

Google Maps Heat Map Analysis Workbook

Unlock Local Search Insights for Your Business

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

Understanding Search Intensity

According to the article, search intensity can vary by as much as _____% between different Colorado Springs neighborhoods.

Downtown Colorado Springs Search Behavior

The downtown core of Colorado Springs has the highest search intensity, averaging _____ searches per 1,000 residents daily.

Peak Search Times

What are the two main peak search times identified for general business districts in Colorado Springs?

Mobile Search Dominance

The article states that _____% of searches in Colorado Springs occur on mobile devices.

Top Search Categories

List the top three search categories identified in the article for Colorado Springs businesses.

Broadmoor Area Search Characteristics

In the Broadmoor area, _____% of searches include terms like 'best,' 'premium,' or specific brand names, indicating a focus on quality.

Tourist Search Patterns

During peak tourist season, searches originating from out-of-state devices in historic districts can increase by _____%.

Family-Oriented Search Behavior

In rapidly growing, family-oriented areas like the Powers Corridor, search volume is _____% higher on weekends compared to weekdays.

Resources & Further Reading

Related guides to use with this workbook:

■ 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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