BrightLocal SEO Citations Study

Information for Health and Fitness Businesses

Local citations are essential in achieving visibility in local search results.

When your business’s Name, Address, and Phone number (NAP) are mentioned online in directories, review sites and local databases, you can be sure of increased visibility, discoverability and awareness among local consumers.

Key Findings

Average number of citations health and fitness businesses have is 61

The median number of citations is 77

Of all industries, the average number of citations health businesses have is 18th highest
How much do citations impact visibility for health and fitness businesses?

We wanted to find out:

- How many citations health and fitness businesses need to outperform their competitors
- The impact citations have on Google Local ranking — i.e. what correlation is there between citations and ranking position

BrightLocal monitors ranking positions in Google Local and audits the citations for thousands of businesses across many different sectors.

We identified health and fitness-related keywords, and used these to find the top 10 ranked businesses for each search term. We then explored the ranking performance, and numbers / sources of citations of each of these top health and fitness businesses.

About the Study Sample:

- **260** related keywords
- **2,099** health businesses

In total we analyzed 26 different industries.

The full SEO Citations Study is available to read on our website.
Most Common Citation Sites for Health and Fitness Businesses

The chart below shows the citation sites that are most widely-used by health businesses.

<table>
<thead>
<tr>
<th>Citation Site</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>87%</td>
</tr>
<tr>
<td>Yelp</td>
<td>76%</td>
</tr>
<tr>
<td>Mapquest</td>
<td>60%</td>
</tr>
<tr>
<td>Manta</td>
<td>56%</td>
</tr>
<tr>
<td>Foursquare</td>
<td>51%</td>
</tr>
<tr>
<td>Superpages</td>
<td>45%</td>
</tr>
<tr>
<td>Locality</td>
<td>41%</td>
</tr>
<tr>
<td>Whitepages</td>
<td>40%</td>
</tr>
<tr>
<td>Dexknows</td>
<td>40%</td>
</tr>
</tbody>
</table>

8% of health and fitness businesses don’t have any of the ten most popular citation sites

1. Facebook (87%)
2. Yelp (76%)
3. Mapquest (60%)
4. Yellow Pages (58%)
5. Yahoo (56%)

Dominate local SEO

Let our in-house team handle the creation and updating of your SEO citations, helping to boost your local authority in Google.

BrightLocal will:

- Build new, powerful citations
- Clean-up and claim existing citations
- Monitor 1,400+ national, local and niche directories
- Distribute data via Local Data Aggregators
- Remove harmful duplicate citations
- Create Google My Business and Bing local listings

To find out how we can help you with your local citations, please book a live 1-on-1 demo session with one of our BrightLocal experts.
About BrightLocal

BrightLocal is a powerful Local Search Reporting and Local Listing Management platform. Our proprietary reporting technology gathers and analyzes local SEO performance data and presents it in a customizable, white-label dashboard that agencies use internally and to report back to customers.

Founded in 2009 and headquartered in Brighton, UK, we have 120 staff working across four countries — UK, USA, Ukraine, and the Philippines.

Over 3,500 SEO agencies and professionals trust BrightLocal’s accurate data to optimize the performance of their local business clients to deliver higher traffic and more sales.

Our dedicated local listing management team delivers 60,000 new and updated listings every month.

If you would like to discover more about how BrightLocal can help your business’s SEO, contact us today on contact@brightlocal.com