

Google Algorithm Updates: Impact on Local Businesses

How 2025's Google algorithm changes affect local business visibility and customer discovery.

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

Factor	Traditional SEO	New Algorithm Priorities (2025)	Casey's SEO Approach
Focus	Keyword matching	Subject authority, expertise, intent satisfaction	Genuine local authority, community relevance, intent satisfaction
Customer Discovery	Organic listings	AI Overviews, Map Pack, Zero-click behavior	AI Overviews, Map Pack, Featured Snippets, GBP conversion
Content Strategy	Broad, generic content	Community-specific content, hyperlocal relevance	Deep topical authority clusters, hyperlocal relevance
Google Business Profile	Static listing	Essential for Map Pack positioning	Dynamic conversion system
Ranking Signals	General optimization	Community relevance, precise business data, intent satisfaction	Holistic local search strategy
Visibility	Declining without adaptation	Requires genuine local expertise	Sustainable and algorithm-ready
Market Position	Losing customers	Capturing market share through adaptation	Recovering and strengthening positions
Success Metrics	Vanity rankings	Map pack visibility, AI overview inclusion	Customer action rates, GBP engagement, local impression share

Resources & Further Reading

Related guides to support your comparison:

■ 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

<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 to secure your business's future visibility.