

Local SEO Analytics Workbook

Track and improve your local search performance.

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

Essential Local SEO Metrics

List three key metrics Casey's SEO tracks for local search success:

Google Business Profile Insights

What are two customer actions tracked within a Google Business Profile?

Connecting Online to Offline

How does Casey's SEO bridge the gap between online local search and offline store visits?

Competitive Landscape

Why is analyzing competitor visibility important for local search?

Voice Search Impact

How do voice search queries often relate to local intent?

Data Fragmentation Solution

What is the solution for scattered local search data across different platforms?

Setting Up for Success

What is one practice for setting up location-specific goal tracking?

Privacy Considerations

Why is data privacy crucial when setting up local SEO analytics?

Resources & Further Reading

Related guides to use with this workbook:

■ 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

<https://caseysseo.com/>

■ About Casey's SEO

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Measure what matters to drive local business growth.