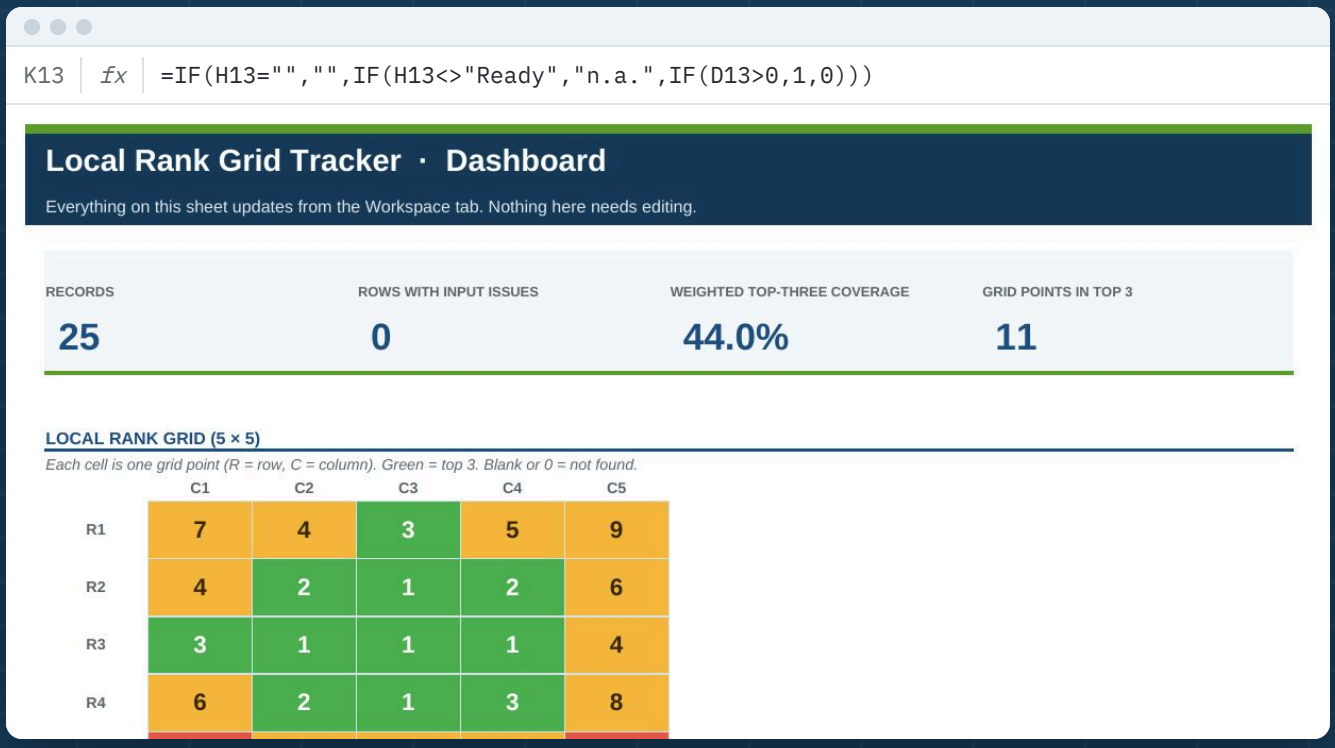
OptimizationTheory.com

SEO Business & Delivery Toolkit, resource 35

Local Rank Grid Tracker

Log rankings across a geo grid, see a colour heatmap and measure weighted top-3 coverage for any local keyword.

Built for the DataForSEO API: SERP API: Google Maps



Jourdan Rombough, optimizationtheory.com

What this template decides

How much of your service area sees your business in the local top 3 for a keyword, and where coverage drops off.

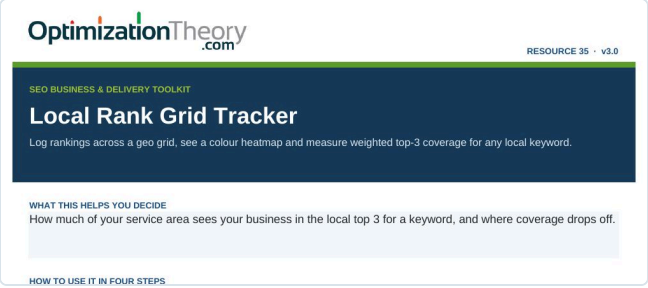
Local rankings change block by block. A business can be first for 'hiking boots near me' at its front door and invisible two miles away. A single rank check from one location tells you almost nothing about how customers across your area see you.

