

Local SEO Algorithm Updates: Adapting Your Business for 2025

Navigate Google and Bing's latest changes to boost your small business rankings.

Based on [Local Seo Algorithm Updates How Google My Business And Bing Places Changes Affect Small Business Rankings](#) by Casey's SEO

Step 1: Understand the New Local SEO Landscape

Recognize that proximity is now 55.2% of ranking influence, with Google's 'Proximity-Plus' algorithm considering context and urgency. Authenticity, user intent, and genuine local relevance are prioritized over traditional keyword matching.

- Focus on E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness), especially real-world proof of experience.
- Aim for Map Pack dominance, as it's prime digital real estate with 45% of searches now feeling local.



Step 2: Optimize Your Google Business Profile

Treat your Google Business Profile as your most important local marketing tool. Ensure all information is accurate, fresh, and naturally worded to match customer searches.

- Update photos and business hours weekly.
- Use natural language in service descriptions that mirrors how customers search.
- Incorporate local keywords in posts and FAQs.



Step 3: Implement a Robust Review Strategy

Focus on recency and relevance for reviews, as fresh reviews carry more weight. Respond to all reviews promptly to build trust.

- Request reviews at checkout, on receipts, and via follow-up communications.
- Encourage customers to mention specific services and locations in their reviews.
- Respond to every review within 24 hours.
- Encourage customers to include photos in their reviews.



Step 4: Leverage Bing Places for Business

Don't overlook Bing, which powers a significant portion of search (including voice). Bing Places emphasizes category accuracy, website authority, social media activity, and citation consistency.

- Ensure your business category is accurate and complete.
- Build website authority with in-depth local content.
- Integrate and maintain social media activity.



Step 5: Address Common Visibility Problems

Solve issues like inconsistent NAP (Name, Address, Phone) data and outdated business hours, which actively reduce visibility and customer trust.

- Conduct a thorough audit of all business listings and ensure identical NAP formatting everywhere.
- Establish a weekly process to review and update all business listings, including special holiday hours.



Step 6: Develop a Local Content Strategy

Create content that specifically addresses your local market, including local events, partnerships, and location-specific services.

- Write about local happenings and community involvement.
- Create dedicated landing pages for different service areas, including neighborhood names and local landmarks.
- Optimize for conversational voice search phrases.



Step 7: Ensure Regulatory Compliance and Trust

Adhere to FTC guidelines for reviews and ensure business licenses and certifications are current and properly displayed.

- Clearly disclose any incentives offered for reviews.
- Display current professional licenses on your website and profiles.



Step 8: Measure Your Local SEO Success

Track key performance indicators to gauge the effectiveness of your local SEO efforts and identify areas for growth.

- Monitor Map Pack appearances and Google Business Profile views.
- Track direction requests and phone calls from search results.
- Monitor local keyword rankings.

Resources & Further Reading

Related guides for this process:

■ 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>

■ Local SEO Action Sheet: Master Google & Bing Updates

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/local-seo-algorithm-updates-how-google-my-business-and-bing-places-changes-affect-action-sheet.pdf>

■ Colorado Springs SEO Blog

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

■ Google Maps Optimization Colorado Springs

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

■ Colorado Springs Local SEO Company

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

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

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

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Adapt to Google and Bing's evolving algorithms to enhance your local business visibility.