

Find Your Local Results Workbook

Mastering Local SEO to Connect with Nearby Customers

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

Understanding Local SEO

Local SEO targets your city, the map pack, and searches from people who need something now. It is the only kind of SEO that matters if your customers are in a specific area and find you by searching _____.

The Importance of Google Business Profile

Your Google Business Profile shows up in the map pack, which is where most people click. If you are not in it, you are _____.

Key Ranking Factors

Google looks at hundreds of places to verify you are real and local. If your address is different on Yelp than on your website, that creates _____.

Website Performance

Most local searches happen on phones. If your site takes too long to load or looks broken on a small screen, people _____.

Measuring Success

Real local SEO is measured in calls and customers, not keyword positions or _____.

The Role of Reviews

Google uses recent reviews as a signal that your business is active, real, and _____.

Investment and ROI

If you are spending \$1,000 a month on SEO and getting three new customers worth \$5,000 each, that is a good _____.

Month-to-Month Agreements

Casey's SEO works month to month because they believe you should stay because it is _____.

Resources & Further Reading

Related guides to use with this workbook:

■ 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>

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■ Colorado Springs SEO Blog

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■ Colorado Springs Local SEO Company

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