# Google Maps Optimization Workbook

Mastering Your Local Search Presence in Colorado Springs

Based on Colorado Springs Google Maps Optimization by Casey's SEO

## Google Business Profile Foundation

*Your Google Business Profile is the foundation of your _____ _____ presence.*

## Common Profile Issues

*Many Google Business Profiles in Colorado Springs are incomplete or set up _____.*

## Missing Profile Elements

*Some common missing elements on Google Business Profiles include wrong categories, missing _____, no posts, and no _____.*

## Google's Ranking Factors

*Google considers various elements when deciding whether to show your business, including _____, services, posts, and photos.*

## Optimizing for Local Search

*Optimizing your Google Business Profile helps signal _____ _____ to potential customers searching nearby.*

## Profile Completeness

*A complete and correctly set up Google Business Profile is crucial for _____ _____.*

## Resources & Further Reading

*Related guides to use with this workbook:*

### ■ Google Maps Optimization Checklist

https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/google-maps-optimization-checklist.pdf

### ■ Google Maps Optimization Action Sheet

https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/colorado-springs-google-maps-optimization-action-sheet.pdf

### ■ Find Your Local Results

https://caseysseo.com/

### ■ Colorado Springs Local SEO Company

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

### ■ Colorado Springs SEO Blog

https://caseysseo.com/seo-blog

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