



The Insider's Guide To Evaluating Citation Building Services with Confidence

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This guide will empower you to evaluate citation building services and choose a service that will best meet your business visibility goals and budget. Use this checklist as a starting point. Be sure to compare pricing structures and read reviews before making your final decision.

General Questions:

- **Submission Methods:** Which submission methods do they use (direct-to-site, data aggregators, or both)?
- **Number & Type of Listings:** How many listings will they build, and on what types of sites? Focus on high-quality directories.
- **Pricing Structure:** Do they offer a one-time fee, monthly fee, pay-per-citation pricing, or tiered plans?
- **Turnaround Time:** What's their typical turnaround time for the initial build and for ongoing maintenance/updates?
- **Free Trial/Consultation:** Do they offer a free trial or consultation to discuss your specific needs?

Building & Submission Strategy:

- **Data Aggregator Coverage:** Do they offer coverage on a specific number of reputable data aggregators? Which do they use?
- **Industry-Specific Directories:** Will they target industry-specific directories relevant to your business?
- **Local Directories:** Do they include major local directories for your country and your specific city/town/area?

Transparency & Reporting:

- **Reasonable Pricing:** Is the price reasonable based on the services included?
- **Detailed Reports:** Do they offer login credentials for each directory with detailed reports, including NAP consistency verification (Name, Address, Phone Number)?
- **Optional White Label Branding:** (For agencies building citations for clients) Do they offer white label branding?

Additional Services:

- **Media Inclusion:** Do they include the addition of media information (logos, photos) for no extra charge?
- **Ongoing Management:** Do they offer ongoing listing monitoring and management services?
- **Hidden Address Listings:** (For home-based businesses) Do they offer options for hidden address listings if needed?
- **Ranking Boosters:** Do they offer any additional services or tools to help you rank higher in local searches?

Post-Service Management:

- **Listing Maintenance:** Will your listings remain active even after you stop using their service?

Additional Considerations:

- **Guaranteed Results or Money-Back Policy?**
- **Customer Support:**
 - How can you reach customer support (phone, email, chat)?
 - How quickly do they typically respond to inquiries?
- **Contract Length:** Is there a minimum contract term?
- **Scalability:** Can you easily add more citations in the future if needed?

By thoroughly evaluating these factors, you can make an informed decision and select a citation building service that effectively meets your business needs!