This local rank grid tracker records your business's rank at each point of a grid (5 × 5 in the example) for one keyword. It marks top-3 points, weights them, and calculates weighted top-three coverage. The Dashboard draws the grid as a colour heatmap so the coverage gaps jump out.

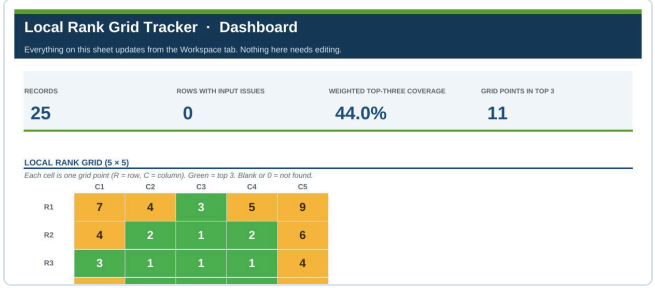
Who it's for

- Local SEOs and multi-location businesses
- Agencies reporting Google Maps visibility
- Service-area businesses choosing where to focus
- Franchises comparing locations

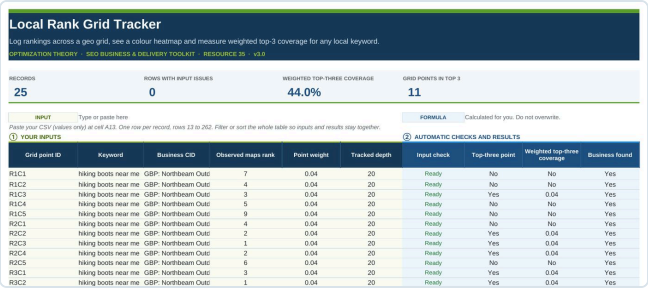
What's in the workbook



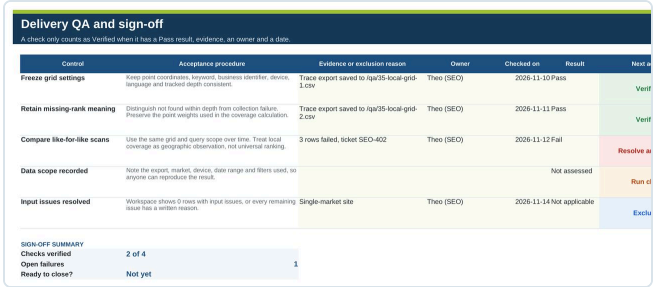
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 250 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Top-three point = 1 when rank is 1 to 3. Weighted coverage = top-three point × point weight, summed. Business found = 1 when the rank is above 0.

The key formula, as written in the workbook

```
=IF(H13="","",IF(H13<>"Ready","n.a.",IF(D13>0,1,0)))
```

Result column	Plain-English formula	What it tells you
Top-three point	IF(AND(Observed maps rank>0,Observed maps rank ≤ 3),1,0)	1 if the business appears in positions 1 through 3.
Weighted top-three coverage	Top-three point × Point weight	Contribution to weighted top-three point coverage.
Business found	IF(Observed maps rank>0,1,0)	Confirmed appearance within tracked depth.

How to use it, step by step

1 Define the grid

Pick a center (usually the business) and spacing. Name points R1C1 to R5C5.

