

Google Algorithm Updates Action Sheet

Adapt your Colorado Springs business for 2025's AI-driven search.

Based on [Google Algorithm Updates](#) by Casey's SEO

Understand the 2025 Algorithm Shifts

- Recognize the June Core Update's focus on subject authority and expertise.
- Address the September 'Perspective' Update's emphasis on intent satisfaction.
- Acknowledge AI Overviews' impact on zero-click searches.

Enhance Local Authority & Relevance

- Establish hyperlocal relevance by demonstrating community involvement.
- Create content specific to Colorado Springs neighborhoods and events.
- Build topical authority clusters around core services.

Optimize for Intent Satisfaction

- Ensure website content fully resolves user queries.
- Provide complete information and clear next steps on every page.
- Remove barriers to customer action on your site.

Transform Your Google Business Profile

- Treat GBP as a dynamic conversion tool, not a static listing.
- Add regular updates, complete service descriptions, and strategic photos.
- Actively engage with customer reviews to build trust.

Measure What Matters for Growth

- Track map pack visibility for high-intent local searches.
- Monitor featured snippet and AI overview inclusion rates.
- Analyze Google Business Profile engagement and conversion metrics.
- Focus on customer action rates from search results.

Act Now for Market Advantage

- Adapt strategies to align with new ranking priorities.
- Build authentic local authority that serves customers.
- Secure your business's future visibility before competitors do.

Resources & Further Reading

Related guides for this action sheet:

■ Google Algorithm Update Checklist for Local Businesses

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/google-algorithm-update-checklist-for-local-businesses-checklist.pdf>

■ Local SEO Checklist for Small Businesses

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/local-seo-checklist-for-small-businesses-checklist.pdf>

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ 2025 Google Business Profile Algorithm Changes Colorado Springs – Casey's SEO

<https://caseysseo.com/2025-google-business-profile-algorithm-changes-colorado-springs/>

■ Artificial Intelligence Location Targeting Trends

<https://caseysseo.com/2025-artificial-intelligence-location-targeting-trends/>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

■ Find Your Local Results

<https://caseysseo.com/>

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Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920
719-639-8238 | caseysseo.com
Build authentic local authority to thrive in Google's evolving search landscape.