

Google Algorithm Updates Cheat Sheet

Navigating 2025 Changes for Local Business Visibility

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

2025 Algorithm Shifts • June Core Update: Focus on subject authority & expertise, not just keywords. • September 'Perspective' Update: Prioritizes intent satisfaction – query fully resolved on site. • Significant volatility: Over 40% of search results impacted by reweighted signals.	AI-Powered Search Impact • AI Overviews capture attention, leading to zero-click behavior. • Customers find businesses via AI summaries, bypassing traditional links. • Visibility in AI overviews requires a new optimization approach.
The Local Authority Shift • Hyperlocal relevance is key; general optimization is obsolete. • Demonstrate genuine community involvement and neighborhood expertise. • Content specific to local events and needs gains traction.	Key Challenges for Businesses • Dramatic drops in search visibility without understanding why. • Previous optimization strategies are now ineffective. • Loss of customers to competitors who adapt quickly.
Google Business Profile Essentials • Transform GBP into a dynamic conversion tool. • Add regular updates, complete service descriptions, and photos. • Actively engage with customer reviews for better map pack positioning.	Intent-Focused Optimization • Ensure every page fully resolves visitor queries. • Provide complete information and clear next steps. • Optimize for featured snippet inclusion.
Building Topical Authority • Create detailed content clusters around core services. • Demonstrate deep expertise through interconnected content. • Go beyond thin pages targeting individual keywords.	Success Metrics for 2025 • Map pack visibility for high-intent local searches. • AI overview and featured snippet inclusion rates. • Google Business Profile engagement and conversion metrics. • Customer action rates from search results.

Resources & Further Reading

Related guides to pair with this cheat sheet:

■ 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 Updates: Impact on Local Businesses (Comparison)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-b272b9/casey-s-seo/Comparison/google-algorithm-updates-comparison.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 algorithm changes by building authentic local authority and community relevance.