

The **SEO** Juice

January 14th, 2025

Google Maps Advice

NEXT!

 ChatGPT

Psst...
Want to try
this?

ENTER
→

SOCI↑

Squeezing the Most from Your Local Search & Social Strategies.

Your soci Team

The SEO Juice



Kaci McBride
Sr. Director, Strategic
Consulting



Michael Snow
Local SEO Evangelist &
Enablement Manager



Kelly Settino
Social Media
Enablement Manager

The SEO Juice

Watch On-Demand



Scan or Click

SOCi Customers



Scan or Click

Non-Customers

The SEO Juice

- **Industry News**
The latest in Local Search & Social and what it means for multi-location businesses
- **A Look Back**
The Top News, Trends, and Feature releases in 2025
- **A Look Forward**
Our Predictions and Tips for 2026
- **Checkbox Optimization**
New Google Categories, Attributes & Features.
- **Caught in the Wild**
New features we've spied in Local Search results





Industry News

The latest in Local Search & Social and what it means for multi-location brands



Google Now Moderating Review Responses



Google has confirmed they are now reviewing Review Responses to ensure they are in compliance with Google's content guidelines.

[Per Google's help page for managing customer reviews:](#)

"If your reply isn't approved to be posted, you'll be asked to edit it. Replies usually take up to 10 minutes to review, but sometimes a review can take up to 30 days."

Takeaway for Local Businesses:

Review responses may take longer to post in 2026. To ensure your response is posted quickly and without issue, respond to customer feedback promptly and professionally, and avoid content-policy violations such as keyword stuffing, excessive promotion, spammy language, or irrelevant information in responses.





Hashtags on Instagram

UPDATE

As Instagram's Adam Mosseri clarified that hashtags do not necessarily hurt or help the reach of a post, Instagram is now limiting the number of hashtags that can be added to a post to just 5

Takeaway: Peel back hashtag usage on Instagram or remove entirely

The image shows two screenshots from Instagram. The top screenshot is a post from the account 'Instagram advice' (237.5K members) featuring a smartphone displaying a post with many hashtags. The post has 96 replies, 2,261 likes, 386 shares, and 141 hearts. The bottom screenshot is a direct message from Adam Mosseri, titled 'Hashtag update', which reads: 'We're now capping hashtags at five per post. While I know it can be tempting to use more, a few specific tags actually perform better than a long list of generic ones. Quality over quantity is key. Quick reminder: While hashtags help with search, they don't increase your reach. Focus on working out what kind of content resonates with your audience — that's what really matters.' The message has 10 replies, 1 heart, 31 shares, and 1 emoji reaction.





More Confirmation Service Areas are NOT a Local Ranking Factor



Data from Google's API leak earlier this year seems to confirm that it's by design that Google appears to apply the same single-point proximity logic to a service area business as they do to a typical brick-and-mortar business regardless of the service area set and if the address is hidden.

[Per a LinkedIn post by Claudia Tomina:](#)

This line from the proto documentation says it all:
"WARNING: This proto is not meant to be used directly."
Translation: This is backend storage for display and internal geo-consistency not an input to the ranking model.

Takeaway for Local Service Area Businesses:

Authority building is the only way to truly extend your GBP visibility outside your immediate proximity. Grow reviews, build your local social presence, get mentions, and post about where you've been. Be the best answer across your service area.

GoogleApi.ContentWarehouse.V1.Model.GeostoreServiceAreaProto

This proto represents the geographic area served by an establishment. WARNING: This proto is not meant to be used directly. Please use the provided libraries. http://google3/geostore/base/public/service_area.h
<http://google3/java/com/google/geostore/base/ServiceArea.java>

Attributes

- `serve#feature` (type: list(GoogleApi.ContentWarehouse.V1.Model.GeostoreFeatureIdProto.t), default: nil) - The features that make up the service area for this establishment. These features are subject to the following constraints applied by editing middleware (notably, not strictly enforced by lints in storage): 1. The following feature types (and their subtypes) may be used: + TYPE_ISLAND + TYPE_POLITICAL, except the following prohibited subtypes: - TYPE_CONSTITUENCY - TYPE_LAND_PARCEL + TYPE_POSTAL 2. There is a maximum limit (currently 20) to the number of areas which may be provided. This is due to serving efficiency limitations. 3. There are no additional geometry requirements for these features beyond the requirements based on the feature types above. In practice this means that these features will either have polygonal or point-based geometries. 4. These referenced features are generally required to have names, though this is not strictly enforced.

