

Google Maps Optimization Workbook

Mastering Your Local Search Presence in Colorado Springs

Based on [Colorado Springs Google Maps Optimization](#) by Casey's SEO

Google Business Profile Foundation

Your Google Business Profile is the foundation of your _____ presence.

Common Profile Issues

According to the article, what are some common issues with Google Business Profiles in Colorado Springs?

Key Profile Elements

List three elements Google considers when deciding to show your business locally:

Signaling Activity

What type of visual content signals activity to Google?

Completeness Matters

Incomplete or incorrectly set up profiles can lead to _____.

Service Information

Ensure your Google Business Profile includes all relevant _____.

Profile Updates

Regularly adding _____ to your profile signals ongoing activity to Google.

Resources & Further Reading

Related guides to use with this workbook:

■ Colorado Springs Google Maps Optimization Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Checklist/colorado-springs-google-maps-optimization-checklist.pdf>

■ Google Maps Optimization Action Sheet

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

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