Important of Citations for Local Business SEO

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ABSTRACT: Citations is an online reference of business that features the business name, address and phone number on different websites. It GoogleMyBusiness it also verify the business name, address and phone number on different sites in order way. In this paper, we will study the different type of citations and there category. It is one of the key factor in Local SEO.when SEO refers to citations, they are co-related to the different group of individual business listings on various websites.
KEYWORDS: Citation, Type of citation, Category, Benefit of local SEO,Importance of citations.

I.   INTRODUCTION

Citations are very importance factors for Local Search ranking. Local citation mentions your business name, address and phone number (NAP) online and it also appear in different places of business directories in other sites then it also have good impact of local search engine ranking. In GoogleMyBusiness, business directories name, address and phone number mentions online, it also verify in other sites Such Bing,Yahoo etc for local search ranking.

II.   TYPE OF CITATIONS
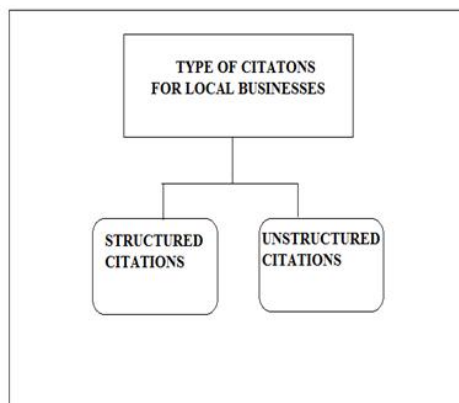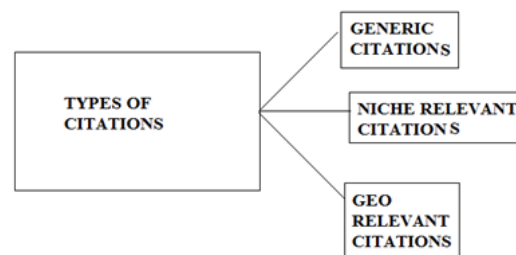

Fig 1.Type of citations

(a)   STRUCTURED CITATIONS: A structured citation is a schema level, the business name along with address and phone number is in correct format and the possibly even with schema of micro date to further help the search Engine to verify on other website of your business directories in same format and also with same name, address and phone number (NAP) then is also impact the Local Search Engine.

(b)   UNSTRUCTURED CITATIONS: A unstructured citation can come in many shaped and size but usually it include the name of the business along with address and phone number but not necessarily in order or structured in such a rigid way when Search Engine verify to other site it should have the same business name, address and phone number (NAP) but in unstructured format so it is not having a good impact in Local Search Ranking.

III. BENEFITS OF CITATIONS IN LOCAL SEO :

Building a citation on other sites of business directory Such as yahoo, Bing map etc it also give a more visibility online and improve the local ranking. It help the sites to increase the degree of certainty the Search Engine have your business information. It make more easier for potential customer to find your business, and also present it as reliable and the trust worthy company. All the business owner know how the important it is to keep their online contact information up-to-date.

IV. TYPE OF CITATION CATEGORY

Fig 2 Types of Citation Category

(a) Generic citations: It is basic business listing which have all type of business directory Such as Google Local, Yelp and Yahoo. All type of business directory is listed in generic citation.
(b) Niche citations: Niche Citations are built in directories that only listed the category of business you have. Example: your business restaurant then in that category only not in other category.
(c) Geo citations: It also done for your particular geo-graphiclocation of your business name along with address .

V. WORKING

Let us take an example of a website having 3 tierarchitecture with multiple web pages. Whenever itarrives at the website, it usually starts crawling from thehomepage and then crawls to subsequent links and WebPages from the homepage. While crawling it keeps track ofall the keywords and notes their location within the webpage andtheir frequency of appearing in that page. In the next phase, it starts by creating an indexthrough the info collected by the crawler and takes intoconsideration many factors like the amount of backlinks,page loading time, sort of content and lots of other factors. After the indexing, it starts optimizing and encoding the data to save lots of server space and for maintaining secrecy. Then this data are often accessed by the program todisplay the acceptable result consistent with the search querygiven by the user. The developer can ensure the optimumranking for his website by providing clear signals to the
arrive through the factors discussed in section.

VI. WHY CITATIONS ARE IMPORTANT

Improve Local RankingsCitations are considered a ranking factor for local SEO. Having your business listed in trusted online directories sends signals to Google to improve their degree of certainty that your business exists. The quantity of listings, the accuracy of your listings, and therefore the quality of the web directories can affect how Google perceives your online presence. This is why it's important to select your citations wisely.

VII.   CONCLUSION

Your business get listed through citation it is very helpful for business need promotion to attract new customer in locally, the goal of citations building is to see your business visibility grow through ranking. This is only possible if you have enough online visibility and a business growth . In all websites, social media your business has to be up-to-date so in local search of your business growth will increase

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