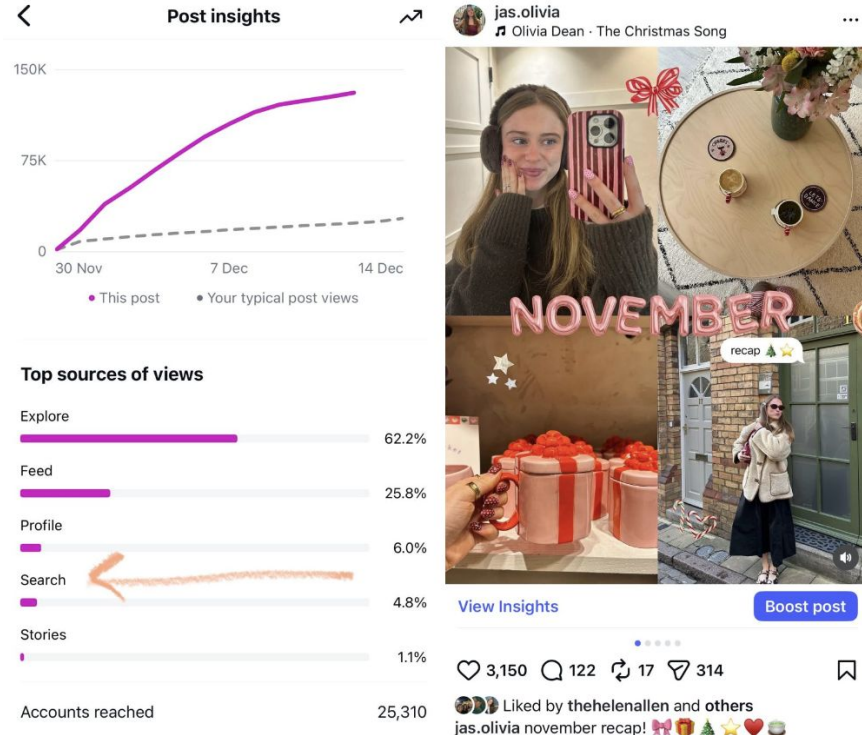


Social Search on Instagram



As reported on [LinkedIn](#), Instagram now shows you the percentage of video views that came from each traffic source, including “search” within Instagram

Takeaway: User behavior has shifted - more and more people are discovering through social media. This shift calls for a holistic social search strategy.





Google Search Algorithm

DECEMBER 2025 CORE UPDATE IN PROGRESS



On December 11th, Google began pushing out its 3rd and, presumably, final Core update of 2025.

[Per Google](#): “This is a regular update designed to better surface relevant, satisfying content for searchers from all types of sites.”

The update was completed on December 31st.

Ranking	
SUMMARY	DATE
December 2025 core update	11 Dec 2025
August 2025 spam update	26 Aug 2025
June 2025 core update	30 Jun 2025
March 2025 core update	13 Mar 2025

Takeaway for Local Businesses:

Brands following Local SEO best practices do not typically experience a negative impact on their search visibility when core updates are rolled out. [Per Google](#): “most sites don't need to worry about core updates and may not even realize one has happened.” For brands with known SEO gaps, you will want to keep an eye on keyword rankings for top queries over the next few months to assess if profiles or linked local pages were affected by the update.



Top Social News App for Gen Z

TIKTOK



[Business Insider](#) reports that TikTok is now the most popular social app for news among 18- to 29-year-olds in the US, according to new survey data from the Pew Research Center. The app surpassed YouTube and Instagram, which were the top choices in 2024.

Forty-three percent of young adults said they regularly get news from TikTok in 2025, compared to 41% for both YouTube and Facebook. Forty percent named Instagram as a regular news source, while 21% said X (formerly Twitter) and 18% said Reddit.

Share of 18- to 29-year-olds who regularly consume news through the following social media platforms

	2023	2024	2025
TikTok	32%	39%	43%
Facebook	35%	38%	41%
YouTube	35%	40%	41%
Instagram	36%	40%	40%
X (Twitter)	23%	25%	21%
Reddit	21%	18%	18%

Source: Pew Research Center
Juliana Kaplan/BI

Looking Back

The Top News, Trends, and Feature Releases in 2025



Top 2025 Social Media Updates and Trends

Middle Funnel

- Unlike awareness campaigns at the top or conversion ads at the bottom, the middle funnel is where brands earn relevance and trust.
- It's built through consistent storytelling and creative that holds attention organically, what Gary Vee refers to as "interest media"

Algorithm Updates

- Hashtags got limited
- Instagram's algorithm curation
- Facebook and LinkedIn's rise in "first comment" links
- Increased focus on hyperlocal content and community

Social Search Engine Optimization

- SSEO helps multi-location brands rank higher in social media searches
- Optimize profiles, keywords, and content on TikTok, Instagram, and YouTube to boost local visibility and attract ready-to-buy customers.

