

Colorado Springs Competitor Benchmarking Process

Analyze your local SEO competition to improve your search rankings.

Based on [Colorado Springs Competitor Benchmarking](#) by Casey's SEO

Step 1: Identify Your True Local Competitors

Determine which businesses consistently rank for your target keywords, not just those with similar services. Consider businesses from adjacent markets or unexpected sources.

- Look beyond obvious direct competitors.
- Consider businesses like catering companies or food trucks if you're a restaurant.



Step 2: Analyze Google Business Profile Performance

Examine competitors' business descriptions, categories, photos, review management, and posting strategies to identify opportunities for improvement.

- Pay attention to how competitors manage and respond to reviews.
- Review their posting frequency and content types.



Step 3: Audit Local Citation Networks

Assess competitors' presence and consistency across major directories (Google Business Profile, Yelp, Bing Places) and industry-specific platforms. Focus on citation quality.

- Ensure NAP (Name, Address, Phone) details are consistent.
- Prioritize high-authority general and niche directories.



Step 4: Evaluate Content Strategy and Keyword Targeting

Analyze competitors' blog posts, service pages, and local content to understand their keyword strategy, topics, and publishing frequency. Identify content gaps.

- Look for patterns in their use of local keywords and neighborhood terms.
- Assess the depth and quality of their content.



Step 5: Benchmark Technical Performance and Mobile Optimization

Compare website page load speeds, mobile responsiveness, schema markup, and site structure with competitors using specialized tools.

- Examine local business and review schema usage.
- Analyze how competitors organize and link local and service pages.



Step 6: Assess Voice Search Optimization

Analyze competitor content for conversational language, question-based optimization, and how they prepare for 'near me' searches.

- Look for FAQ sections and natural language content.
- Understand how they optimize for users asking specific local service questions.



Step 7: Review Customer Reputation Management

Analyze competitors' review volume, average ratings, response patterns, and the content of their reviews to understand their reputation and identify service gaps.

- Note how quickly competitors address negative feedback.
- Scrutinize review content for insights into customer satisfaction.



Step 8: Develop and Implement Strategy

Use competitive insights to identify opportunities for differentiation, address competitor weaknesses, and create targeted content and technical improvements.

- Prioritize quick wins for immediate impact.
- Focus on unique approaches that resonate with your audience.

Resources & Further Reading

Related guides for this process:

■ Colorado Springs Local SEO Competitor Benchmarking Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/colorado-springs-local-seo-competitor-benchmarking-checklist.pdf>

■ Colorado Springs Local SEO Competitor Benchmarking (Infographic)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-e6395a/casey-s-seo/Infographic/colorado-springs-competitor-benchmarking-infographic.pdf>

■ Colorado Springs SEO Blog

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

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

■ Local SEO for Blende Businesses: Secure Your Digital Command in Colorado Springs – Casey's SEO

<https://caseysseo.com/local-seo-for-blende-businesses-secure-your-digital-command-in-colorado-springs/>

■ Local SEO for Colorado Springs Dentists: Dominate Your Local Market and Attract More Patients – Casey's SEO

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

■ 7 Local SEO Mistakes Colorado Springs Small Business Owners Make and How to Fix Them – Casey's SEO

<https://caseysseo.com/7-local-seo-mistakes-colorado-springs-small-business-owners-make-and-how-to-fix-them/>

■ Colorado Springs Local SEO Company

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

■ Find Your Local Results

<https://caseysseo.com/>

■ About Casey's SEO

<https://caseysseo.com/about/>

Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920
719-639-8238 | caseysseo.com

Understand your local competition to build a winning SEO strategy.