

Adapting to Google Algorithm Updates for Local Business Visibility

A step-by-step guide to navigating Google's 2025 algorithm changes and maintaining local search dominance.

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

Step 1: Understand the 2025 Algorithm Shifts

Recognize that Google's 2025 updates, including the June Core Update and September 'Perspective' Update, prioritize subject authority, specific expertise, and intent satisfaction over simple keyword matching. These changes have re-evaluated overall site quality and how search results are ranked.

- The June update focused on subject authority and expertise.
- The September update emphasized intent satisfaction metrics.



Step 2: Address AI-Powered Search Impact

Acknowledge that AI Overviews now capture significant user attention, leading to zero-click behavior. This means traditional organic listings may not be enough to drive customer action.

- AI Overviews can reduce clicks to websites.
- Optimize for inclusion in AI overviews and featured snippets.



Step 3: Prioritize Hyperlocal Relevance

Shift from general optimization to establishing genuine community relevance. Google now rewards businesses that demonstrate true participation, local connections, and neighborhood-specific expertise within their immediate community.

- Create content specific to local neighborhoods and events.
- Showcase genuine community involvement.



Step 4: Build Topical Authority Clusters

Develop in-depth content around your core services that demonstrates deep expertise. Create interconnected content that thoroughly covers your business topics from multiple angles, rather than thin pages targeting individual keywords.

- Go beyond basic service pages.
- Ensure content is comprehensive and authoritative.



Step 5: Optimize for Intent Satisfaction

Ensure every page on your website fully resolves visitor queries. Provide complete information, clear next steps, and remove any barriers to customer action so visitors feel informed and ready to engage.

- Answer user questions completely.
- Make it easy for customers to take the next step.



Step 6: Transform Your Google Business Profile

Treat your Google Business Profile as a dynamic customer conversion system. Regularly add updates, complete service descriptions, strategic photos, and actively engage with customer reviews to improve map pack positioning and customer action rates.

- Regularly update your GBP.
- Engage with customer reviews.



Step 7: Focus on Key Success Metrics

Track metrics that directly correlate with customer acquisition, such as map pack visibility, AI overview inclusion rates, Google Business Profile engagement, and customer action rates from search results, rather than vanity rankings.

- Measure what drives calls and sales.
- Monitor GBP engagement and conversion rates.



Step 8: Act Now for Market Advantage

Adapt strategically to the new algorithm priorities to gain a market advantage. Businesses that act quickly can capture increased market share and establish stronger local authority positions before competitors fully adjust.

- Early adaptation leads to market dominance.
- Don't wait for visibility to decline further.

Resources & Further Reading

Related guides for this process:

■ Google Algorithm Updates: Impact on Local Businesses (Infographic)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-e6395a/casey-s-seo/Infographic/google-algorithm-updates-infographic.pdf>

■ 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>

■ 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

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■ Find Your Local Results

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Adapt to Google's algorithm changes by building genuine local authority and optimizing for customer intent.