Top 2025 Local Search Updates and Trends

Search Further Fractured by LLMs

- LLMs entered the Local Search Game
- Google Responded with AI Features

Performance Issues

- Search Impression continued to decline industry-wide.
- A bug in Google reporting caused GBP Search Impressions and Keywords to be severely undercounted in June & July.

New Ranking Factors

- Google embraced Social
- Google indicated responding to Reviews is a Ranking Factor



Looking Forward

Our Search Everywhere Predictions
for 2026



What's Driving Change in Local Search



2026 DIGITAL LANDSCAPE FOR MULTI LOCATION BUSINESSES

restaurants that can accommodate large groups with picky eaters

AI Overview

For large groups with picky eaters, focus on places with diverse menus like [The Cheesecake Factory](#), American bistros (e.g., [The Sherman](#)), casual spots with build-your-own options (tacos, burgers), or family-style spots like [Hof's Hut](#) or Italian places (e.g., [Sorrento's](#)) offering comfort food, pizza, and varied choices, with local recommendations suggesting options like [Ambitious Ales](#) (pizza) and [Jade Restaurant](#) in the Long Beach area for broad appeal and space. [📍](#)

Restaurant Types to Consider

- **American Bistros/Diners:** Offer classic comfort foods, salads, burgers, and hearty entrees that appeal to a wide range of tastes (e.g., Hof's Hut, The Sherman).
- **Build-Your-Own Concepts:** Places like burger bars (The Counter) or taco/burrito spots allow everyone to customize their meal.
- **Pizza Places:** A universally loved option, often with many toppings and sides.
- **Indian Restaurants:** Can offer diverse vegetarian, non-vegetarian, and Indo-Chinese options (e.g., Amaravati).
- **Family-Style/Buffer:** Food served in large portions to share, giving everyone variety (e.g., Stonefire Grill). [📍](#)

Specific Local Examples (Long Beach Area)

- **The Counter:** Great for customized burgers and fries, good for large groups.
- **Hof's Hut (Bellflower):** Huge variety (breakfast, dinner, Mexican), reasonable, kid-friendly, large patio.
- **Ambitious Ales:** Hosts food pop-ups (like Thunderbolt Pizza), good for casual large gatherings.
- **Sorrento Italian Kitchen / Pizza Places:** Good, reasonable Italian/pizza options.
- **Amaravati (Los Alamitos):** Wide Indian menu (veg, non-veg, Indo-Chinese).

The local search landscape is being fundamentally reshaped by AI-driven discovery and a shift toward hyperlocal precision where LLMs serve as the primary "front door" for users. Search engines have transitioned from simple keyword matching to sophisticated systems that prioritize a business's real-world entity authority and trustworthiness over traditional ranking hacks.

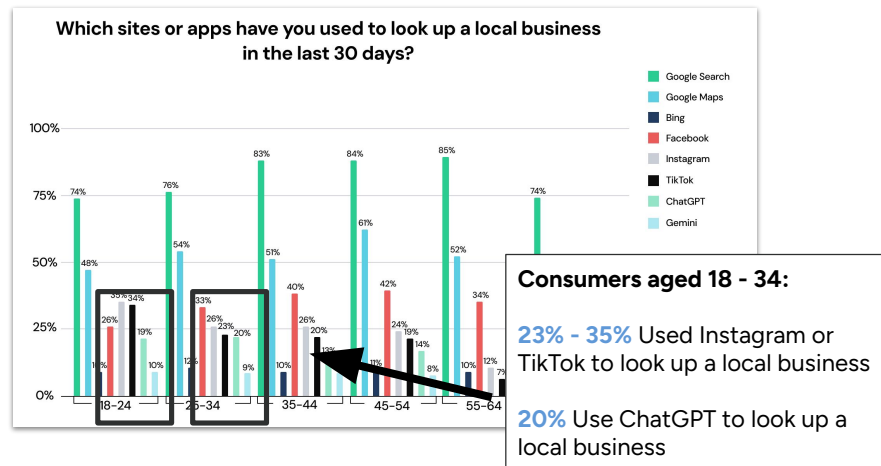
This evolution is characterized by a surge in zero-click searches, as AI Overviews and conversational assistants provide immediate answers. Consequently, businesses must optimize for highly granular, neighborhood-level relevance and maintain real-time activity signals, such as weekly photo updates and rapid review responses, to remain visible in increasingly dynamic and personalized search layouts.



