Google Algorithm Update Checklist for Local Businesses

Adapt your Colorado Springs business to the latest Google algorithm changes for sustained visibility and growth.

Based on Google Algorithm Updates by Casey's SEO

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1. Understand the 2025 Algorithm Shifts

Grasp the core changes Google implemented in 2025 that impact local business visibility.

- [ ] Acknowledge the shift from keyword matching to subject authority and expertise.
- [ ] Understand the 'Perspective' Update's focus on intent satisfaction metrics.
- [ ] Recognize that over 40% of search results experienced volatility.
- [ ] Note that general optimization methods are no longer sufficient.
- [ ] Understand the increased importance of genuine community relevance and expertise.
- [ ] Be aware that AI-generated overviews are changing customer discovery.

2. Optimize Your Google Business Profile

Transform your GBP into a dynamic conversion tool.

- [ ] Add regular updates to your Google Business Profile.
- [ ] Include complete service descriptions.
- [ ] Add strategic photos to your profile.
- [ ] Actively engage with and respond to customer reviews.
- [ ] Ensure your GBP accurately reflects precise business data.
- [ ] Treat your GBP as a primary customer connection tool.

3. Enhance Local Authority and Relevance

Demonstrate your business's deep connection to the Colorado Springs community.

- [ ] Showcase genuine local connections and community involvement.
- [ ] Develop content specific to Colorado Springs neighborhoods.
- [ ] Create content relevant to local events and community needs.
- [ ] Establish your business as a genuine local authority.
- [ ] Build authentic connections with your Colorado Springs market.

4. Build Topical Authority Clusters

Demonstrate deep expertise by creating comprehensive content around your services.

- [ ] Create interconnected content that thoroughly covers your business topics.
- [ ] Develop content clusters around your core services.

- Ensure content demonstrates deep expertise from multiple angles.
- Avoid thin pages targeting individual keywords.

5. Optimize for Intent Satisfaction

Ensure your online presence fully resolves customer queries.

- Provide complete information on every page.
- Offer clear next steps for customer action.
- Remove any barriers to customer engagement.
- Ensure pages leave visitors feeling fully informed.
- Verify that your content fully resolves visitor queries.

6. Address the Zero-Click Challenge

Capture attention and drive conversions directly from search results.

- Optimize for inclusion in AI overviews.
- Optimize for inclusion in featured snippets.
- Ensure your Google Business Profile converts browsers into customers.
- Make your business information engaging and complete.
- Aim for customers to choose your business directly from search results.

7. Track Algorithm-Ready Success Metrics

Focus on metrics that directly correlate with customer acquisition and business growth.

- Monitor map pack visibility for high-intent local searches.
- Track featured snippet and AI overview inclusion rates.
- Measure Google Business Profile engagement and conversion metrics.
- Analyze local search impression share across service areas.
- Calculate customer action rates from search results.

8. Ensure Regulatory Compliance

Align your online presence with legal requirements and Google's standards.

- Ensure all online content provides accurate information.
- Comply with Colorado's Consumer Protection Act for marketing materials.
- Meet industry-specific advertising requirements for regulated businesses.
- Balance regulatory compliance with local search performance.

Resources & Further Reading

Use these pages while working through the checklist:

- 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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