

# Best Local SEO Tools & Software 2018

The market for Local SEO Tools is just as fragmented and confusing as the rest of the Local Search Marketing industry. We use this space to keep track of what's out there.

Many of these tools do more than their categorizations suggest. Like I said, confusing.

[Tools to Change Your Location in Browsers](#)

[Citation-Related Tools/Business Listings Management](#)

[Local Rank Trackers](#)

[Customer Review Management Services](#)

[Store Locator Builders](#)

[Marketing Automation](#)

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## Tools to Change Your Location in Browsers & Google

1. [SERPs.com Google Location Changer](#)
2. [Manual Geolocation Chrome Extension by Maurice](#)
3. [How To Change Your Location in Google Chrome](#) (article)
4. [How To Change Your Browser Location in Google Chrome](#) (video)
5. [GeoProxy Chrome Extension](#)

## Citation-Related Tools/Business Listings Management

1. Try our [Local Citation Audit & Clean Up Service](#)
2. [N.A.P. Hunter!](#) – Free Local Citation Checker Chrome Extension
3. [Locadium](#) – Get updated when your Google My Business Page changes without your approval
4. [Citation Burst & Google+ Local Analysis Tool \(by Bright Local\)](#)

5. [GoDaddy's Local Business Listings](#)
6. [Local Site Submit](#)
7. [Moz Local](#) – See my [review of Moz Local](#)
8. [MyPresences](#)
9. [NapTuneListings](#) by Milestone Marketing
10. [NavAds.eu](#)
11. [Qiigo.com](#) – Pronounced “Key-Go”
12. [Single Platform](#) – Owned by Constant Contact
13. [Synup](#)
14. [Uberall](#)
15. [Universal Business Listing](#)
16. **[Whitespark Local Citation Finder](#)**: Excellent tool that finds citations for top-ranked businesses for specific local queries in Google
17. **Yext PowerListings**

## Local Rank Tracking Tools

1. [Analytics SEO](#)
2. [Authority Labs](#)
3. [Bright Local Search Rank Checker – 1 Month Free Trial](#)
4. **[Catalyst EMarketing Tools](#)**: Linda Buquet has a great selection of nifty free local SEO tools including a lat/lon checker and a rank checker.
5. [Georanker](#)
6. [GetStat](#)
7. [LinkDex](#)
8. [Local Search Tool](#)
9. [LocalVox](#)
10. [Moz.com Pro Rank Tracker](#)
11. [MyPresences](#)
12. [MySEOLabs](#)
13. [MySEOTool](#)
14. [Places Scout](#)
15. [RankTrackr](#)
16. [RankWatch](#)
17. [SERPS.com](#)

18. [SERPScan](#)
19. [SweetIQ](#)
20. [UpCity](#)
21. [WhiteSpark Local Rank Tracker](#)
22. [ZoomRank](#)

## Customer Review Management Services

1. [BazaarVoice](#) – Retailer customer review solution
2. [BirdEye](#) – Generate reviews & publish your Yelp and other 3rd party reviews on your own profiles.
3. [Broadly](#) – Josh Melick’s & Assaf Arkin’s start-up
4. [ChatMeter](#) – Rep management platform
5. [DemandForce](#) – Intuit’s local review, email & social platform targeting Dentists, Auto and probably everyone by now
6. [FreeReviewMonitoring.com](#)
7. [Get Five Stars](#) – Some local search geniuses (Mike Blumenthal & Don Campbell) brewed this tasty concoction up in the Local lab. Check it out.
8. [Grade.us](#) – Let’s you create a “spiffy” reviews page that’s not hosted on your site
9. [Modern Comment](#) – Mobile post-purchase review service. Listed only because Gib Olander started it.
10. [MyPresences](#)
11. [Nice Job](#)
12. [OnDemandReviews](#) – They get customer reviews for you
13. [Podium](#)
14. [Reputology](#)
  
15. [ReviewJump](#)
16. [ReviewPush](#)
17. [ReviewTree](#)
18. [Review Flow \(by Bright Local\)](#)
19. [Review Trackers](#)
20. [ShoutAboutUs](#)
21. [Sobox \(by Avantar\)](#)
22. [Vendasta](#) – Rep management platform
23. [Yext Reviews](#)

## Store Locator Builders

1. [Placeable](#)
2. [Rio SEO](#)
3. [SIM Partners' Velocity](#)
4. [Where2GetIt](#)
5. [Yext Pages](#)
6. [Yoast's Local SEO for WordPress Plugin](#) (No more juicy anchor text for you sir)

## Marketing Automation

1. [CustomerLobby](#): CL's automated customer retention service analyzes your data, then using AI (artificial intelligence) predicts which past customers need service, and targets them with personalized postcards and emails.

## Miscellaneous

1. [ClickX](#) – Online Lead Generation for Local Businesses
2. [ContactUs](#)
3. [Mike Blumenthal's Amazing Google Places for Business Category Tool](#)
4. [Schema Creator Tool](#) – by [Jackson Lo](#)
5. [White Label Local SEO Services](#) – from Local SEO Guide!