Local Search will Continue to Fracture

In 2026, We're anticipating a deeper decline in traditional KPIs. Impressions, Clicks, and Site Traffic/Sessions are expected to continue to decline as answer engines like LLMs and AI Overviews continue to dominate the space.

Teams will need to rethink their ways of measurement, and consider "SEO" in a similar realm to Brand Marketing or Organic Social. It's an **awareness** channel, and shifting away from a performance channel.



Current Industry Trends

Q4 Web Clicks **-11%**
 Q4 Impressions **-5%**

Google Search Console Data



The Data Challenge

The Truth



The reality is that our attribution models were always broken.

SEO success has never been purely measured by “page traffic”, and setting it as your primary KPI, especially in the world of local, *was always only ever painting 1/2 of the picture.*

The screenshot shows a Google Business Profile for a Michaels store. At the top, there are two photos: one of the store's exterior with the 'Michaels' sign, and another showing the entrance. Below the photos are buttons for 'See photos' and 'See outside'. The profile name is 'Michaels' with a 4.2-star rating from 666 Google reviews. The address is listed as 4000 Oxford Dr, Bethel Park, PA 15102. Other details include the phone number (412) 835-7500 and hours of operation (Open, closes 9 PM). There are also buttons for 'Website', 'Directions', 'Reviews', 'Save', 'Share', and 'Call'. At the bottom, there are links for ordering services like Instacart, Postmates, and UberEats.



The Data Challenge

Ways to Think About Success



As we move into measuring success in 2026 - **correlations** in performance will become more and more important.

Correlation reporting doesn't try to stitch together an invisible clickstream. Instead, it asks:

When we take a specific marketing action, do we see a lift in key outcomes during the same timeframe?

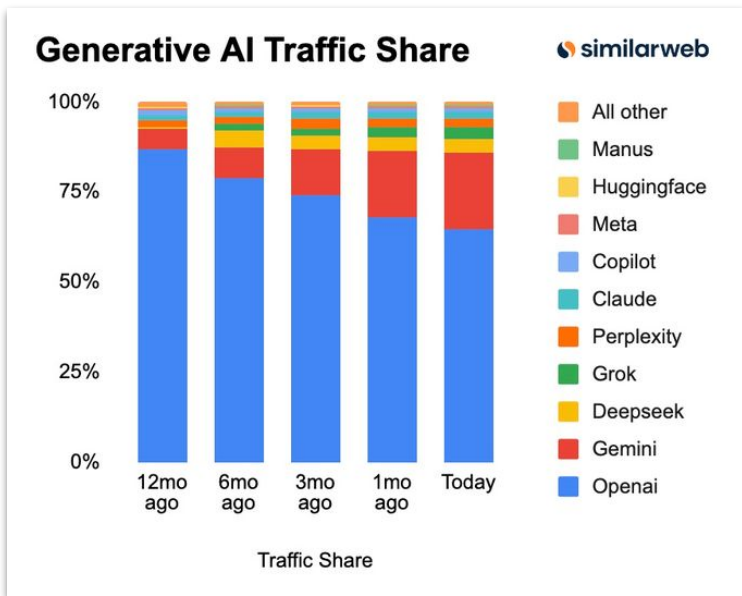
For example:

- Did call volume rise the week after we launched a new local campaign?
- Did store visits increase in markets where we boosted review responses?
- Did bookings climb when we started posting more video content on TikTok?
- We just optimized a whole campaign around a new product launch, did we see in-store sales rise?



Google Overtakes GPT in Local LLM Search

While ChatGPT was the clear winner in 2025, Google has embedded Gemini across Search, Android, and now Apple's AI ecosystem, making it a default experience for billions of users.



News from Google @NewsFromGoogle

Apple and Google have entered into a multi-year collaboration under which the next generation of Apple Foundation Models will be based on Google's Gemini models and cloud technology. These models will help power future Apple Intelligence features, including a more personalized Siri coming this year.

After careful evaluation, Apple determined that Google's AI technology provides the most capable foundation for Apple Foundation Models and is excited about the innovative new experiences it will unlock for Apple users. Apple Intelligence will continue to run on Apple devices and Private Cloud Compute, while maintaining Apple's industry-leading privacy standards.



