

Questions to Ask Before Hiring an SEO Provider

Navigate Google's latest algorithm changes and ensure your local business thrives.

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

Use this list to vet potential SEO partners and ensure they understand the current landscape of Google algorithm updates.

1. How have recent Google algorithm updates (like the June 2025 Core Update and September 2025 'Perspective' Update) specifically impacted local businesses in my industry?

Ensures the provider understands the direct relevance of algorithm changes to your business.

2. What is your strategy for ensuring my business ranks well in AI-generated overviews and featured snippets?

Addresses the 'zero-click' challenge and the shift in how customers discover businesses.

3. How do you approach Google Business Profile optimization to turn it into a dynamic conversion tool, not just a static listing?

Highlights the critical role of GBP in map pack positioning and customer acquisition.

4. How will you establish my business's 'community-centered authority' and 'hyperlocal relevance' in Colorado Springs?

Focuses on the new emphasis Google places on genuine local connections and expertise.

5. What is your process for building 'topical authority clusters' and ensuring content 'optimizes for intent satisfaction'?

Addresses the need for deep expertise and content that fully resolves user queries.

6. How do you measure success beyond traditional rankings, focusing on metrics like map pack visibility, AI overview inclusion, and customer action rates?

Ensures the provider focuses on tangible business growth and customer acquisition.

7. Can you explain how your strategies align with Google's new focus on subject authority and specific expertise over just keyword matching?

Verifies understanding of the shift from generic optimization to specialized knowledge.

8. How do you ensure that online marketing materials and business profiles comply with regulations like Colorado's Consumer Protection Act?

Addresses the importance of accuracy and trustworthiness in online presence.

9. What is your approach to developing content that specifically addresses local neighborhoods, events, and community needs?

Confirms a strategy for demonstrating genuine local involvement.

10. How do you help businesses recover from visibility drops caused by algorithm changes?

Assesses their experience and methodology for addressing negative impacts.

11. What is your process for building an 'algorithm-ready foundation' that will remain effective through future Google updates?

Focuses on long-term, sustainable SEO strategies.

12. How do you ensure that website content provides complete value and resolves visitor queries effectively?

Addresses the 'intent satisfaction' metric and user experience.

13. What is your experience in helping businesses gain a market advantage through early adaptation to algorithm changes?

Gauges their ability to position clients ahead of the competition.

14. How do you approach optimizing for both AI overviews and traditional search results simultaneously?

Ensures a comprehensive strategy for capturing attention across different search formats.

15. Can you provide examples of how you've helped businesses in Colorado Springs specifically adapt to recent algorithm shifts?

Seeks proof of local expertise and successful implementation.

Resources & Further Reading

Related guides before you ask these questions:

■ 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

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Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920
719-639-8238 | caseysseo.com
Adapt to Google's algorithm changes to secure your business's future visibility.