



DIY SEO HQ

# SETTING UP CITATIONS





## SETTING UP CITATIONS

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- What are they ... and how do they fit into SEO?!
- Why include them in your SEO strategy
- How to find them
- Assessing citation sites
- Let's talk NAPs
- Common components
- Top tips
- Local Data Aggregators
- Challenge!

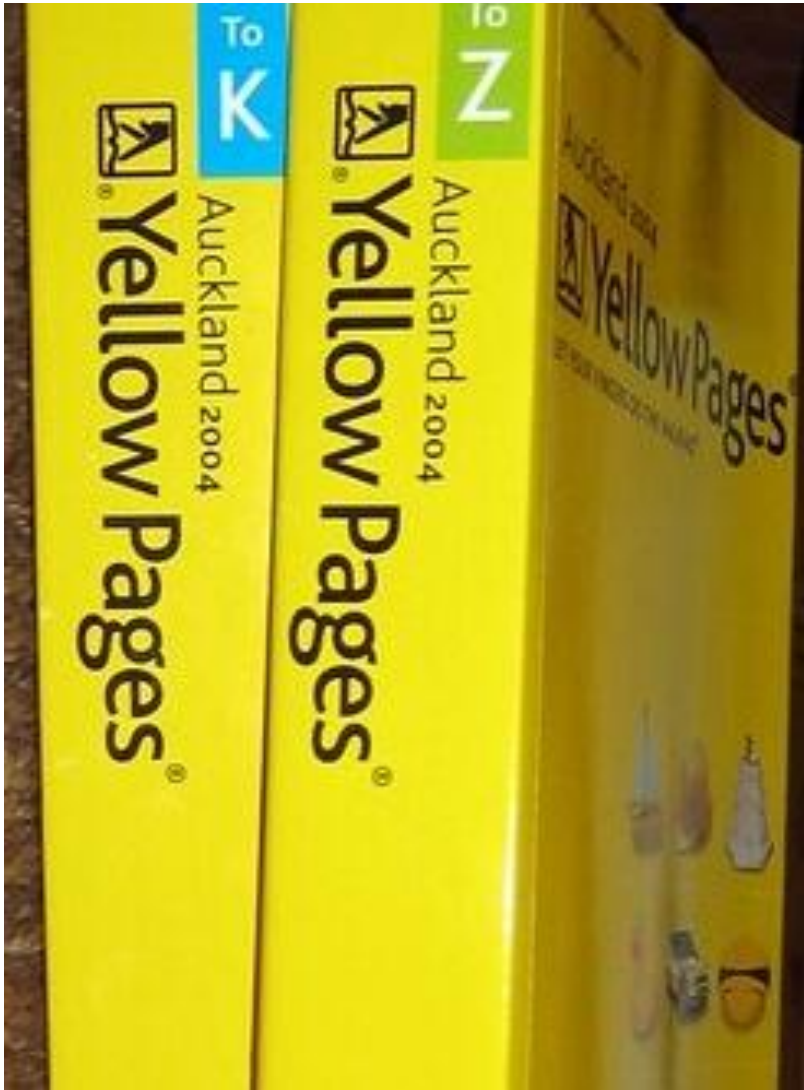
# What is a citation?

In academia, a citation is a reference to a source.

**It's evidence and helps build trust ...**

and it's the same if you want to come in SEO and AI.







