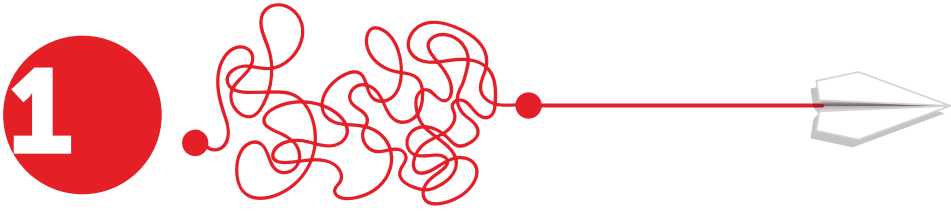


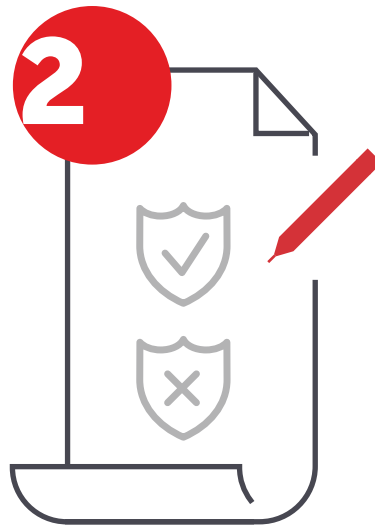
# 8 MISTAKES TO AVOID WHEN BUILDING MUTLI-LOCATION CITATIONS

In SEO, a citation is when your business name, address and phone number (NAP) are mentioned on different websites and search directories. While it may seem like an easy task to build citations, franchise SEO can complicate the process. Here are 8 mistakes you should avoid when getting started



## 1 Being Disorganized:

One easy way to keep yourself organized is to create a spreadsheet that your entire marketing team has access to. As information becomes different over time, the spreadsheet should always reflect that.



## 2 Not Auditing the Citations:

Too many businesses don't conduct an audit before the citation process begins. You won't know if you're missing NAP, if NAP is incorrect, or if there are duplicate listings. You also won't know where opportunities are for you to start SEO citation building.



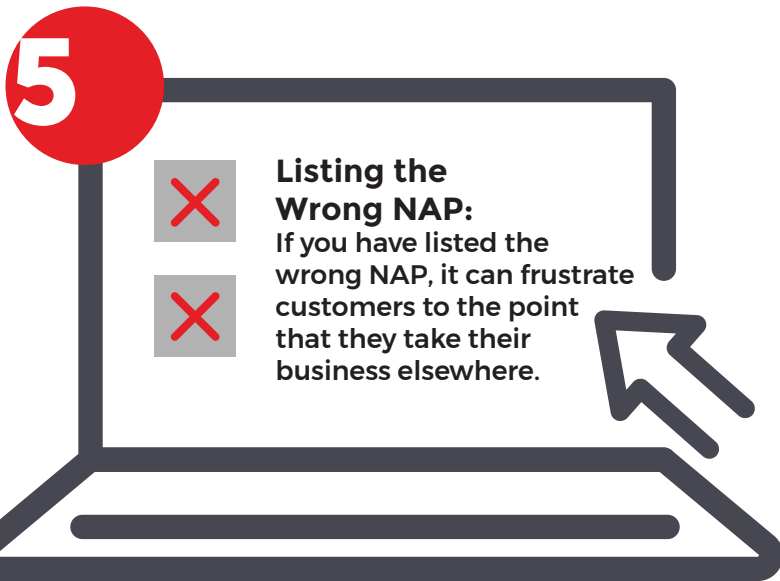
## 3 Not Identifying All Your Opportunities:

After an audit is completed, it's essential you take a look at every result. Not identifying each opportunity and which are the most important for your citation building process can actually hurt your business.



## 4 Not Acting on Opportunities:

Knowing which opportunities you have and not acting on them will continue to hurt your online presence.



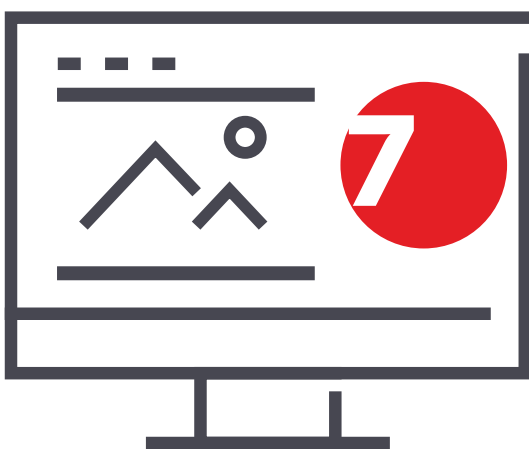
## 5 Listing the Wrong NAP:

If you have listed the wrong NAP, it can frustrate customers to the point that they take their business elsewhere.



## 6 Not Properly Categorizing Your Business:

As you build citations, remember to categorize your business correctly. For example, if you run a pet grooming service, be sure you categorize your business as such.



## 7 Not Implementing Dedicated Landing Pages Correctly:

Each of your locations needs a dedicated landing page and it should always be connected to the corporate website whenever possible. Citation quality is directly impacted by NAP, and even when your dedicated landing page contains it, your business can suffer if the corporate website doesn't acknowledge each specific location.



## 8 Keeping the Citations Uniform:

While it's important that each location has the same amount of exposure, their citations should not be uniform. Every citation should be unique to the location and industry.

If citation building is beginning to seem too complex, or if you simply don't have the time it takes to get the job done, it's okay to contact the professionals for help.