

Local SEO Comparison Matrix

Understanding Casey's SEO Approach to Local Search Visibility

Based on <https://caseysseo.com/> by Casey's SEO

Factor	Casey's SEO	Typical Agency	DIY Approach
Focus	Local visibility, map pack, near me searches, high intent queries	Often broad or national visibility, may lack local focus	Can be unfocused without expert guidance, may target wrong metrics
Timeline for Results	30-60 days for Google Business Profile, 60-90 days for competitive terms (Colorado Springs)	Varies, often longer due to broader focus or less effective strategies	Highly variable, often slow or non-existent without expertise
Pricing Model	Month-to-month, results-driven, no long-term lock-in	Often requires long-term contracts (e.g., 6-12 months)	Cost of tools, time investment, potential for wasted effort
Key Performance Indicators (KPIs)	Calls, clicks, conversions tied to revenue, profitable customers	May focus on vanity metrics like rankings, traffic, impressions	Often undefined or incorrectly measured KPIs
Google Business Profile (GBP)	Optimization for visibility, category accuracy, verification, recent reviews, responses	May be set up but not actively optimized or monitored	Basic setup, often incomplete or unoptimized
Website Optimization	Mobile-friendly, fast loading, local keyword integration, clear service/location mentions	May be generic or not specifically optimized for local search	Can be outdated, slow, or not mobile-responsive
Client Communication	Plain English explanations, no jargon, honest timelines, transparent reporting	Can use technical jargon, reports may be difficult to understand	Relies on self-learning and interpretation of complex information
Guarantees	Guarantees transparency and effort, not rankings	May guarantee rankings (often with questionable methods)	No guarantees, relies on user's ability to implement effectively
Service Area Focus	Hyper-local focus on specific cities/neighborhoods (e.g., Colorado Springs)	May have a broader, less localized approach	Can be applied locally but requires specific local knowledge

Resources & Further Reading

Related guides to support your comparison:

■ Find Your Local Results with Casey's SEO (Infographic)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-e6395a/casey-s-seo/Infographic/page-infographic.pdf>

■ Casey's SEO Local Results Checklist

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

■ Colorado Springs Local SEO Company

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

■ Colorado Springs SEO Blog

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

■ About Casey's SEO

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

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

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Focus on measurable results, not just vanity metrics.