2 Collect ranks

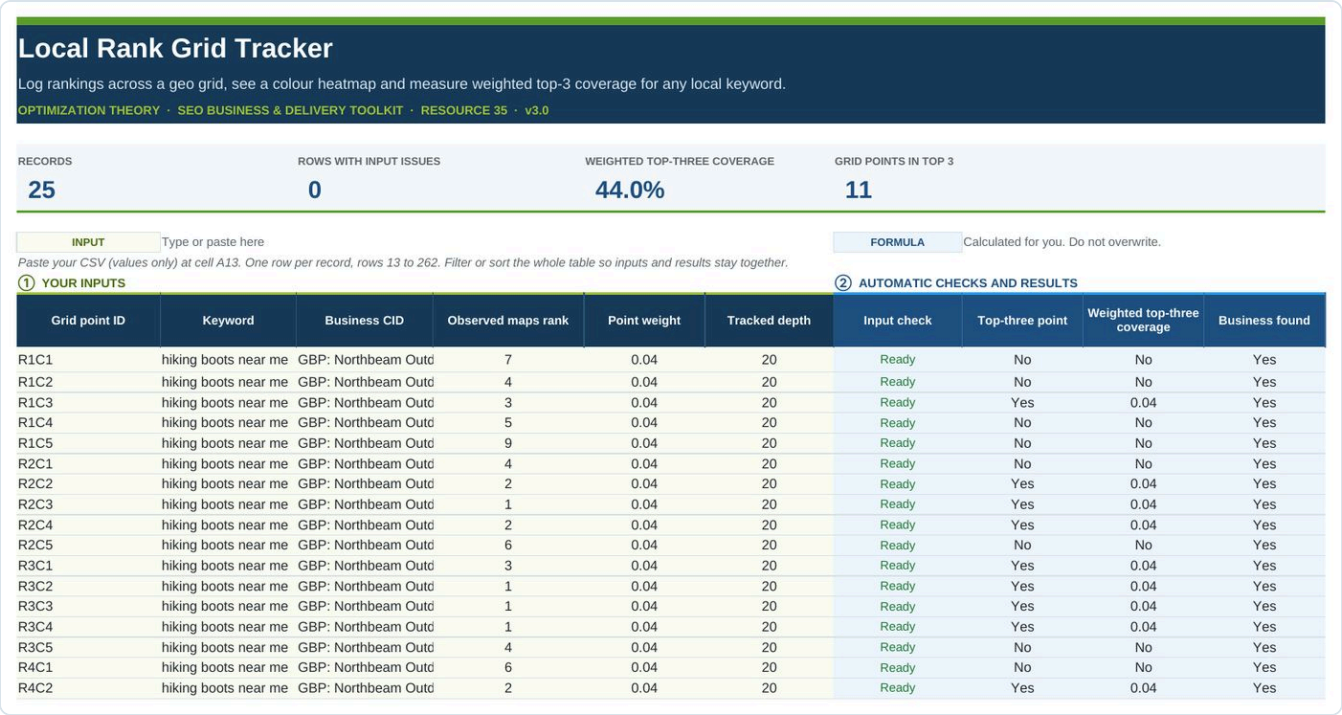
Use a local rank tracker or the DataForSEO Maps endpoint with coordinates. Enter 0 if not found within the tracked depth.

3 Set point weights

Equal weights work by default. Weight points by population or customer density if you have it.

4 Read the heatmap

Red edges show where competitors win. Use them to plan local pages, reviews and citations.



Local Rank Grid Tracker

Log rankings across a geo grid, see a colour heatmap and measure weighted top-3 coverage for any local keyword.

OPTIMIZATION THEORY · SEO BUSINESS & DELIVERY TOOLKIT · RESOURCE 35 · v3.0

RECORDS	ROWS WITH INPUT ISSUES	WEIGHTED TOP-THREE COVERAGE	GRID POINTS IN TOP 3
25	0	44.0%	11

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 262. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Grid point ID	Keyword	Business CID	Observed maps rank	Point weight	Tracked depth	Input check	Top-three point	Weighted top-three coverage	Business found
R1C1	hiking boots near me	GBP: Northbeam Outd	7	0.04	20	Ready	No	No	Yes
R1C2	hiking boots near me	GBP: Northbeam Outd	4	0.04	20	Ready	No	No	Yes
R1C3	hiking boots near me	GBP: Northbeam Outd	3	0.04	20	Ready	Yes	0.04	Yes
R1C4	hiking boots near me	GBP: Northbeam Outd	5	0.04	20	Ready	No	No	Yes
R1C5	hiking boots near me	GBP: Northbeam Outd	9	0.04	20	Ready	No	No	Yes
R2C1	hiking boots near me	GBP: Northbeam Outd	4	0.04	20	Ready	No	No	Yes
R2C2	hiking boots near me	GBP: Northbeam Outd	2	0.04	20	Ready	Yes	0.04	Yes
R2C3	hiking boots near me	GBP: Northbeam Outd	1	0.04	20	Ready	Yes	0.04	Yes
R2C4	hiking boots near me	GBP: Northbeam Outd	2	0.04	20	Ready	Yes	0.04	Yes
R2C5	hiking boots near me	GBP: Northbeam Outd	6	0.04	20	Ready	No	No	Yes
R3C1	hiking boots near me	GBP: Northbeam Outd	3	0.04	20	Ready	Yes	0.04	Yes
R3C2	hiking boots near me	GBP: Northbeam Outd	1	0.04	20	Ready	Yes	0.04	Yes
R3C3	hiking boots near me	GBP: Northbeam Outd	1	0.04	20	Ready	Yes	0.04	Yes
R3C4	hiking boots near me	GBP: Northbeam Outd	1	0.04	20	Ready	Yes	0.04	Yes
R3C5	hiking boots near me	GBP: Northbeam Outd	4	0.04	20	Ready	No	No	Yes
R4C1	hiking boots near me	GBP: Northbeam Outd	6	0.04	20	Ready	No	No	Yes
R4C2	hiking boots near me	GBP: Northbeam Outd	2	0.04	20	Ready	Yes	0.04	Yes

