

Local SEO Analytics Checklist

Track and improve your local search performance with actionable steps.

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

1. Google Business Profile Performance

Monitor your Google Business Profile to understand customer interactions and optimize for business outcomes.

- Track profile views and search appearances.
- Monitor customer actions: calls, direction requests, website visits.
- Analyze photo engagement and customer-uploaded content.
- Review review acquisition rates and sentiment.
- Track messaging interactions and response times.

2. Local Keyword Rankings and Visibility

Understand your position in local search results to maximize visibility.

- Track your business's position against competitors in specific geographic areas.
- Monitor visibility in the Google Local Pack (top 3 business listings).
- Analyze click-through rates from Local Pack appearances.
- Identify and monitor target local keywords.
- Track changes in local keyword ranking.

3. Location-Based Traffic and Conversion Analysis

Leverage Google Analytics to pinpoint valuable local traffic and conversions.

- Analyze location-based reporting in Google Analytics.
- Identify which neighborhoods or regions bring the most valuable traffic.
- Set up custom conversion tracking for online orders and appointment bookings from local searches.
- Implement Google's store visit tracking to measure offline visits.
- Track phone call conversions from click-to-call interactions.
- Monitor form submissions from location-specific landing pages.

4. Competitive Intelligence

Analyze your competitors to identify growth opportunities and maintain market advantage.

- Monitor competitor visibility in local search results.
- Track competitor review acquisition and response rates.
- Analyze competitor local ranking changes.
- Identify gaps in your local search coverage.
- Discover opportunities to capture more market share.

5. Advanced Analytics and Trends

Utilize advanced tools and AI for deeper insights and proactive strategy adjustments.

- Explore AI-powered predictive analytics for emerging local trends.
- Forecast seasonal demand and optimal advertising times.
- Analyze the impact of local SEO changes.
- Monitor social signals influencing local search performance.
- Track mentions across social platforms and forums.

6. Multi-Location Tracking

Manage and analyze performance across multiple business locations effectively.

- Set up centralized dashboards for location-specific insights.
- View overall brand performance across all locations.
- Identify best-performing locations.
- Replicate success strategies across your network.
- Allocate resources based on location performance.

7. Customer Journey and Data Integration

Map complex customer journeys and consolidate scattered data for a clear view.

- Implement multi-touch attribution models to map customer journeys.
- Use Google Analytics 4 for custom event tracking.
- Pinpoint which local search interactions contribute most to conversions.
- Create centralized dashboards integrating data from all sources.
- Combine Google Business Profile insights, ranking data, and web analytics.

8. Privacy and Compliance

Ensure your analytics setup adheres to privacy regulations and policies.

- Understand and comply with data privacy regulations (e.g., CCPA).
- Provide transparent disclosure of data collection practices.
- Ensure user consent for tracking user behavior.
- Adhere to Google's policies for customer data usage.
- Review privacy policy disclosures for accuracy.

Resources & Further Reading

Use these pages while working through the checklist:

■ 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/>

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Measure what matters to drive real business growth.