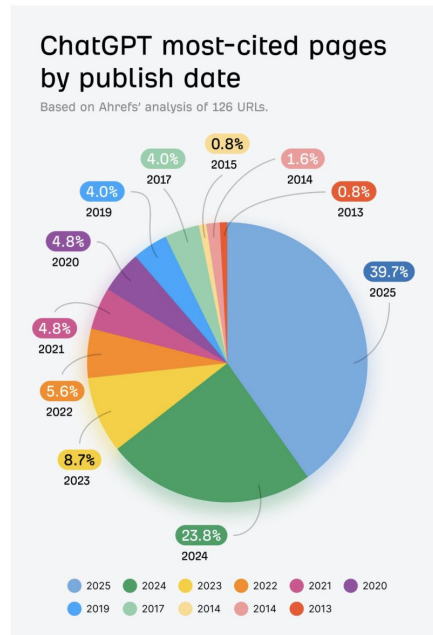
Freshness is the New Relevance Signal

Multiple studies have now been published showing that LLMs have a recency bias.

60% of cited pages with known publication dates were published within the last two years.

76% of pages with detectable update data had been refreshed within the past 30 days.

90% of all pages with freshness data carried 2025 update timestamps.



Source: Ahrefs



More Verification Issues & More Reviews Removed

Google will continue to use AI systems to uncover Google Profile and Content violations that may have always been present but not previously flagged.



- Avoid adding geo-modifiers to your business name
- Be sure service areas do NOT overlap
- Be sure category changes and additions are validated by your images & local pages
- Do not trade goods or services for reviews
- Be sure customer reviews are not left while the customer is using your wifi



The SEO Community Will Continue to Argue About What Acronym to Use

It doesn't matter what you call it,
the principals are the same:

Be Relevant

Be Prominent

Be the Best Answer!



What's Driving Change in Social Media



2026 DIGITAL LANDSCAPE FOR MULTI LOCATION BUSINESSES

The social media landscape is undergoing rapid transformation. From AI integration to platform diversification, brands face both unprecedented challenges and opportunities

These five predictions represent the most critical shifts that will shape social strategy through 2026 and beyond.

Key Themes

- AI automation meeting human authenticity
- Social platforms as primary search engines
- Video-first content strategies
- Community-driven marketing approaches
- Multi-platform brand presence



AI Integration Becomes Standard Practice

What's Happening

AI is here to stay while authenticity and human oversight remain critical. The social strategy workflow and final output will both have AI intervention, with automated content ideation and publishing to optimization, using analytics and other digital properties.

The Opportunity

There is likely to be a demand and competition for AI social features. It's important to find the right tool for scheduling, creative development, and performance forecasting while still maintaining brand voice and authenticity.



Social Search Competes with Traditional Engines

Social platforms are becoming the primary discovery channels, especially for younger demographics seeking product recommendations and answers.

55%

Gen Z Discovery

18-24 year olds discovering new products on social networks (SOCi Consumer Behavior Index)

86%

TikTok Search

Gen Z users now search on TikTok instead of traditional search engines

Strategic Imperative

Optimizing for searchable social content is no longer optional. Social marketers must master SEO strategies including keyword-rich captions and descriptive on-screen text to capture discovery traffic.

Tracking Beyond Engagement

1

Expand Your Metrics

Move beyond traditional engagement to measure search and discovery impact

2

Leverage New Tools

Google Search Console, TikTok, and Instagram recently rolled out enhanced search metrics

3

Demonstrate ROI

Connect social search performance directly to business outcomes and conversion paths





Video-First Content Dominates All Platforms

The Reality

Video remains the **central format** across all social algorithms. Short-form drives reach, while longer-form builds depth, authority, and retention.

Instagram's Adam Mosseri confirms videos typically perform best because they're most engaging. **Reels on both Facebook and Instagram reach non-followers at scale.**

Key Metrics

Prioritize watch time and video views as primary KPIs

Production Strategy

Shoot specifically for social, matching specs for each algorithm

Content Planning

Make video creation central to all content calendars

Community & Creator Partnerships Drive Trust

Influencer Investment Rising

Both micro and macro influencer spend continues to grow as a cost-effective strategy. The focus shifts to community trust and niche audience connections.

69% of consumers trust influencer recommendations when making purchasing decisions (Digital Marketing Institute).

The Human Element

As automated content increases, audiences crave authentic, human-centered narratives like employee stories, customer testimonials, behind-the-scenes content.



