

Adapting to Google Algorithm Updates for Local Business Visibility

Strategies for Colorado Springs Businesses to Maintain and Grow Online Presence

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

Step 1: Understand the 2025 Algorithm Shifts

Recognize that Google's 2025 algorithm updates, including the June Core Update and September 'Perspective' Update, have shifted focus from keyword matching to subject authority, expertise, and intent satisfaction. General optimization methods are no longer effective.

- The June update emphasized subject authority and specific expertise.
- The September update focused on intent satisfaction metrics.



Step 2: Address AI-Powered Search Changes

Acknowledge that AI-generated overviews are capturing attention that previously went to traditional organic listings, leading to zero-click behavior. Businesses must optimize for inclusion in these AI summaries.

- AI Overviews can reduce website clicks even with good rankings.
- Optimize for featured snippet inclusion.



Step 3: Establish Hyperlocal Relevance and Community Authority

Google now prioritizes businesses that demonstrate genuine local connections, community involvement, and neighborhood-specific expertise. Create content relevant to Colorado Springs neighborhoods, local events, and community needs.

- Showcase participation within your immediate community.
- Develop content for specific Colorado Springs neighborhoods.



Step 4: Build Topical Authority Clusters

Develop in-depth content around your core services that thoroughly covers topics from multiple angles. This demonstrates deep expertise beyond thin, keyword-focused pages.

- Create interconnected content that covers your business topics comprehensively.
- Focus on providing complete value and information.



Step 5: Optimize for Intent Satisfaction

Ensure every page on your website completely resolves visitor queries. Provide full information and clear next steps to remove barriers to customer action.

- Pages should leave visitors fully informed and ready to engage.
- Aim to fully resolve customer queries on your site.



Step 6: Transform Your Google Business Profile

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 to improve map pack positioning and customer action rates.

- Regular updates and photos enhance your profile.
- Actively engage with customer reviews.



Step 7: Focus on Key Success Metrics

Track metrics that directly correlate with customer acquisition, such as map pack visibility, AI overview inclusion, Google Business Profile engagement, and customer action rates, rather than vanity rankings.

- Monitor map pack visibility for high-intent local searches.
- Track customer action rates from search results.



Step 8: Act Now for Market Advantage

Adapt strategically to the new algorithm priorities to gain a market advantage. Businesses that adapt quickly capture increased market share and establish stronger local authority positions.

- Early adaptation offers a significant competitive edge.
- The window for easy adaptation is closing.

Resources & Further Reading

Related guides for this process:

■ 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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Adapt your local SEO to Google's algorithm changes for sustained visibility and growth.