

Local SEO Comparison

Understanding the benefits and process of local SEO

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

Factor	Casey's SEO	Competitor SEO	No SEO
Target Audience	Local customers searching for services	Local customers searching for services	Missed local customers
Visibility Focus	Map pack, near me searches, high intent queries	Map pack, near me searches, high intent queries	No online visibility for local searches
Google Business Profile	Optimized for visibility and customer trust	Potentially optimized or unoptimized	Not utilized or optimized
Website Optimization	Mobile-friendly, fast loading, relevant local terms	Potentially optimized or unoptimized	Not optimized for local search
Review Management	System for recent reviews and responses	Potentially managed or unmanaged	No reviews or responses
Timeline for Results	30-90 days for noticeable movement	Variable, depends on optimization efforts	No improvement expected
Investment Model	Month-to-month, results-driven	Variable, potentially long-term contracts	No marketing investment
Reporting Focus	Calls, clicks, conversions tied to revenue	Potentially vanity metrics or revenue-tied	No performance tracking
Pricing	Based on market competitiveness and needs, should be profitable	Variable	No cost
Guarantees	Transparency on actions and results, not rankings	Potentially misleading guarantees	N/A

Resources & Further Reading

Related guides to support your comparison:

■ Find Your Local Results: Action Sheet

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Action%20Sheet/page-action-sheet.pdf>

■ Find Your Local Results with Casey's SEO (Infographic)

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Infographic/page-infographic.pdf>

■ About Casey's SEO

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■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

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