "St." can cause issues.
- **Include a Link to Your Website:** Some sites allow you to add a link—this can also improve your local backlink profile.
- **Fully Complete Your Listings:** Add business hours, categories, photos, and a detailed description.
- **Regularly Audit and Update Listings:** If your business moves or changes contact details, update every listing.

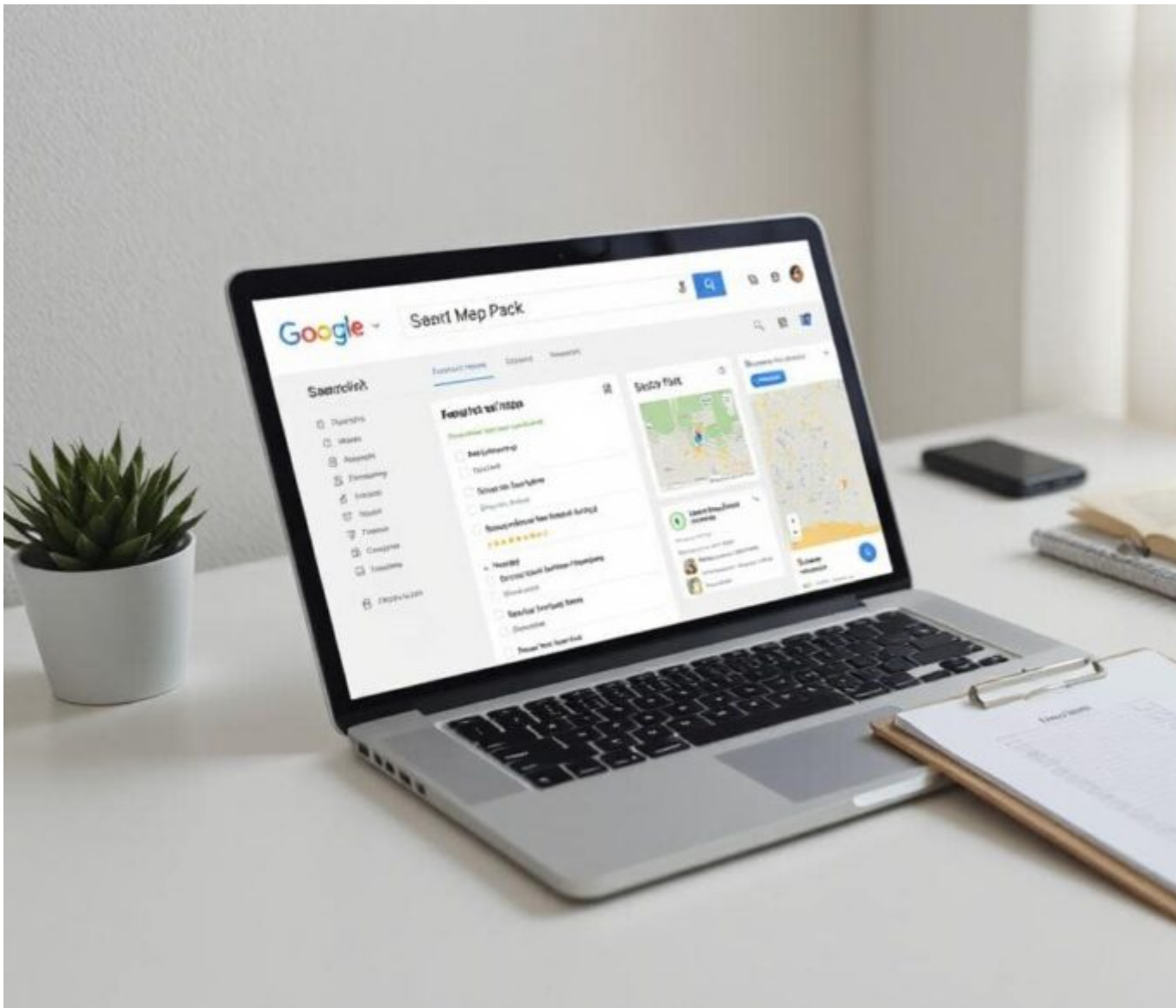
It's best to go to Google, see how they're listing your business address, and then copy that. Use that exact formatting, etc. everywhere. You NEED to be consistent when doing this. Even small, small differences matter. The more consistent, the better.

Bonus: A Good, Quick Citation You Can Easily Build Right Now

•

I made a website where you can build a map of your service area for free, but if you include your business information, **you get a free citation** that's totally legit. It's over on ServiceAreaMaps.com. Here's an example for [Webstix](https://Webstix.com). Even if you don't need a service area map on your website, go there and create a listing since you get to list your company name, address, and phone – and website URL, too. As you do link building, build links to your page there for that pass-through link juice that's safe.

? Download the FREE “Map Pack SEO Checklist”



Make sure you're not missing any key steps! Download our easy-to-follow checklist to:

- Audit your Google Business Profile
- Build essential local citations
- Get more 5-star reviews
- Track your Map Pack ranking progress

[Download the Checklist Here – No Email Required](#)

Final Thoughts

Local citations aren't a flashy SEO tactic, but they deliver real results. If you're not seeing your business in the Map Pack, this is one of the first areas you should focus on. Build trust, establish authority, and get your business in front of local customers right when they're searching for you.

FAQs About Local SEO Citations

How do you build a local citation?

Start by ensuring your business information (NAP: Name, Address, Phone Number) is accurate and consistent. Then, manually submit your business to high-authority directories like Google Business Profile, Yelp, and BBB. You can also explore niche-specific directories relevant to your industry. If you're short on time, consider using a citation builder service to streamline the process.

What are local citations in local SEO?

Local citations are online mentions of your business's NAP details. They appear in business directories, social media platforms, apps, and websites. These citations help search engines verify your business's legitimacy and relevance, directly influencing your local search rankings—especially your visibility in the Map Pack.

What is a citation builder?

A citation builder is a service or tool that automates the process of submitting your business information to multiple directories and platforms. It helps you scale the creation of citations quickly and ensures your data remains consistent across the web. Popular tools include BrightLocal, Whitespark, and Yext.

Is local SEO still relevant?

Absolutely! With the rise of mobile search and voice assistants, local SEO is more important than ever. People are constantly searching for businesses “near me,” and ranking well locally helps drive highly qualified traffic to your business. The Map Pack, in particular, generates significant visibility and trust with searchers.

What is the best URL structure for local SEO?

Keep it clean, descriptive, and geo-targeted. For example:

Copy

```
https://www.example.com/madison-web-design/
```

Avoid unnecessary parameters and keep the structure easy to read for both users and search engines. Including the city or service area in the URL can help reinforce local relevance.

Original article: <https://tonyherman.com/how-to-build-local-citations/>

PDF version: https://tonyherman.com/how-to-build-local-citations/?apa_pdf=1

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