

Google Algorithm Updates Action Sheet

Adapt your Colorado Springs business to the latest Google search changes.

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

Understand the 2025 Algorithm Shifts

- Recognize the June 2025 Core Update's focus on subject authority and expertise.
- Understand the September 2025 'Perspective' Update's emphasis on intent satisfaction.
- Note the impact of AI-generated overviews on customer discovery and zero-click behavior.

Prioritize Local Authority and Relevance

- Establish hyperlocal relevance by demonstrating community involvement.
- Create content specific to Colorado Springs neighborhoods and local events.
- Showcase genuine local connections and neighborhood-specific expertise.

Optimize for Intent Satisfaction

- Ensure every website page fully resolves visitor queries.
- Provide complete information and clear next steps for users.
- Minimize barriers to customer action on your site.

Transform Your Google Business Profile

- Treat your GBP as a dynamic customer conversion system.
- Add regular updates, complete service descriptions, and strategic photos.
- Actively engage with customer reviews to improve map pack positioning.

Build Topical Authority

- Develop detailed content clusters around your core services.
- Create interconnected content that thoroughly covers business topics.
- Demonstrate deep expertise rather than targeting individual keywords.

Measure What Matters

- Track map pack visibility for high-intent local searches.
- Monitor featured snippet and AI overview inclusion rates.
- Analyze Google Business Profile engagement and conversion metrics.

Resources & Further Reading

Related guides for this action sheet:

■ Colorado Springs Local SEO Backlink Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Checklist/colorado-springs-local-seo-backlink-checklist.pdf>

■ Local SEO Backlink Strategies for Colorado Springs Businesses (Infographic)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-e6395a/casey-s-seo/Infographic/local-seo-backlink-strategies-for-colorado-springs-businesses-in-2026-building-r-infographic.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 secure your business's future visibility.