

Google Algorithm Updates FAQ for Colorado Springs Businesses

Understand and adapt to Google's latest algorithm changes for local business success.

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

Q: My Colorado Springs business dropped in Google searches. What's happening?

A: Google's algorithm updates in 2025 have significantly changed how local businesses are discovered. These updates, like the June Core Update and September 'Perspective' Update, prioritize subject authority, expertise, and intent satisfaction over simple keyword matching, causing visibility drops for businesses that haven't adapted.

Q: What was the impact of the June 2025 Core Update?

A: The June 2025 Core Update focused strongly on subject authority and specific expertise, re-evaluating overall site quality. It moved beyond just keyword matching to assess how well a site demonstrates deep knowledge in its field.

Q: How did the September 2025 'Perspective' Update affect local businesses?

A: The September 2025 'Perspective' Update introduced new signals focused on intent satisfaction. It measures whether a user's search query is fully resolved on a site, impacting over 40% of search results and requiring businesses to provide complete answers.

Q: How is AI-generated search changing customer discovery in Colorado Springs?

A: AI Overviews, prevalent since late 2024, now capture user attention that previously went to traditional organic listings. This leads to 'zero-click' searches, where customers get their answers directly from the search results without visiting a website.

Q: Are general SEO tactics still effective after these updates?

A: No, general optimization tactics no longer work effectively. Businesses need to demonstrate genuine community relevance, true expertise, and intent satisfaction to earn visibility in local searches, especially with AI overviews and map pack changes.

Q: Why is my Google Business Profile so important now?

A: Google Business Profile optimization is now essential. Map pack positioning directly determines which businesses receive customer calls and visits. Your profile has become your primary customer connection tool and needs to be a dynamic conversion system.

Q: What does 'hyperlocal relevance' mean for my business?

A: Hyperlocal relevance means demonstrating genuine participation within your immediate community. Google now rewards businesses that show true local connections, community involvement, and neighborhood-specific expertise, moving beyond generic optimization.

Q: How can I establish 'topical authority' for my business?

A: To build topical authority, create detailed content clusters around your core services. Instead of thin pages, develop interconnected content that thoroughly covers your business topics from multiple angles, demonstrating deep expertise.

Q: What is the 'zero-click challenge' and how do I overcome it?

A: The zero-click challenge occurs when AI overviews or featured snippets provide answers directly in search results, preventing clicks to your website. Overcoming this involves optimizing for inclusion in these features and ensuring your Google Business Profile is so complete it converts users directly.

Q: What are the key metrics for success in the new algorithm environment?

A: Key metrics now focus on customer acquisition: map pack visibility for high-intent searches, featured snippet/AI overview inclusion rates, Google Business Profile engagement, local search impression share, and customer action rates from search results.

Q: How can my business adapt to these algorithm changes?

A: Adaptation involves rebuilding your online presence around genuine expertise, community relevance, and intent satisfaction. This includes optimizing your Google Business Profile, creating hyperlocal content, building topical authority, and ensuring your website fully resolves customer queries.

Q: What are the regulatory factors for Colorado Springs businesses?

A: Colorado businesses must comply with the Consumer Protection Act, ensuring accurate online information. Additionally, regulated industries need to balance industry-specific advertising requirements with local search optimization.

Q: Why should I choose Casey's SEO for algorithm recovery?

A: Casey's SEO builds complete local search presences designed to succeed regardless of Google's changes. We focus on establishing genuine authority and community relevance, helping Colorado Springs businesses not just recover but achieve stronger positions than before.

Resources & Further Reading

Related guides for these FAQs:

■ 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

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■ Find Your Local Results

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