Platform Fragmentation Demands Omnichannel Strategy



Emerging Platforms

New and resurgent platforms gain traction, especially with Gen Z audiences seeking fresh experiences

Multi-Platform Behavior

Average users access 6-7 different social platforms monthly
(Global Statistics)

Minimum Viable Presence: At minimum, secure handles on all relevant platforms with complete profiles including photos and website URLs. This protects brand identity and enables quick activation when opportunities arise.



Checkbox Optimization

New GBP Categories, Attributes & More...

Image + Video for Instagram

Live: Dec '25

Customer Challenge

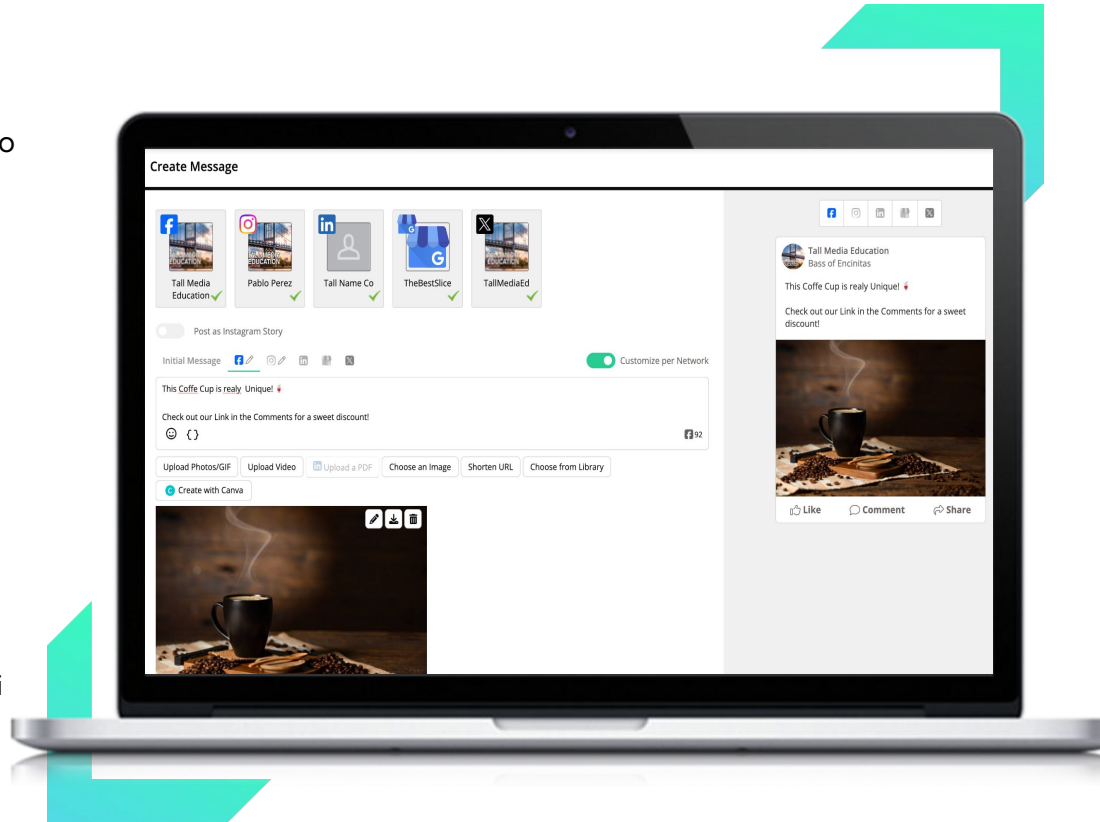
Instagram carousel posts that combine images and video tend to drive stronger engagement, giving brands more ways to capture attention and tell a complete story. Without this ability in SOCi, customers were limited in how they could showcase their offerings — reducing engagement and forcing them to work outside the platform.

SOCi's Approach

By supporting both images and videos in the same Instagram post, SOCi now enables customers to create more dynamic, story-driven content without leaving the platform.

