

Google Maps Heat Map Analysis Workbook

Unlock Local Search Insights with Geographic Data

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

Understanding Search Intensity

According to the article, search intensity can vary by as much as _____% between different Colorado Springs neighborhoods.

Peak Search Times

The article identifies two main peak search times: _____ AM - _____ PM (lunch searches) and _____ PM - _____ PM (dinner/entertainment).

Dominant Search Device

What percentage of searches occur on mobile devices, as stated in the article?

Top Search Categories

List the top four search categories mentioned in the article: _____, _____, _____, and _____.

Downtown Colorado Springs Search Activity

The downtown core is identified as the highest search intensity zone, averaging _____ searches per 1,000 residents daily.

Broadmoor Area Search Behavior

In the Broadmoor area, _____% of searches include terms like 'best,' 'premium,' or specific brand names, indicating a focus on quality.

Tourist Season Impact

During peak tourist season (May-September), there is a _____% increase in searches in the historic district.

Powers Corridor Focus

The Powers Corridor exhibits search patterns with a strong retail focus, showing _____% higher search volume on weekends compared to weekdays.

Resources & Further Reading

Related guides to use with this workbook:

■ 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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Master local search by understanding where and when your customers are looking.