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO SERP API: Google Maps**: local map results from an exact coordinate.

Most of the data columns fill automatically. Add the business inputs listed below, then paste.

1. Request the data

```
POST https://api.dataforseo.com/v3/serp/google/maps/live/advanced
[
  {
    "keyword": "hiking boots near me",
    "location_coordinate": "42.6526,-73.7562,14z",
    "language_code": "en"
  }
]
```

Send one task per grid point, changing only location_coordinate.

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 35 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Grid point ID, Keyword, Business CID, Observed maps rank	Point weight, Tracked depth

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

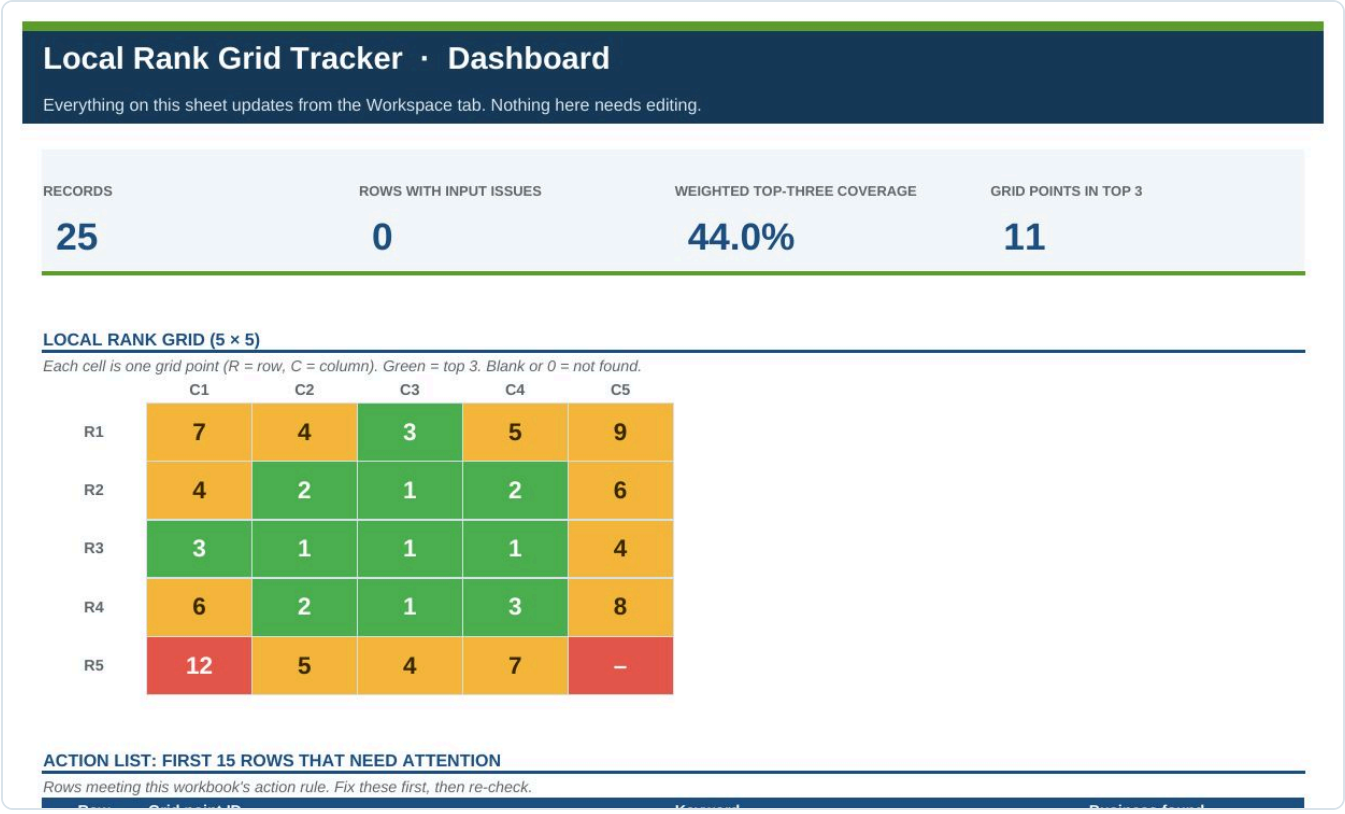
CSV field	Column	Meaning and rule	Typical source
`grid_point`	Grid point ID	Stable coordinate-based search location. The starter import uses the requested coordinate string.	DataForSEO: grid_point
`keyword`	Keyword	Exact query in the selected country and language.	DataForSEO: keyword
`business_id`	Business CID	Exact Google business CID stored as text, never a floating-point number.	DataForSEO: cid
`rank`	Observed maps rank	Rank for the matched business. 0 means confirmed absent within the same tracked depth.	DataForSEO: rank
`point_weight`	Point weight	Relative customer relevance assigned before collection.	Your records or manual review
`tracked_depth`	Tracked depth	Same maximum collected rank at every grid point.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 25 example rows.

