

# Google Maps Heat Map Analysis Comparison

Understanding Geographic Search Patterns for Local Business Optimization

Based on [Google Maps Heat Map Analysis](#) by Casey's SEO

| Factor                                                | Downtown Core                                                        | Broadmoor (Affluent)                                                          | Old Colorado City (Historic/Tourist)                                               |
|-------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------|
| Search Intensity (Searches per 1,000 residents daily) | 127                                                                  | 94                                                                            | Varies by season (280% increase during peak tourist season)                        |
| Peak Search Hours                                     | 11:30 AM - 1:30 PM & 5:00 PM - 7:00 PM                               | 10:00 AM - 12:00 PM & 2:00 PM - 4:00 PM                                       | 9:00 AM - 11:00 AM & 1:00 PM - 4:00 PM                                             |
| Top Search Categories                                 | Restaurants, Parking, Entertainment, Professional Services           | Fine Dining, Luxury Services, Healthcare Specialists, Automotive Services     | Attractions, Restaurants, Shopping, Parking                                        |
| Mobile Search Dominance                               | 89% of searches occur on mobile                                      | High mobile usage implied                                                     | High mobile usage implied                                                          |
| Key Business Implication                              | Capitalize on immediate-need searches with high conversion potential | Emphasize quality, exclusivity, and premium positioning                       | Optimize for both local and tourist search behavior, implement seasonal strategies |
| Search Session Duration                               | Implied short for immediate needs                                    | 3.7 minutes (highest in Colorado Springs)                                     | Implied moderate for exploration                                                   |
| Price Sensitivity                                     | Not specified                                                        | 67% of searches include terms like 'best,' 'premium,' or specific brand names | Not specified                                                                      |
| Geographic Origin of Searches                         | Primarily local                                                      | Primarily local                                                               | 52% from out-of-state devices during summer months                                 |

## Resources & Further Reading

*Related guides to support your comparison:*

### ■ Google Maps Heat Map Analysis Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/google-maps-heat-map-analysis-checklist.pdf>

### ■ Google Maps Heat Map Action Sheet

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/google-maps-heat-map-analysis-action-sheet.pdf>

### ■ Colorado Springs SEO Blog

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

### ■ Colorado Springs Zip Code SEO Guide: Targeted Neighborhood Strategies – Casey's SEO

<https://caseysseo.com/colorado-springs-zip-code-seo-guide>

### ■ The Psychology Behind Google Maps User Behavior in Colorado Springs – Casey's SEO

<https://caseysseo.com/the-psychology-behind-google-maps-user-behavior-in-colorado-springs>

### ■ This Will Make You the Dominant Force in Colorado Springs Google Maps – Casey's SEO

<https://caseysseo.com/this-will-make-you-the-dominant-force-in-colorado-springs-google-maps>

### ■ Why Colorado Springs Service Pages Outperform Blog Posts

<https://caseysseo.com/colorado-springs-service-pages>

### ■ Colorado Springs Competitor Benchmarking: How to Analyze Your Local SEO Competition – Casey's SEO

<https://caseysseo.com/colorado-springs-competitor-benchmarking>

### ■ Colorado Springs Neighborhood SEO Guide: Targeting Local Customers By Area (2025) – Casey's SEO

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

### ■ Google Business Profile Optimization Checklist for Colorado Springs Businesses (2025 Guide) – Casey's SEO

<https://caseysseo.com/google-business-profile-optimization-checklist-for-colorado-springs-businesses-2025-guide>

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Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920

719-639-8238 | [caseysseo.com](https://caseysseo.com)

Understand geographic search intensity and patterns to optimize local business strategies.