

# 24 Top Citation links



A local citation is any mention of your business on the web; it is any combination of your company name, phone number, address, zip or postal code, and website address. Citations in SEO are a key factor in improving your local search results.

Building citations for your business is one of the simplest ways you can optimise for local SEO. Having a strong and accurate citation profile can help increase your ability to be found online, and get more customers through your door.

## Top 24 Local Citations in Australia

- [Google My Business](#)
- [Bing Places](#)
- [Apple Maps](#)
- [Yellowpages.com.au](#)
- [TrueLocal.com.au](#)
- [StartLocal.com.au](#)
- [Yelp.com.au](#)
- [Facebook](#)
- [WhitePages.com.au](#)
- [Foursquare](#)
- [Local.com.au](#)
- [Aussieweb.com.au](#)
- [dLook.com.au](#)
- [WoMo.com.au](#)
- [LocalBusinessGuide.com.au](#)
- [Cylex.com.au](#)
- [Brownbook.net](#)
- [POIDB.com](#)
- [Fyple.biz](#)
- [NationalDirectory.com.au](#)
- [ComeonAussie.com](#)
- [LocalStore.com.au](#)
- [BusinessListings.net.au](#)
- [Hotfrog.com.au](#)

Start with the 4 highlighted if not already on these sites.

### IMPORTANT NOTE ABOUT LINKS:

A citation does not need to link back to your website to be valuable. The value in a citation is the mention of your business. Google identifies that your business was mentioned through the presence of your NAP info, and you get credit for this mention. The more mentions of your business out on the web, the more prominent your business appears to Google, and this will help with your local rankings.