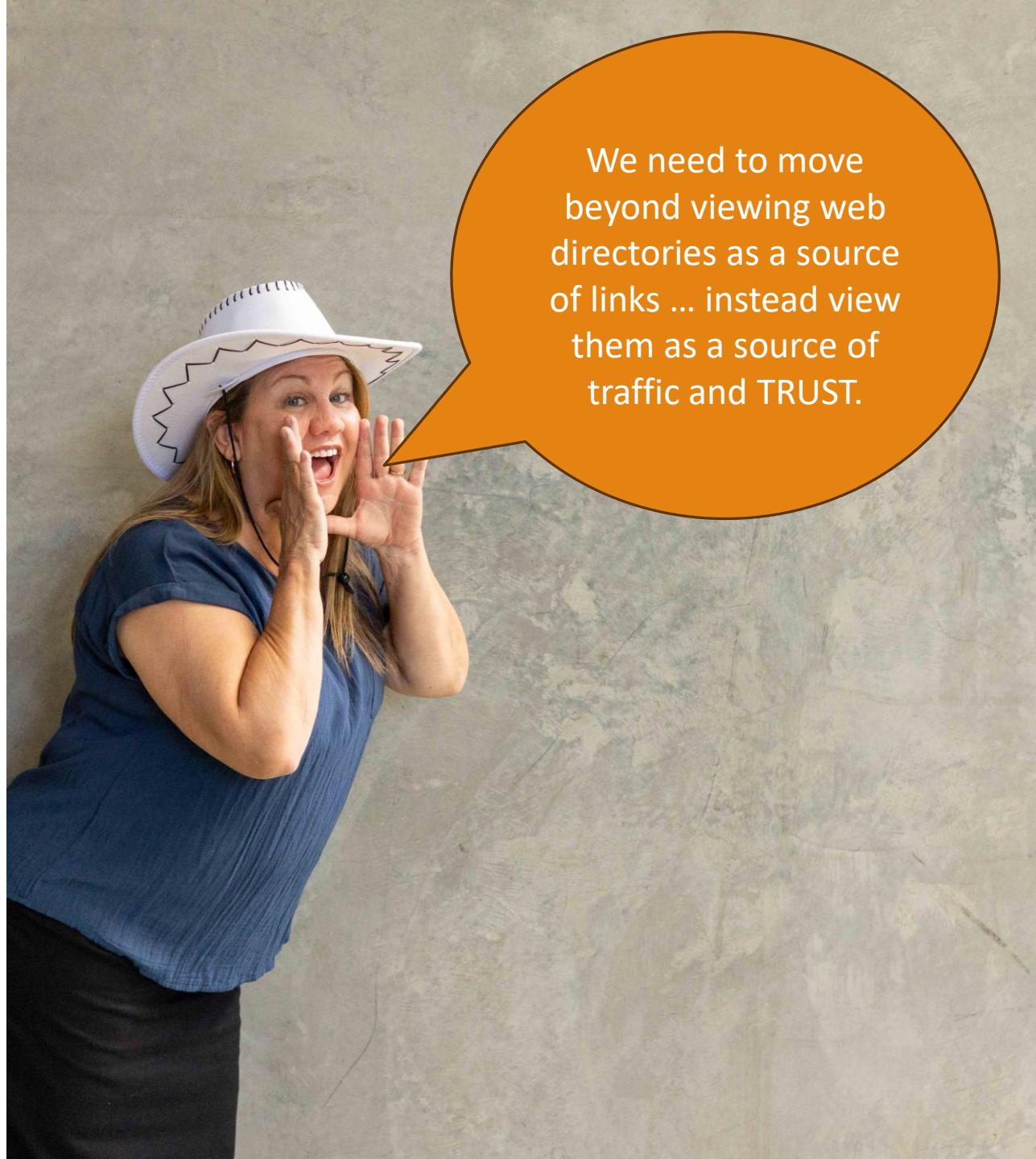
Keyword  
Research

Onsite  
Optimisation

Offsite  
Optimisation

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Think of Offsite  
Optimisation as **online  
PR** – a way of promoting  
your business and  
website.



We need to move  
beyond viewing web  
directories as a source  
of links ... instead view  
them as a source of  
traffic and TRUST.

Quick and Easy!