Benefits

- Produce high-quality mixed-media content in SOCi
- Post richer, more compelling carousel content
- Support industry-specific storytelling needs





Caught in the Wild

New features we've spied
in Local Search results

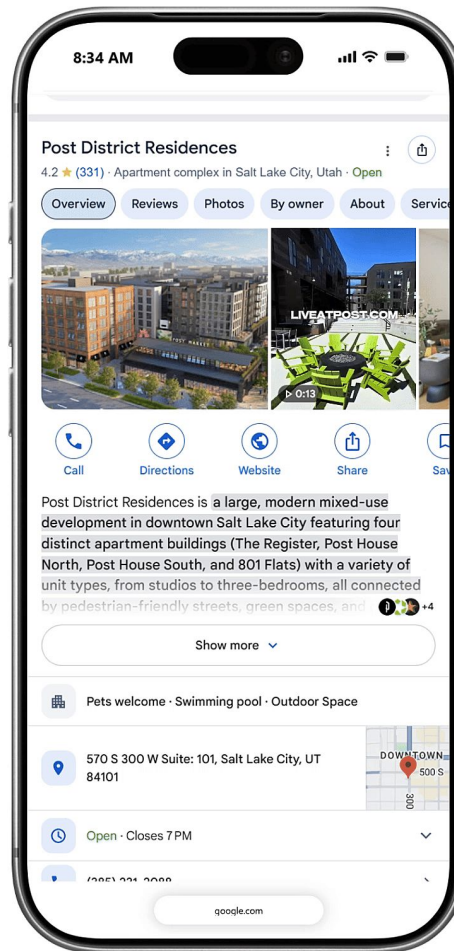


Caught in the Wild...

Dynamic business overviews appearing in
direct search results in mobile search.



The **SEO** Juice



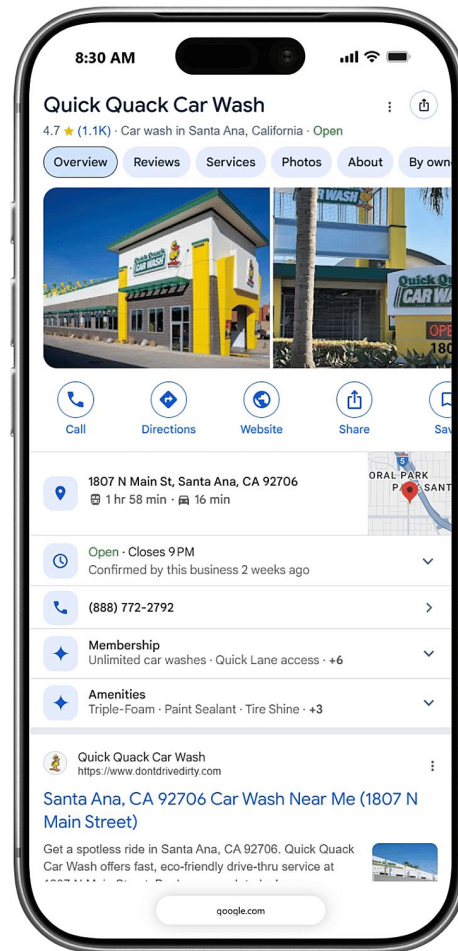


Caught in the Wild ...

Gemini dynamically powering additional informational features like Membership, Amenities, Services and more in direct search results on mobile devices.



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Caught in the Wild ...

I broke the AI Overview.



The SEO Juice

AI Overview

Google's main Los Angeles office, known as "[Google Spruce Goose](#)," is a unique campus in [Playa Vista](#), located inside the historic Howard Hughes aircraft hangar, featuring aviation themes, collaborative spaces, and diverse amenities, with another nearby presence in the iconic [Binoculars Building](#) in Venice for advertising teams. [🔗](#)



Key Locations:

- [Google Spruce Goose \(Playa Vista\)](#): A large, renovated timber hangar with a modern, aviation-inspired design, home to various teams, including those near YouTube.
- [Binoculars Building \(Venice\)](#): A distinctive Frank Gehry-designed building, housing North American advertising sales and engineering, notes [This is a sentence that contains a potential follow-up query](#). [🔗](#)

Features of the Playa Vista Campus:

- **Historic Preservation:** Preserves the massive hangar's original structure with modern additions like indoor walkways and collaboration areas.
- **Unique Design:** Includes aviation-themed meeting rooms, colorful art, and a sculpture of the Spruce Goose.
- **Amenities:** Offers outdoor spaces, gyms, cafes, music rooms, and game rooms, fostering creativity and collaboration, according to [This is a sentence that contains a potential follow-up query](#) and [This is a sentence that contains a potential follow-up query](#). [🔗](#)

In essence, Google's LA presence blends history, technology, and creativity in the Silicon Beach area. [🔗](#)

Dive deeper in AI Mode

Coming Soon...











