

Google Algorithm Updates: Impact on Local Businesses

How 2025's AI-driven changes are reshaping local search discovery.

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

Over 40% of results affected by September 'Perspective' Update.	Search Volatility
Captures attention previously going to organic listings.	AI Overview Impact
Focus now on expertise and intent satisfaction, not just keywords.	Key Ranking Shift
Primary tool for customer calls and visits.	GBP Importance

AI-Powered Search

AI Overviews are changing customer discovery, leading to zero-click behavior even for ranked businesses.

Local Authority Shift

Google now prioritizes genuine community relevance and expertise over generic optimization.

Intent Satisfaction

Updates reward sites that fully resolve user queries, not just provide clicks.

GBP as a Conversion Tool

Transform your Google Business Profile with updates, photos, and reviews to drive customer action.

Resources & Further Reading

Related guides for this summary:

■ 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

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Adapt to Google's algorithm changes to maintain and grow local business visibility.