# Why Bother with Setting up Citations?



1. IMPROVE  
LOCAL RANKINGS

# Why Bother with Setting up Citations?



1. IMPROVE  
LOCAL RANKINGS



2. RULE  
PAGE 1



Creations Wig Studio

<https://www.creationswigstudio.com.au>

## Wigs Brisbane | Creation Wigs Studio Capalaba

Look good, feel confident at **Creations Wig Studio** Brisbane. Wigs, hair pieces, toppers, ponytails, fringes and extensions for anybody with thinning hair or ...

You've visited this page 4 times. Last visit: 10/07/23

### Wigs

At Creations Wig Studio, we offer human hair and synthetic ...

### About Us

At Creations Wig Studio Capalaba, our wide range includes over ...

### Hair Toppers Brisbane

Need to add volume and body to thin, limp hair? Creations Wig ...

### Creations Wig Studio Capalaba

Look good, feel confident at Creations Wig Studio Brisbane ...



Cylex Australia

<https://www.cylex-australia.com> › company › creation...

## Creations Wig Studio, Capalaba, QLD

14 Apr 2023 — **Wig** experts specialising in top quality **wigs**, human hair clip in extensions, hairpieces and headwear. We cater to individuals facing hair ...

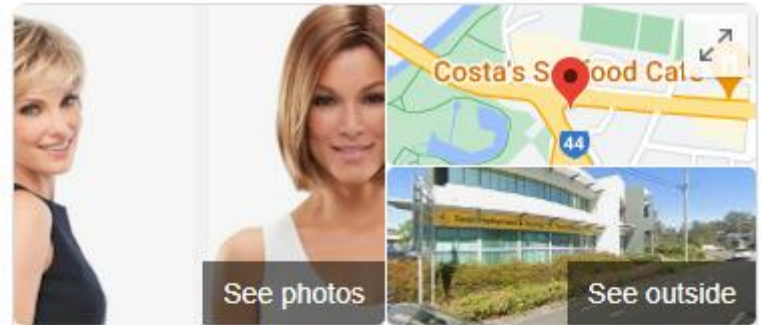


Kochie's Business Builders

<https://www.kochiesbusinessbuilders.com.au> › creation...

## Creations Wig Studio

We have over 100 **wigs** in our Brisbane store for you to choose from, or you can have your **wig** custom-made. Synthetic and real human hair options, as well as hair ...



## Creations Wig Studio



Website

Directions

Save

Call

4.7 ★★★★★ 19 Google reviews

Wig shop in Capalaba, Queensland

**Service options:** In-store shopping

**Address:** Shop 4/39 Old Cleveland Rd, Capalaba QLD 4157

**Hours:** Closed · Opens 9 am Tue ▾

**Phone:** (07) 3823 1083

**Appointments:** [creationswigstudio.com.au](https://creationswigstudio.com.au) Providers ⓘ

[Suggest an edit](#) · [Own this business?](#)

# Why Bother with Setting up Citations?



1. IMPROVE  
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2. RULE  
PAGE 1



3. GET REFERRAL  
TRAFFIC

# Why Bother with Setting up Citations?



1. IMPROVE  
LOCAL RANKINGS



2. RULE  
PAGE 1



3. GET REFERRAL  
TRAFFIC



4. BUILD  
REPUTATION

# How to Find Citation Sites

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- Google search terms like: “citation sites”, “free internet directory”, “review sites”.
- Try variations based on your location (city, state, country); industry; or demographic (eg seniors or kids).
- Check where your competitors are listed using <https://moz.com/link-explorer> or <https://neilpatel.com/ubersuggest/>

