

Local SEO Analytics Checklist

Track and improve your local search performance with these actionable steps.

Based on [Local Seo Analytics](#) by Casey's SEO

1. Keyword Rankings and Visibility

Monitor your position in local search results to understand your visibility.

- Track local keyword ranking changes weekly.
- Monitor your business's position against competitors in specific geographic areas.
- Analyze visibility in the Google Local Pack (top 3 map results).
- Identify and track long-tail, conversational keywords for voice search.
- Optimize content to answer common voice search queries about your business.

2. Google Business Profile Performance

Analyze customer interactions and profile effectiveness.

- Review profile views and search appearances.
- Track customer actions: calls, direction requests, website visits.
- Monitor photo engagement and customer-uploaded content.
- Analyze review acquisition rates and sentiment.
- Track messaging interactions and response times.
- Optimize business description and calls-to-action based on profile insights.

3. Location-Based Traffic and Conversions

Understand where your local traffic comes from and what actions it takes.

- Analyze Google Analytics location-based reporting.
- Pinpoint which neighborhoods or regions bring the most valuable traffic.
- Set up custom conversion tracking for online orders and appointment bookings from local searches.
- Implement Google's store visit tracking to estimate offline visits from online interest.
- Track phone call conversions from click-to-call interactions.
- Monitor form submissions from location-specific landing pages.

4. Competitive Intelligence

Understand your market position and identify growth opportunities.

- Monitor competitor visibility in local search.
- Track competitor review acquisition rates.
- Analyze competitor local ranking changes.
- Identify gaps in your local search coverage.

- Discover opportunities to capture market share in underserved areas.

5. Customer Journey and Attribution

Map complex customer paths and attribute conversions accurately.

- Implement multi-touch attribution models to map the customer journey.
- Use Google Analytics 4's event tracking to pinpoint contributing local search interactions.
- Set up call tracking numbers to bridge the online-offline attribution gap.
- Utilize QR codes for tracking offline actions originating from online searches.
- Analyze which local search interactions contribute most to conversions, even offline.

6. Data Consolidation and Reporting

Bring scattered data together for clear, actionable insights.

- Create centralized dashboards for all relevant data sources.
- Combine Google Business Profile insights with website analytics.
- Integrate local ranking data into your reports.
- Ensure conversion tracking data is included in your consolidated view.
- Use clear, actionable insights for confident decision-making.

7. Privacy and Compliance

Ensure your analytics practices adhere to legal regulations.

- Understand data privacy regulations (e.g., CCPA).
- Provide transparent disclosure of data collection practices.
- Ensure user consent for tracking user behavior.
- Comply with Google's policies for customer data usage.
- Review privacy policy disclosures for accuracy and completeness.

8. Performance Benchmarking

Evaluate your performance against industry standards.

- Track your Local Pack Appearance Rate against the 15-25% benchmark.
- Monitor your Google Business Profile Click-Through Rate against the 2-5% benchmark.
- Aim to respond to at least 90% of reviews within 24-48 hours.
- Evaluate your local search conversion rate against the 18-25% higher rate benchmark.
- Identify areas for improvement based on industry standards.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ Artificial Intelligence Location Targeting Trends

<https://caseysseo.com/2025-artificial-intelligence-location-targeting-trends/>

■ 2025 Local SEO ROI Measurement and Analytics – Casey's SEO

<https://caseysseo.com/2025-local-seo-roi-measurement-and-analytics/>

■ Find Your Local Results

<https://caseysseo.com/>

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Measure what matters to drive local business growth.