

Local SEO Analytics Workbook

Track your local search performance and drive business growth.

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

Why Local SEO Analytics Matter

According to the article, what is a key reason why precise local SEO analytics are essential for business growth?

Google Business Profile Insights

List three specific metrics Casey's SEO tracks within the Google Business Profile to understand customer interactions.

Connecting Online to Offline

What is one challenge mentioned regarding measuring offline conversions from online local search, and what solution does Casey's SEO offer?

Local Pack Visibility

What is the potential increase in click-through rates for businesses appearing in Google's Local Pack compared to organic listings below the map?

Competitive Analysis

What kind of insights can competitive analysis in local search provide for your business?

Voice Search and Local SEO

Why is it important to monitor and optimize for voice search analytics in local SEO?

Data Fragmentation

What is a common challenge with local search data, and how does Casey's SEO address it?

Key Performance Indicators

Name two industry standards or performance goals mentioned for local search.

Resources & Further Reading

Related guides to use with this workbook:

■ 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

<https://caseysseo.com/>

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