



# BrightLocal SEO Citations Study

## Information for Hotels and B&Bs

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 hotels and B&Bs have is

**152**

The median number of citations is

**199**

Of all industries, the average number of citations hotels and B&Bs have is

**1<sup>st</sup>  
highest**

## How much do citations impact visibility for hotels and B&Bs?

We wanted to find out:

- How many citations hotels and B&Bs 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 hotel-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 businesses.

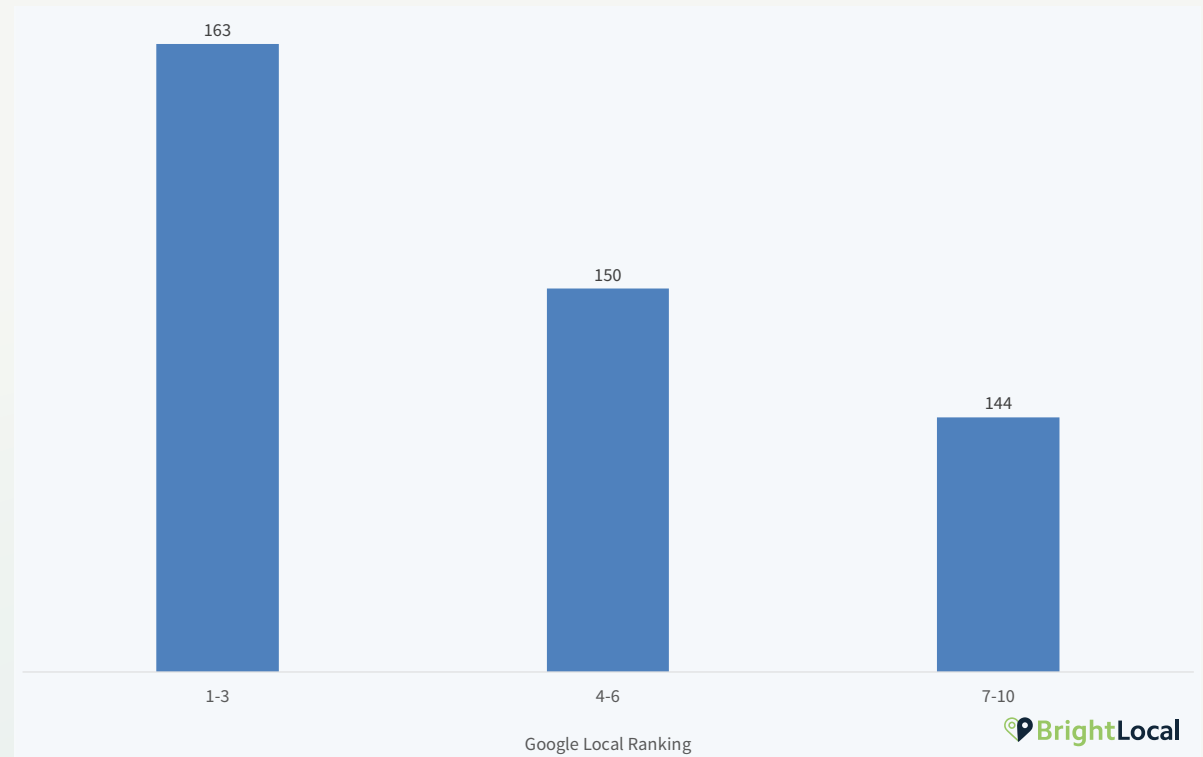
### About the Study Sample:

**204** related keywords  
**1,535** businesses

In total we analyzed 26 different industries.

