

Local SEO Analytics Process

Tracking and optimizing your local search performance for business growth.

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

Step 1: Define and Track Location-Specific Goals

Set up goal tracking in analytics platforms to measure specific local search conversions like phone calls, direction requests, store visits, and form submissions from location-specific landing pages.

- Tailor goals to different types of local customer actions.
- Ensure tracking accurately reflects business objectives.



Step 2: Conduct Regular Local Search Audits

Perform weekly reviews of local search performance, monitoring keyword rankings, Google Business Profile insights, new reviews, business information consistency across directories, and competitor activities.

- Use a standardized checklist for audits.
- Identify issues and opportunities quickly.



Step 3: Monitor and Optimize Landing Page Analytics

Create and track performance for specific landing pages for each location or service area to identify top-performing regions, optimize content for local terms, and allocate resources effectively.

- Customize content and messaging for different geographic markets.
- Analyze traffic and conversion data per location.



Step 4: Analyze Google Business Profile Performance

Track key metrics from your Google Business Profile, including profile views, customer actions (calls, directions, website visits), photo engagement, review acquisition, and messaging response times.

- Use insights to optimize your business description and calls-to-action.
- Monitor review sentiment and response rates.



Step 5: Measure Location-Based Traffic and Conversions

Utilize tools like Google Analytics to analyze traffic and conversions originating from local searches, identifying which neighborhoods or regions yield the most valuable traffic.

- Set up custom conversion tracking for online orders, bookings, and form submissions.
- Leverage Google's store visit tracking for offline conversions.



Step 6: Gain Competitive Intelligence

Monitor competitor visibility, review acquisition, and local ranking changes to identify growth opportunities and maintain market advantage.

- Analyze competitor strategies and performance.
- Identify gaps in local search coverage.



Step 7: Track Social Signals and Reputation

Monitor social media mentions, forum discussions, and user-generated content that influences local search performance and overall online reputation.

- Engage with customers on social platforms.
- Address online reviews and mentions promptly.



Step 8: Implement Advanced Analytics and Reporting

Utilize AI for predictive analytics to spot trends, set up multi-touch attribution models to map customer journeys, and create centralized dashboards for a unified view of all local search data.

- Ensure compliance with data privacy regulations.
- Benchmark performance against industry standards.

Resources & Further Reading

Related guides for this process:

■ Local SEO Analytics: Drive Growth (Infographic)

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

■ Local SEO Analytics Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Checklist/local-seo-analytics-checklist.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

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