

Casey's SEO Local Results Workbook

Mastering Local Search Visibility for Your Business

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

Understanding Your Local Search

Local SEO targets your city, the map pack, and 'near me' searches. What is the primary goal of local SEO for a business?

Identifying Your Target Audience

Local SEO is most effective for businesses that serve a specific area. List three types of local businesses that would benefit most from local SEO:

The Importance of Google Business Profile

Your Google Business Profile shows up in the map pack. What is the significance of being in this three-pack of businesses?

Website and Mobile Experience

Most local searches happen on phones. Why is it crucial for your website to be mobile-friendly and load fast?

The Role of Reviews

Google uses reviews as a signal. What two aspects of reviews matter most for local SEO?

Measuring Success

Real local SEO is measured in calls and customers. What are two common metrics that do NOT represent true local SEO success?

Investment and ROI

If a business spends \$1,000 a month on SEO and gets three new customers worth \$5,000 each, is this a good investment? Explain why or why not.

Competitive Landscape

What happens to a business that does not invest in local SEO while its competitors do?

Resources & Further Reading

Related guides to use with this workbook:

■ 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

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