

Google Algorithm Update Checklist for Local Businesses

Adapt your local business strategy to Google's 2025 algorithm changes.

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

1. Understand the 2025 Algorithm Shifts

Grasp the core changes Google implemented in 2025.

- Acknowledge the shift from keyword matching to subject authority and expertise.
- Understand the impact of the September 'Perspective' Update focusing on intent satisfaction.
- Recognize that over 40% of search results were affected by the reweighting of ranking signals.
- Note that general optimization methods are now obsolete for local businesses.
- Identify the increased importance of genuine community relevance and true expertise.
- Understand how AI-generated overviews are changing customer discovery.

2. Optimize Your Google Business Profile

Transform your GBP into a dynamic conversion tool.

- Add regular updates to your Google Business Profile.
- Include complete service descriptions.
- Add strategic photos to your profile.
- Actively engage with and respond to customer reviews.
- Ensure your GBP data is accurate and reflects your business precisely.
- Treat your GBP as a primary customer connection tool, not just a listing.

3. Enhance Local Authority and Relevance

Demonstrate your deep connection to the local community.

- Showcase genuine participation within your immediate community.
- Highlight local connections, community involvement, and neighborhood-specific expertise.
- Create content relevant to Colorado Springs neighborhoods, local events, and community needs.
- Develop neighborhood service guides.
- Document participation in local events.
- Publish content that addresses community problems and solutions.

4. Build Topical Authority and Expertise

Establish your business as a genuine expert in your field.

- Create detailed content clusters around your core services.
- Develop interconnected content that thoroughly covers your business topics from multiple angles.

- Ensure content demonstrates deep expertise beyond surface-level information.
- Focus on subject authority and specific expertise over generic keyword matching.

5. Optimize for Intent Satisfaction

Ensure your online presence fully answers user queries.

- Verify that every page on your website completely resolves visitor queries.
- Provide full and comprehensive information on service pages.
- Clearly define next steps for customer action.
- Remove any barriers that prevent customers from engaging.
- Ensure pages leave visitors feeling fully informed and ready to act.

6. Adapt to AI-Driven Search

Capture attention in the age of AI Overviews and zero-click searches.

- Optimize for inclusion in AI overviews.
- Optimize for inclusion in featured snippets.
- Design your Google Business Profile to convert browsers into customers directly.
- Understand that visibility now requires a different approach than traditional SEO.
- Accept that AI overviews capture attention previously directed to traditional listings.

7. Track Key Growth Metrics

Focus on metrics that directly drive customer acquisition.

- Monitor map pack visibility for high-intent local searches.
- Track featured snippet and AI overview inclusion rates.
- Measure Google Business Profile engagement and conversion rates.
- Analyze local search impression share across your service areas.
- Evaluate customer action rates directly from search results (calls, visits).

8. Ensure Regulatory Compliance

Align your online presence with legal requirements.

- Ensure all marketing materials, including online profiles and website content, are accurate.
- Comply with industry-specific advertising requirements.
- Balance regulatory compliance with local search optimization strategies.

Resources & Further Reading

Use these pages while working through the checklist:

■ 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 your local SEO strategy to thrive in Google's evolving search landscape.