



# LOCAL CITATION FINDER

## Create a Strong Foundation for Local Search

When it comes to local search and establishing a foundation, citations are one of the core local SEO building blocks. Citations are necessary for ranking locally and creating a base to grow from.

### INCREASE YOUR LOCAL SEARCH RANKINGS WITH CITATIONS

#### Gain Credibility with Search Engines

Citations help search engines, like Google and Bing, verify that your business exists. Having multiple credible sources with the same accurate data about your business sends signals to search engines that your business is legitimate.

#### Create Authority & Establish Trust

By listing your business on prominent national and local sites you can create authority, establish trust, and improve your business' ability to rank locally.

#### Standout From Your Competitors

The more places your business information appears online, the more prominent your business appears to Google and Bing. Standout from the competition with a stronger citation portfolio and more mentions of your business on the web.



#### Top Ranking Businesses Comparison Results

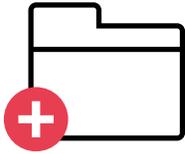
YOUR KEYPHRASE (ie. Dentist Portland)

Business Name	#1 Top Competitor	#2 Top Competitor	#3 Top Competitor	# 4 YOUR BUSINESS
+ portlanddentalpc.com	✓	✓	✓	✗
+ yelp.com	✓	✓	✓	✗
+ plus.google.com	✓	✓	✓	✗
+ businessfinder.oregonlive.com	✓	✓	✓	✗
+ dentists-of-portland-or.com	✓	✓	✓	✗
+ laurelwooddental.com	✓	✓	✓	✗
+ yasabe.com	✗	✓	✓	✗
+ yellowpages.com	✓	✓	✗	✗
+ mapquest.com	✓	✓	✓	✗

### HOW IT WORKS

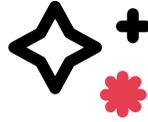
- Create a project for your business and enable monitoring to receive alerts about new citations found, and growth over time.
- Search top keyphrases. Target results based on your city or at the zip/postal code level. See the top ranking businesses and their citation sources.
- Use the business search function to analyze your competitors citations by their phone number or if you have more than one number, search your own business to examine all your citations.

# POWERFUL CITATION ANALYSIS FEATURES



## Create Projects

Set your business locations as a project to help organize all of your searches, and manage your search results.



## Discover New Citation Opportunities

Find new citation opportunities that are industry and location based.



## Competitive Analysis

Find who your top competitors are for a specific keyphrase and compare your citation profile to theirs.



## Compare Searches

Compare searches to see which citations sources your business may be missing against top ranking businesses.



## Citation Monitoring

Monitor your monthly citation growth and visually see your progress over time.



## Citation Verification

Verify the existence of your citations. Our system will check each source result from a business search or project, and confirm if your business is actually listed on the site.



## Make Notes

Use the notes feature to document any important observations or reminders for later.

**Start discovering new citation opportunities, monitor your growth, and analyze your competitors with the Local Citation Finder.**

**Learn more at [whitespark.ca/local-citation-finder/](https://whitespark.ca/local-citation-finder/)**