



Local Citations

Effective: July 2017

Australian Fishing Directory

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#	Local Citation Source	Moz DA*
1	https://mapsconnect.apple.com/	100
2	http://www.yellowpages.com.au/	87
3	http://www.whitepages.com.au/	82
4	http://www.whereis.com/	78
5	http://www.truelocal.com.au/	75
6	http://www.yelp.com.au/	67
7	http://www.brownbook.net/	66
8	http://www.hotfrog.com.au/	60
9	http://www.startlocal.com.au/	57
10	https://www.womo.com.au/	57
11	http://www.street-directory.com.au/	56
12	http://www.dlook.com.au/	51
13	http://www.cylex.com.au/	49
14	http://www.opendi.com.au/	47
15	http://www.enterprisearch.com.au/	46

#	Local Citation Source	Moz DA*
16	http://zipleaf.aus.net/	46
17	http://www.yalwa.com.au/	44
18	http://www.aussieweb.com.au/	44
19	http://bloo.com.au/	40
20	http://www.aubiz.org/	40
21	https://www.bingplaces.com/	39
22	http://local.com.au/	38
23	http://www.localstore.com.au/	36
24	http://www.atozpages.com.au/	35
25	http://www.atug.com.au/	34
26	http://www.superpages.com.au/	34
27	http://www.australianguide.net/	34
28	http://www.nationaldirectory.com.au/	33
29	http://poidb.com/	33
30	https://www.goguide.com.au/	29

Why Citations Are Important to the Success of Your Local Business

Citations are defined as mentions of your business name and address on other webpages—even if there is no link to your website. An example of a citation might be an online yellow pages directory where your business is listed, but not linked to. Citations can also be found on local chamber of commerce pages, or on a local business association page that includes your business information, even if they are not linking at all to your website.

Citations are [a key component of the ranking algorithms](#) in Google and Bing. Other factors being equal, businesses with a greater number of citations will probably rank higher than businesses with fewer citations.

<https://moz.com/learn/local/citations>

What is MOZ DA

Domain Authority (DA) is a score developed by Moz that predicts how well a website will rank on search engine result pages (SERP). Domain Authority scores range from one to 100, with higher scores corresponding to a greater ability to rank.

We calculate Domain Authority combining many of our other link metrics — linking root domains, number of total links, [MozRank](#), [MozTrust](#), etc. — into a single DA score. This score can then be used when comparing one site to another or tracking the "ranking strength" of a website over time. To help Domain Authority calculations approximate actual ranking positions, we employ machine learning against Google's algorithm to best model how their search engine results are generated.

<https://moz.com/learn/seo/domain-authority>

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