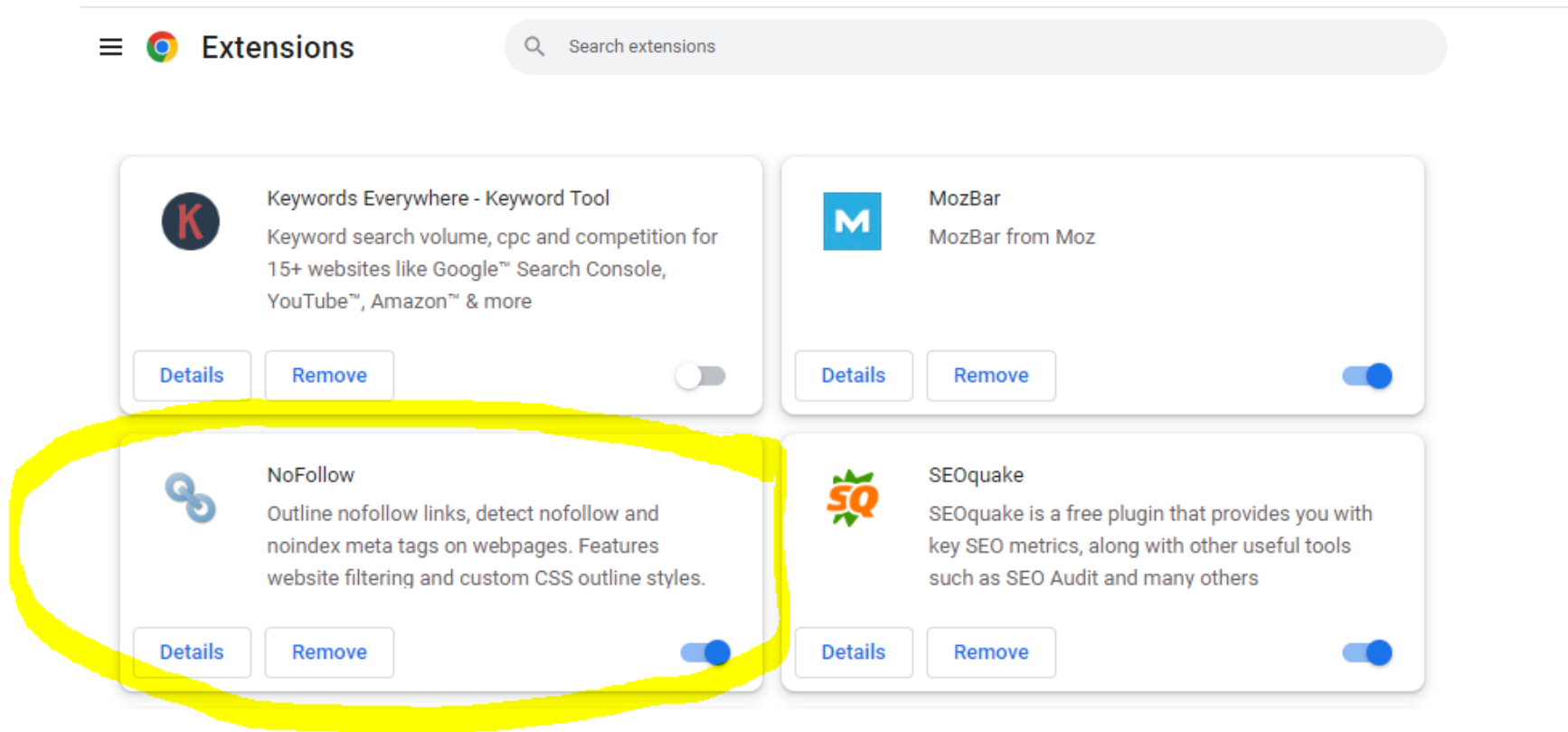


## Is the Citation Worth it? Check:

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- DO NOT PAY
- Domain Authority
- Relevance
- Follow or No Follow Link: doesn't really matter anymore! A study reported by SEJ earlier this month said "no follow" links have the same impact as regular links in AI visibility.