[The full SEO Citations Study is available to read on our website.](#)

## Correlation Between Citations and Google Local Ranking



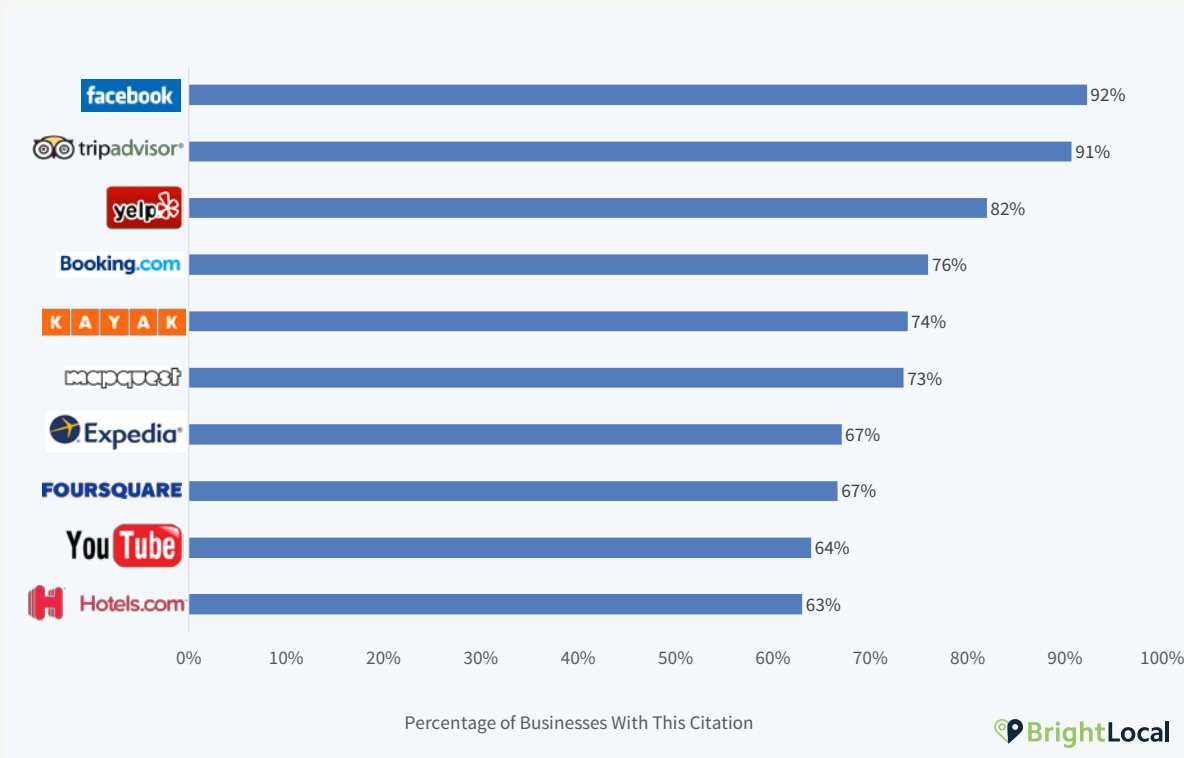
Hotels and B&Bs that rank in position 1 have an average of **168 citations**



Businesses who rank in positions 1-3 have an average of **163 citations**

# Most Popular Citation Sites for Hotels

The chart below shows which citation sites are most widely used by hotels and B&Bs.



2% of hotels **don't have** any of the ten most popular citation sites



1. **Facebook** (92%)
2. **Trip Advisor** (91%)
3. **Yelp** (82%)
4. **Booking.com** (76%)
5. **Kayak** (74%)

## 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](mailto:contact@brightlocal.com)*

## How we help our customers



We track and report on all key areas of your local digital marketing

We help agencies grow by generating leads for them



We make it easy to build a positive online reputation

We take care of all your local listing needs at a fraction of the cost of other services



## 5 Reasons to use BrightLocal

- ✓ **Save hours** every day with automated performance reports and analysis
- ✓ **Save time and money** with our low-cost business listing management service
- ✓ **Enhance your reputation** by getting more positive online reviews
- ✓ **Grow your agency** by converting more visits into clients
- ✓ **Scalable solution** that works for businesses with 1 or 10,000 locations