

Google Algorithm Updates FAQ for Colorado Springs Businesses

Navigate the latest Google algorithm changes and maintain your local business visibility.

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

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

A: Google's 2025 algorithm updates have significantly changed how local businesses are discovered. Many businesses are struggling to adjust to these shifts in search visibility, impacting their online presence.

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

A: The June 2025 Core Update strongly emphasized subject authority and specific expertise, moving beyond simple keyword matching. It re-evaluated how Google assesses overall site quality.

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

A: The 'Perspective' Update introduced new signals focused on intent satisfaction, measuring if a user's query is fully resolved on a site. This update caused significant volatility in search results.

Q: Are old SEO strategies still effective for Colorado Springs businesses?

A: No, general optimization methods no longer work. Businesses need to demonstrate genuine community relevance and true expertise in their field to rank in local searches.

Q: How are AI-generated overviews changing customer discovery?

A: AI Overviews now capture attention that previously went to traditional organic listings, leading to zero-click behavior. This means even good rankings might not result in website visits.

Q: What is the 'zero-click' challenge?

A: The zero-click challenge occurs when AI overviews or featured snippets provide answers directly in search results, so users don't need to click through to a website.

Q: How important is my Google Business Profile now?

A: Google Business Profile optimization is essential. Map pack positioning now directly determines customer calls and visits, making your profile a primary customer connection tool.

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

A: Hyperlocal relevance means demonstrating genuine participation within your immediate community. Google now rewards businesses showing local connections, community involvement, and neighborhood-specific expertise.

Q: How can I build 'topical authority'?

A: Build topical authority by creating detailed content clusters around your core services. Develop interconnected content that thoroughly covers your business topics from multiple angles to show deep expertise.

Q: What does 'intent satisfaction' mean in SEO?

A: Intent satisfaction means ensuring every page on your website completely resolves visitor queries. Provide full information, clear next steps, and remove barriers to customer action.

Q: How should I optimize my Google Business Profile?

A: Treat your Google Business Profile as a dynamic customer conversion system. Add regular updates, complete service descriptions, strategic photos, and actively engage with customer reviews.

Q: What are the key metrics for success in 2025?

A: Focus on metrics like map pack visibility, featured snippet inclusion, Google Business Profile engagement, local search impression share, and customer action rates from search results.

Q: Why should my business adapt quickly to these changes?

A: Businesses that adapt quickly gain significant market advantages, capture increased market share, and establish stronger local authority positions while competitors struggle with visibility losses.

Q: How can Casey's SEO help my business?

A: Casey's SEO builds algorithm-ready local search presences that establish genuine authority and community relevance, helping businesses recover from impacts and achieve stronger positions.

Resources & Further Reading

Related guides for these FAQs:

■ 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

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■ Find Your Local Results

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