

Google Maps Heat Map Analysis Comparison

Analyzing geographic search patterns in Colorado Springs

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

Factor	Downtown Core	Broadmoor Area	Old Colorado City
Search Intensity (searches per 1,000 residents daily)	127	94	Varies (280% increase during peak tourist season)
Peak Search Hours	11:30 AM - 1:30 PM & 5:00 PM - 7:00 PM	10:00 AM - 12:00 PM & 2:00 PM - 4:00 PM	9:00 AM - 11:00 AM & 1:00 PM - 4:00 PM
Top Search Categories	Restaurants, Parking, Entertainment, Professional Services	Fine Dining, Luxury Services, Healthcare Specialists, Automotive Services	Attractions, Restaurants, Shopping, Parking
Mobile Device Usage	89% of searches	Not specified, but implied high mobile usage	52% of searches from out-of-state devices during summer
Key Business Implications	Capitalize on immediate-need searches; consistent search volume	Emphasize quality, exclusivity, and premium positioning	Optimize for local and tourist behavior; seasonal content
Average Session Duration	Not specified	3.7 minutes	Not specified
Price Sensitivity Indicators	Not specified	67% include terms like 'best,' 'premium,' or brand names	Not specified
Geographic Origin of Searches	Local focus	Local focus	52% from out-of-state devices during summer

Resources & Further Reading

Related guides to support your comparison:

■ Google Maps Heat Map Analysis Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Checklist/google-maps-heat-map-analysis-checklist.pdf>

■ Google Maps Heat Map Analysis Action Sheet

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/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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Understand local search behavior to gain a competitive edge.