

Google Algorithm Updates Cheat Sheet

Navigating 2025's changes for Colorado Springs local businesses.

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

2025 Algorithm Shifts • June Core Update: Focused on subject authority & expertise, not just keywords. • September 'Perspective' Update: Prioritized intent satisfaction metrics. • Over 40% of search results saw volatility due to these updates. • General optimization methods are no longer effective.	AI-Powered Search Impact • AI Overviews capture attention, leading to zero-click behavior. • Customers find local businesses differently now. • Visibility in AI overviews requires a new approach. • Businesses not adapting are losing potential customers.
Local Authority & Relevance • Local ranking signals now focus on community relevance & precise data. • Hyperlocal relevance drives higher rankings. • Demonstrate genuine local connections & expertise. • Content relevant to Colorado Springs neighborhoods & events is key.	The Zero-Click Challenge • Rankings may be stable, but clicks are decreasing. • AI overviews capture attention before users reach websites. • Optimize for featured snippet inclusion. • Make Google Business Profile a conversion tool.
Google Business Profile Essentials • Transform GBP into a dynamic conversion tool. • Add regular updates, service descriptions, and photos. • Actively engage with customer reviews. • GBP positioning now directly determines customer calls and visits.	Key Strategies for Success • Establish genuine expertise and community relevance. • Build topical authority clusters around core services. • Optimize for complete intent satisfaction. • Ensure your GBP is a complete customer conversion system.
Measuring True Growth • Focus on metrics that drive customer acquisition. • Map pack visibility for high-intent local searches. • AI overview & featured snippet inclusion rates. • GBP engagement and conversion rates.	Adapting for Market Advantage • Early adaptation yields significant market share gains. • Competitors struggling with visibility are opportunities. • Build authentic local authority beyond matching tactics. • Act now to secure future visibility.

Resources & Further Reading

Related guides to pair with this cheat 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>

■ Action Sheet: Local SEO Backlink Strategies for Colorado Springs Businesses

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Action%20Sheet/local-seo-backlink-strategies-for-colorado-springs-businesses-in-2026-building-r-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

<https://caseysseo.com/>

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Adapt to Google's algorithm changes by building authentic local authority.