Mastering Local SEO: Adapting to Google & Bing Algorithm Changes

Navigate the latest local search updates to boost your small business visibility.

Based on Local Seo Algorithm Updates How Google My Business And Bing Places Changes Affect Small Business Rankings by Casey's SEO

Step 1: Understand the New Local SEO Landscape

Recognize that proximity is now more nuanced ('Proximity-Plus'), and Google prioritizes authenticity, user intent, and genuine local relevance over old keyword tactics. E-E-A-T signals, especially Experience, are now critical.

- Focus on real-world proof of expertise through customer photos and testimonials.
- Understand that local businesses can now outrank national chains by demonstrating authentic local connections.

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Step 2: Optimize Your Google Business Profile (GBP)

Treat your GBP as your primary local marketing tool. Focus on key elements that drive rankings and customer engagement, ensuring consistency and freshness.

- Audit and correct inconsistent NAP (Name, Address, Phone) data across all directories.
- Update photos and business hours weekly.
- Use natural language for service descriptions that matches customer search terms.
- Incorporate local keywords into GBP posts and FAQs.

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Step 3: Develop a Powerful Review Strategy

Prioritize recency and relevance in reviews over sheer volume. Respond to all reviews promptly to build trust and encourage detailed feedback.

- Request reviews at checkout, on receipts, and via follow-up communications.
- Encourage reviews that mention specific services and locations.
- Respond to all reviews within 24 hours.
- Ask customers to include photos in their reviews.

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Step 4: Leverage Bing Places for Business

Don't overlook Bing, which powers a significant portion of search (including voice and AI assistants). Bing has distinct ranking factors that offer a competitive advantage.

- Ensure business category accuracy and completeness.
- Strengthen website authority and local content depth.
- Integrate and show social media activity.
- Maintain local citation consistency.

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Step 5: Address Common Local Visibility Problems

Tackle issues like inconsistent NAP data, outdated business hours, and generic content strategies that harm your rankings and customer experience.

- Conduct a thorough NAP audit and ensure identical formatting everywhere.
- Implement a weekly review process for all business listings and update special hours immediately.
- Create content that specifically addresses your local market and community.



Step 6: Ensure Regulatory Compliance and Trust

Adhere to FTC guidelines for reviews and ensure your business licenses and certifications are current and properly displayed to build credibility.

- Clearly disclose any incentives offered for reviews.
- Verify that professional licenses are up-to-date and visible on profiles and websites.



Step 7: Implement Actionable Best Practices

Incorporate weekly profile maintenance, create location-specific landing pages, build local citation networks, and optimize for voice and mobile search.

- Dedicate time weekly to update GBP and Bing Places listings.
- Develop dedicated landing pages for each service area with local details.
- Focus on quality local and industry-specific citations.
- Optimize for conversational search phrases used in voice search.



Step 8: Measure Your Local SEO Success

Track key performance indicators to understand your growth and the impact of your optimization efforts.

- Monitor Map Pack appearances and GBP views.
- Track direction requests and phone calls from search.
- Monitor local keyword rankings.

Resources & Further Reading

Related guides for this process:

- Local SEO Algorithm Updates: Google Business Profile vs. Bing Places (Comparison)

https://storage.googleapis.com/casey-s-seo-checklists-20260706-b272b9/casey-s-seo/Comparison/local-seo-algorithm-updates-how-google-my-business-and-bing-places-changes-affec-comparison.pdf

- Local SEO Checklist for Small Businesses

https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Checklist/local-seo-checklist-for-small-businesses-checklist.pdf

- Colorado Springs SEO Blog

https://caseysseo.com/seo-blog

- Google Maps Optimization Colorado Springs

https://caseysseo.com/colorado-springs-google-maps-optimization/

- Colorado Springs Local SEO Company

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- 2025 Google Business Profile Algorithm Changes Colorado Springs – Casey's SEO

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