25	0	44.0%	11
Records	Rows with input issues	Weighted top-three coverage	Grid points in top 3

The example store holds the top 3 across the center of the grid, slips to positions 4 to 9 toward the edges, and isn't found at all in the far south-east corner. That's a clear targeting brief.



Local Rank Grid Tracker · Dashboard

Everything on this sheet updates from the Workspace tab. Nothing here needs editing.

RECORDS	ROWS WITH INPUT ISSUES	WEIGHTED TOP-THREE COVERAGE	GRID POINTS IN TOP 3
25	0	44.0%	11

LOCAL RANK GRID (5 × 5)

Each cell is one grid point (R = row, C = column). Green = top 3. Blank or 0 = not found.

	C1	C2	C3	C4	C5
R1	7	4	3	5	9
R2	4	2	1	2	6
R3	3	1	1	1	4
R4	6	2	1	3	8
R5	12	5	4	7	–

ACTION LIST: FIRST 15 ROWS THAT NEED ATTENTION

Rows meeting this workbook's action rule. Fix these first, then re-check.

The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

This measures coverage of your chosen grid, not an entire city or all local search demand.

Limits. The starter import returns businesses found in responses. It does not invent rows for missing businesses; add confirmed absences deliberately.

Mistakes to avoid

Checking from one location. Proximity is a major local factor. One check shows one point.

Changing grid size between checks. Keep spacing and center constant so trends are real.

Ignoring weights. Coverage over empty fields is worth less than coverage over neighborhoods.

Tips from the field

Track the same grid monthly and keep each month's workbook.

Pair with the entity consistency audit to fix NAP issues.

Use grid results to decide where location or service-area pages are worth building.

Questions people ask

What is a local rank grid?

A set of evenly spaced points around a business where local rankings are checked, showing how visibility changes across the area.

How do I track Google Maps rankings?

Check rankings for a keyword from multiple coordinates using a local rank tracker or an API, then compare across points and over time.

What grid size should I use?

5 × 5 or 7 × 7 with spacing that covers your real service area is common.

Why do my local rankings vary by location?

Proximity to the searcher is a strong local ranking factor, alongside relevance and prominence.

Templates that work well with this one

Brand Entity Consistency Audit

Compare your official brand facts with Wikidata, LinkedIn, GBP, Yelp and more, and log every correction request.

SEO Visibility Score Calculator

Weight rankings by search volume and CTR to see real visibility gains and losses across a fixed keyword set.

AI Citation Tracker

Log answers from ChatGPT, Perplexity, Gemini and AI Overviews, and measure your citation rate by platform.

Ecommerce SEO Prioritization Template

Rank product pages by potential orders, unit contribution and profit per hour, and catch out-of-stock or noindex SKUs.

SEO Roadmap Template

Sequence 90 days of SEO and GEO work by weighted opportunity per hour, dependencies and acceptance criteria.

Hreflang Audit Template

Validate every hreflang relationship: alternate status, self-reference, return tags, canonical match and locale codes.

Read the full tutorial online: **optimizationtheory.com/download-view/local-rank-grid-tracker/**
Get all six templates in the **SEO Business & Delivery Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.