# Is it a Follow or No Follow Link?



The image shows the Chrome Extensions management page. At the top left, there is a hamburger menu icon and the word "Extensions" next to the Chrome logo. To the right is a search bar labeled "Search extensions". Below this are four extension cards:

- Keywords Everywhere - Keyword Tool**: Keyword search volume, cpc and competition for 15+ websites like Google™ Search Console, YouTube™, Amazon™ & more. Includes "Details" and "Remove" buttons and a toggle switch.
- MozBar**: MozBar from Moz. Includes "Details" and "Remove" buttons and a toggle switch.
- NoFollow**: Outline nofollow links, detect nofollow and noindex meta tags on webpages. Features website filtering and custom CSS outline styles. This card is circled in yellow. Includes "Details" and "Remove" buttons and a toggle switch.
- SEOquake**: SEOquake is a free plugin that provides you with key SEO metrics, along with other useful tools such as SEO Audit and many others. Includes "Details" and "Remove" buttons and a toggle switch.

# In the Media

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Brisbane blogger Janet Camilleri (aka The Middle Aged Mama) is published widely across the web, as a copywriter, blogger and freelance writer. Here are just some of the places you will find her work ...

## ALSO WRITING FOR:

- [Flying Solo](#)
- [Huffington Post Australia](#)
- [Self Growth.com](#)
- [She Society](#)
- [Thrive Global](#)
- [Women's Network Australia](#)
- [Ys People Australia](#)
- [Towards a Better You](#)
- [Redlands Coast Chamber of Commerce](#)

## The importance of NAP:

- Name
- Address
- Phone number





But I don't  
want to show  
my address!



# Common Components of Citations:

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- Business Category – Choose wisely
- Business Description
- Business Photos
- URL (not just home page!)
- Services / Products / Keywords
- Hours of operation
- Business start date
- Videos
- Reviews
- Payment forms accepted
- Taglines / slogan / motto
- Geo-coordinates (use [www.latlong.net](http://www.latlong.net))
- ABN
- Certifications or awards
- Links to social media
- Email addresses

Don't forget to download your Handy Dandy Spreadsheet!

URL:

BUSINESS NAME

GMAIL -

PW

USERNAME (IF REQ'D)

NAME of BIZ REPRESENTATIVE

POSITION

ADDRESS

MAILING ADDRESS

MOBILE -

CONTACT EMAIL -

ABN

NUMBER OF EMPLOYEES

BUSINESS HOURS -

FACEBOOK URL -

INSTAGRAM URL -

CERTIFICATIONS -

KEYWORDS / SERVICES

SHORT DESCRIPTION/MOTTO

OTHER DESCRIPTIONS



## TOP TIPS

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- Set up a separate Gmail account
- Use same password (but not your usual one!)
- Search first
- Register
- Some want a reciprocal link
- Some won't accept <https://>
- How to handle spam



Manual or  
Automated?





“Local Data Aggregators”



# Moz Free Local Listing Check

<https://moz.com/products/local/check-listing>

Your free local visibility audit

Root domain	Business Info	Listing Health	Reviews
 Google		Listing not found	
 Bing		Listing not found	
 BetterBusinessBureau		Listing not found	
 Citysearch		Listing not found	

HINT: Are there any directories / citations that you could list on?!

Will it work for you? It didn't for me!





## Benefits of Local Data Aggregators?

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- Save time
- Some sites / directories do not allow manual listings and will only work with data aggregators

# List your business for free on a leading business listing directory for Australia

The purpose of creating a business listing on FreeListingAustralia is to make your business noticeable on the Web. Listing created on FreeListingAustralia increases the chances of being found by customers. It also increases your search result visibility.

[Submit Your Listing](#)

Google Ads



"If I can do it, youse can too"

Sharon Strzelecki, CEO/Founder

[Watch the full story](#)

## Popular Categories



Business & Services



Health & Beauty



Hotels & Restaurants



Shopping



Clothing



Education



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## THIS MONTH'S CHALLENGE: SET UP 20 CITATIONS

*\*spreadsheet supplied\**

# The 72 Hour Rule

To increase  
your chances  
of success!





What's your top takeaway?!



## MEMBER HOT SEAT

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