

Google Algorithm Update Checklist for Local Businesses

Adapt your local business strategy to thrive in the new Google search environment.

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

1. Understand the 2025 Algorithm Shifts

Grasp the core changes Google implemented and their impact on local search.

- Acknowledge the shift from keyword matching to subject authority and expertise.
- Understand the 'Perspective' Update's focus on intent satisfaction metrics.
- Recognize that over 40% of search results experienced volatility.
- Note that general optimization methods are no longer sufficient.
- Identify the increased importance of community relevance and true expertise.
- Understand how AI-generated overviews are changing customer discovery.
- Recognize the rise of zero-click behavior due to AI Overviews.

2. Enhance Google Business Profile (GBP) Optimization

Transform your GBP into a dynamic conversion tool.

- Add regular updates to your Google Business Profile.
- Include complete service descriptions.
- Add strategic photos to your GBP.
- Actively engage with and respond to customer reviews.
- Ensure your GBP is a primary customer connection tool.
- Optimize your GBP for map pack positioning.
- Treat your GBP as a dynamic customer conversion system, not a static listing.

3. Build Community-Centered Authority

Demonstrate genuine local connections and neighborhood expertise.

- Create content specifically relevant to Colorado Springs neighborhoods.
- Showcase participation in local events.
- Develop content addressing community needs.
- Demonstrate genuine local involvement in your content.
- Establish hyperlocal relevance in your optimization efforts.
- Build authentic connections with your local market.

4. Implement Intent-Focused Optimization

Ensure your online presence fully resolves customer queries.

- Optimize content to satisfy user intent completely.
- Provide full information on every page.
- Clearly define next steps for the visitor.
- Remove any barriers to customer action on your site.
- Ensure pages leave visitors fully informed and ready to engage.
- Optimize for inclusion in featured snippets and AI overviews.

5. Develop Topical Authority Clusters

Demonstrate deep expertise in your core services.

- Create interconnected content clusters around your core services.
- Thoroughly cover your business topics from multiple angles.
- Move beyond thin pages targeting individual keywords.
- Build a comprehensive knowledge base for your services.

6. Address the Zero-Click Challenge

Capture attention and conversions directly from search results.

- Ensure your Google Business Profile converts browsers into customers.
- Make your business information engaging and complete in search results.
- Optimize for direct customer actions from search.
- Focus on metrics that translate to calls and sales, not just rankings.

7. Monitor Key Success Metrics

Track metrics that directly correlate with customer acquisition.

- Monitor map pack visibility for high-intent local searches.
- Track featured snippet and AI overview inclusion rates.
- Measure Google Business Profile engagement and conversion metrics.
- Analyze local search impression share across service areas.
- Calculate customer action rates from search results.

8. Ensure Regulatory Compliance

Align your online presence with legal requirements.

- Ensure all online marketing materials are accurate.
- Verify website content is truthful and up-to-date.
- Comply with industry-specific advertising requirements.
- Balance regulatory compliance with local search optimization.

Resources & Further Reading

Use these pages while working through the checklist:

■ 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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Adapt to Google's algorithm changes by building authentic local authority and relevance.