

Google Algorithm Updates: Impact on Local Businesses

Adapting to 2025's AI-driven search changes for Colorado Springs businesses.

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

Over 40% of results impacted by September 'Perspective' Update.	Search Result Volatility
Captures attention previously for organic listings, leading to zero-click behavior.	AI Overview Impact
Focus moved from keyword matching to subject authority and intent satisfaction.	Key Ranking Shift

AI & Zero-Click Searches

AI Overviews are changing customer discovery, capturing clicks that used to go to traditional listings.

Local Authority is Key

Genuine community relevance and expertise are now essential for local search visibility.

Google Business Profile Optimization

Transform your GBP into a dynamic conversion tool for improved map pack positioning and customer action.

Intent Satisfaction Metrics

Google now measures if a site fully resolves a user's query, not just if they clicked.

Resources & Further Reading

Related guides for this summary:

■ 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>

■ Google Algorithm Updates Action Sheet

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/google-algorithm-updates-action-sheet.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

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Adapt to Google's algorithm changes to maintain and grow your local business visibility.