

Local SEO Analytics Checklist

Track and improve your local search performance with these actionable steps.

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

1. Keyword Rankings and Visibility

Monitor your position in local search results to understand your visibility.

- Track local keyword ranking changes regularly.
- Monitor your business's position against competitors in specific geographic areas.
- Analyze visibility in the Google Local Pack (top 3 map results).
- Identify and track long-tail, conversational keywords for voice search.
- Optimize content to answer common voice search queries about your business.

2. Google Business Profile Performance

Analyze customer interactions and engagement with your Google Business Profile.

- Track profile views and search appearances.
- Monitor customer actions: calls, direction requests, website visits.
- Analyze photo engagement and customer-uploaded content.
- Track review acquisition rates and perform sentiment analysis.
- Monitor messaging interactions and response times.
- Optimize business description and call-to-action for better engagement.

3. Location-Based Traffic and Conversions

Understand where your local traffic comes from and what actions it takes.

- Utilize Google Analytics for location-based reporting.
- Pinpoint which neighborhoods or regions bring the most valuable traffic.
- Set up custom conversion tracking for online orders and bookings from local searches.
- Track store visit conversions using Google's store visit tracking.
- Monitor phone call conversions from click-to-call interactions.
- Track form submissions from location-specific landing pages.

4. Competitive Intelligence

Stay ahead of competitors by monitoring their local search activities.

- Monitor competitor visibility in local search results.
- Track competitor review acquisition and local ranking changes.
- Analyze competitor local search coverage gaps.
- Identify opportunities to capture more market share.

- Regularly check competitor local search activities.

5. Advanced Analytics and AI

Leverage AI and advanced models for deeper insights and future predictions.

- Implement AI-powered predictive analytics for emerging trends.
- Forecast seasonal demand and optimal advertising times.
- Predict the impact of local SEO changes.
- Implement multi-touch attribution models to map customer journeys.
- Use Google Analytics 4 for improved measurement and custom event tracking.

6. Multi-Location Tracking

Manage and analyze performance across multiple business locations effectively.

- Set up centralized dashboards for location-specific insights.
- View overall brand performance across all locations.
- Identify best-performing locations and replicate success.
- Create location-specific landing pages for each service area.
- Track performance of individual location-specific landing pages.

7. Social Signals and Reputation

Monitor social media activity and online reputation as they impact local search.

- Monitor social signals that influence local search performance.
- Track mentions across social platforms.
- Monitor forum discussions about your business.
- Analyze user-generated content that boosts local search visibility.
- Respond promptly to new reviews.

8. Privacy and Compliance

Ensure your analytics practices comply with privacy regulations.

- Understand and comply with data privacy regulations (e.g., CCPA).
- Provide transparent disclosure of data collection practices.
- Ensure proper privacy policy disclosures.
- Obtain user consent for data tracking.
- Adhere to Google's policies for customer data usage.

Resources & Further Reading

Use these pages while working through the checklist:

■ 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/>

■ About Casey's SEO

<https://caseysseo.com/about/>

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