WISETECHLIST

BrightLocal Review

Pricing, pros, cons and practical fit

Local SEO rank tracking, GBP audits, citation monitoring, business listings, and review-management workflows.

QUICK FACTS

At a glance

Starting price	**Track $31/mo billed annually for 1 location (USD; $41/mo**
Free plan	**No**
Free trial	**Yes**
Difficulty	**Medium**
Last verified	**Nov 2026**
Best for	**Agency, Consultant, Marketing Team, Small Business**

DECISION SNAPSHOT

Why it may or may not fit

WHY IT STANDS OUT

Purpose-built local visibility reports with local rank grids, GBP checks, citation insights, and location-based pricing.

WHAT TO WATCH

Tools and data coverage depend on plan and country; listing synchronization and reputation tools require higher tiers and citation building may incur separate charges.

WISETECHLIST TAKE

The short verdict

BrightLocal is one of the more focused choices for agencies and businesses tracking local search and Google Business Profile performance. Compare Track versus Manage and Grow based on the number of locations and whether you need listing sync or review outreach.

Want the full picture?

Read the full review for detailed use cases, pros and cons, workflow fit, alternatives, and current source links.

https://wisetechlist.com/tools/brightlocal/