

Local SEO Analytics Roadmap

Transforming local search visibility into measurable business growth.

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

Week 1: Foundation & Goal Setting

- Define key business objectives for local SEO.
- Set up location-specific goal tracking in Google Analytics.
- Identify target local keywords and geographic areas.



Week 2: Core Analytics Setup

- Implement Google Business Profile performance tracking.
- Configure website analytics for location-based traffic.
- Set up call tracking and form submission tracking.



Week 3: Visibility & Ranking Monitoring

- Establish baseline local keyword rankings.
- Monitor Google Local Pack visibility.
- Begin competitive intelligence tracking.



Month 1: Initial Data Analysis & Optimization

- Analyze initial Google Business Profile insights (views, actions).
- Review location-based traffic and conversion data.
- Identify initial optimization opportunities.



Month 2: Advanced Tracking & Journey Mapping

- Implement store visit conversion tracking.
- Map customer journeys across multiple interactions.
- Begin monitoring social signals relevant to local search.



Month 3: AI & Predictive Insights

- Explore AI-powered predictive analytics for local trends.
- Analyze voice search query performance.
- Refine strategies based on multi-touch attribution.



Ongoing: Continuous Improvement & Reporting

- Conduct regular local search audits (weekly/monthly).
- Create location-specific landing page analytics.
- Monitor industry standards and performance goals.
- Ensure privacy and compliance in data collection.

Resources & Further Reading

Related guides for this timeline:

■ 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 local business growth.