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Local Search Citations Explained

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With the way Google crawls sites and presents information, especially through AI features and "AI Overview" results, it's more important than ever for businesses to have accurate citations.

Citations are online mentions of your business that include your gym's name, address, and phone number (NAP). They appear in directories, maps, social media, review sites, and even in blogs or local articles.

Consistent, accurate citations help improve your gym's visibility in local search results, build credibility with potential members, and help search engines (and AI tools) understand exactly where your business is and what you offer.

Why Citations Matter for Your Gym

Citations are one of the simplest and most effective ways to boost your local visibility and attract new members. When your business information is consistent across trusted directories like Google, Yelp, Apple Maps, and Facebook, Google and AI search systems recognize your gym as legitimate and verified.

That means:

- You show up higher in Google Maps and "near me" searches
- Your gym appears in AI-generated local summaries (Google AI, Gemini, ChatGPT, etc.)
- More people find you through apps like Apple Maps, Waze, and Yelp
- You prevent confusion or lost leads caused by outdated info
- Your Google Business Profile (GBP) becomes stronger and more trustworthy

In short: if your details are clean and consistent, both people and search engines can find (and trust) you faster.

Why Are Accuracy and Consistency in Citations So Critical?

If your gym's address, phone number, or name (NAP) appears differently across the web, even by something small like "Street" vs. "St.", Google can treat them as separate businesses. That means you lose local ranking power, map visibility, and potential leads.

Consistency builds **trust signals** that help Google (and other AI-driven search systems) confirm your gym is real, active, and reputable. Even small mismatches can cause search engines to hesitate, and that can cost you leads.

How Can I Build Citations for My Gym?

Citations can be created manually, but it's a time-consuming process. You'd need to research local directories, create accounts, and add your business details one at a time. While this may seem appealing at first (since it's often free), it's tedious and leaves room for human error.

That's why many businesses use professional **Citation Builder** services. These tools ensure your details are listed accurately across dozens of key directories.

There are typically two types of citation services:

- **Subscription-based:** A monthly fee that includes ongoing maintenance (so if you change your address or phone number, your listings update automatically).
- **One-time fee:** A cheaper option up front, but you'll need to purchase the service again if any of your business info changes.

At Kilo, we recommend **BrightLocal** for this service. If you prefer to handle the setup yourself, you can explore their options [here](#).

Kilo is not affiliated with BrightLocal in any way; this is simply our recommendation based on our positive experience with their services.

Can Kilo Help?

Yes! We can handle the process for you through our **special BrightLocal bundle**. This saves you time and ensures accuracy from the start.

How it works: We'll register your business with BrightLocal on your behalf. The service itself will be handled by their platform. Please review our [Terms of Service](#) for full details.

Kilo offers two distinct Citation Builder Bundles.

Bundle One includes:

- Registering with ~5 **Aggregators** (with ~75 Directories)
- 10 manual submissions (depending on your local area)
- Removal of harmful duplicate listings, within the bundle budget

The cost: \$199 (one-time), which includes a small administrative fee for Kilo's handling and setup.

Bundle Two includes:

- Registering with ~5 Aggregators (with ~75 Directories)
- 30 manual submissions (depending on your local area)
- Removal of harmful duplicate listings, within the bundle budget

The cost: \$299 (one-time), which includes a small administrative fee for Kilo's handling and setup.

Note: Find our list of chosen citations for US-based gyms [here](#). Other countries will differ depending on what is relevant in your area: our team will choose the most appropriate citations within the bundle budget.

How Do I Get Started?

Simply complete [this form](#) to provide your business details (ensuring everything is 100% accurate) and decide on the citation bundle that best fits your needs.

Once submitted:

1. You'll receive a Terms of Service to sign
2. You will be charged the agreed amount
3. Our team will then handle the setup for you

Please note: this service is available to businesses in:

- The US
- The UK
- Canada
- Australia
- New Zealand
- Ireland
- Philippines
- Macau
- Taiwan
- Hong Kong

For other countries, there may be slightly different services available. Please first reach out to Kilo's Success Team at success@usekilo.com for more information before submitting the form.

How Long Does It Take for Updated Listings to Go Live?

On some sites, this happens instantly. On others, it can take a few days or weeks due to their differing editorial processes.

Kilo promises to complete your bundle submission with BrightLocal within 3 business days of when you are charged.

BrightLocal guarantees that all submissions and quality assurance will be completed within 10 days of purchase (bundle submission with BrightLocal). They also guarantee that at least 70% of your listings will be live/updated within 38 days of purchase. If they aren't, BrightLocal will resubmit to extra sites at no charge.

What Are Aggregators?

Check out [this linked document](#) for more information on aggregators and their importance.

Keeping Your Citations Up to Date

If your gym ever changes address, phone number, website, or opening hours, you'll need to update your citations

again. Search engines rely on consistent details to keep your business verified and visible.

Outdated or mismatched info can cause rankings to drop or even remove your gym from AI-driven listings.

Summary

Your gym can't dominate local search if Google (or AI!) doesn't know exactly who you are or where to find you.

Fixing and maintaining your citations is one of the simplest, highest-impact steps you can take to strengthen your visibility, trust, and growth online.

By keeping your citations consistent, you're not just improving SEO: you're future-proofing your business for the next generation of AI-powered search.

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