

Navigating Google Algorithm Updates for Local Businesses

Understand and adapt to the latest Google algorithm changes for local business success.

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

Understanding the 2025 Algorithm Shift

What did the June 2025 Core Update prioritize over simple keyword matching?

The Impact of AI-Powered Search

How have AI Overviews changed customer discovery for local businesses?

The Zero-Click Challenge

What is the 'zero-click' challenge, and how does it affect businesses even when they rank well?

Local Authority and Community Relevance

Why has demonstrating genuine community relevance become essential for local businesses in Colorado Springs?

Optimizing Your Google Business Profile

How should businesses transform their Google Business Profile according to the article?

Intent-Focused Optimization

What does 'intent satisfaction' mean in the context of Google's September 2025 'Perspective' Update?

Key Success Metrics

Name three success metrics that drive growth in the new algorithm environment.

Adapting to New Ranking Signals

What is the primary determinant of customer acquisition for local service businesses post-algorithm update?

Resources & Further Reading

Related guides to use with this workbook:

■ 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

<https://caseysseo.com/>

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