

Local SEO Analytics Process

Tracking and optimizing your local search performance for business growth.

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

Step 1: Define and Track Location-Specific Goals

Set up precise goal tracking in analytics platforms to measure key local interactions like phone calls from search results, direction requests, store visits, and form submissions from location-specific landing pages.

- Tailor goals to capture actions that directly impact your business bottom line.
- Ensure goals are configured to attribute conversions to local search efforts.



Step 2: Conduct Regular Local Search Audits

Perform routine audits to monitor changes in local keyword rankings, review Google Business Profile insights, analyze new reviews, ensure business information consistency across directories, and track competitor activities.

- Use a standardized checklist for consistent auditing.
- Address issues and capitalize on opportunities promptly.



Step 3: Analyze Location-Specific Landing Page Performance

Create and track analytics for individual landing pages for each location or service area to identify top-performing regions, optimize for local terms, and allocate resources effectively.

- Customize content and messaging for specific geographic markets.
- Monitor traffic and conversion rates per landing page.



Step 4: Monitor and Optimize for Voice Search

Track long-tail, conversational keywords and optimize content to answer common voice search queries, capturing local customers who use voice assistants.

- Focus on answering questions users are likely to ask via voice search.
- Ensure your business information is easily accessible for voice queries.



Step 5: Integrate Google Business Profile Insights

Analyze Google Business Profile data including profile views, customer actions (calls, direction requests), photo engagement, review sentiment, and messaging response times to understand customer interactions.

- Optimize your business description and calls-to-action based on insights.
- Aim for high review acquisition rates and positive sentiment.



Step 6: Track Location-Based Traffic and Conversions

Utilize Google Analytics to pinpoint which neighborhoods or regions generate the most valuable traffic and conversions from local searches, enabling tailored strategy adjustments.

- Implement Google's store visit tracking for offline conversions.
- Use call tracking numbers to bridge the online-offline gap.



Step 7: Analyze Competitive Intelligence

Monitor competitor visibility, review acquisition, and local ranking changes to identify growth opportunities, potential threats, and maintain market advantage.

- Identify gaps in your local search coverage.
- Look for opportunities to capture market share in underserved areas.



Step 8: Consolidate Data into Centralized Dashboards

Create unified dashboards that combine data from Google Analytics, Google Business Profile, review sites, social media, and SEO tools for a clear, actionable overview of local search performance.

- Ensure dashboards provide an intuitive view of all relevant data.
- Use insights for confident, data-driven decision-making.

Resources & Further Reading

Related guides for this process:

■ Local SEO Analytics Checklist

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

■ Local SEO Analytics Action Sheet

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/local-seo-analytics-action-sheet.pdf>

■ 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

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Measure what matters to drive real business growth from local search.