2026 Local Visibility Index

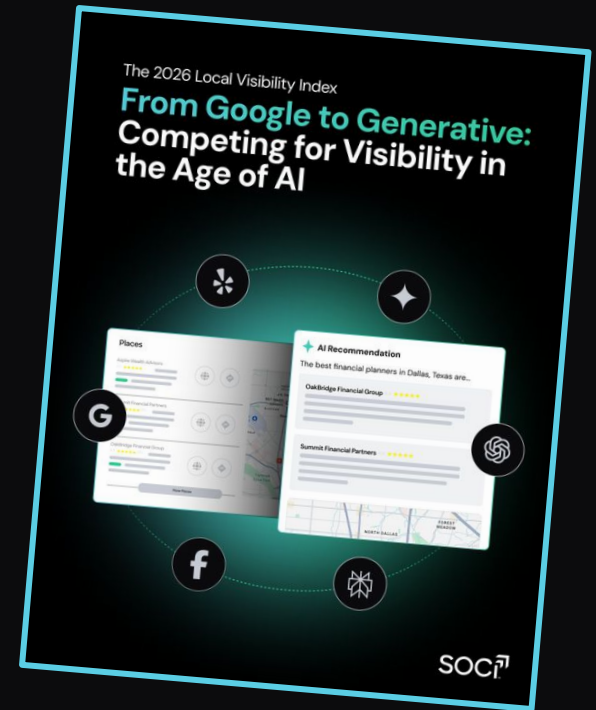
From Google to Generative: Competing for Visibility in the Age of AI

Search rankings alone no longer guarantee visibility.

As AI becomes the gatekeeper of local discovery, only a few brands make the cut. The 2026 Local Visibility Index exposes the gap between traditional dominance and AI-powered recommendation.

Key Takeaways:

-  AI has collapsed local visibility from rankings to recommendations
-  Traditional local search leadership does not guarantee AI visibility
-  AI rewards the same fundamentals, but applies them more selectively
-  AI speeds up discovery, but introduces new risks
-  Visibility outcomes vary dramatically by industry
-  The most visible brands win by managing signals, not individual channels



Coming January 28th

Discover and Learn with SOCi Central

Find everything SOCi — product updates, training, and resources — all in one place

Learn best practices, find resources, and get answers from SOCi experts

Stay informed with insights and announcements to help you succeed faster

Available later on today!

The screenshot displays the SOCi Central website interface. At the top, a navigation bar includes the SOCi CENTRAL logo, links for 'SOCi Platform', 'University', 'Help Center', and 'Support Tickets', a search bar with the placeholder 'Search or ask a question (⌘ + /)', and utility icons for AI, notifications, and a user profile. The main content area features a large hero banner with the text 'Welcome to SOCi CENTRAL' and 'Your hub for connection, collaboration, and growth', accompanied by 'Ask a question' and 'Share a win' buttons. Below the banner is a 'Latest News & Updates' section with three article cards. The first card is titled 'SOCi Fall '25 Release Notes' and discusses the future of local marketing automation. The second card is 'Local Memo: LinkedIn Links Clarified, Reddit Surges in AI Search, New Google AI Summaries, ChatGPT Focuses on...' and highlights platform updates. The third card is 'How AI Is Changing Online Reputation Management in 2025' and discusses the complexity of online reputation management. At the bottom, an 'Upcoming Events' section lists four events: 'Social Best Practices', 'The SEO Juice Webinar Series', 'Genius Social for Admins', and 'SOCi SPOTLIGHT What's New at SOCi'. A dark blue call-to-action box on the left side of the page asks 'How are we doing?' and encourages users to share their thoughts.

SOCi CENTRAL | SOCi Platform | University | Help Center | Support Tickets | Search or ask a question (⌘ + /) | AI | [Notifications] | [User Profile]

Welcome to SOCi CENTRAL

Your hub for connection, collaboration, and growth

[Ask a question](#) | [Share a win](#) | *and get the most out of your SOCi experience.*

Latest News & Updates

Kellie Petruzzelli Admin | a month ago | Posted in Product Updates

SOCi Fall '25 Release Notes

SOCi's Fall '25 release brings the future of local marketing automation to life. With the launch of Genius Agents and new enhancements across Listings, Reputation, Surveys, and Social, multi-location brands can scale their...

0 | 0 | 0

Kellie Petruzzelli Admin | a month ago | Posted in Industry Updates

Local Memo: LinkedIn Links Clarified, Reddit Surges in AI Search, New Google AI Summaries, ChatGPT Focuses on...

Summary This week, platform updates highlight how algorithms and AI are reshaping digital visibility. LinkedIn clarifies when links impact reach, Reddit emerges as a top source in AI-driven search, Google experiments with AI...

Social media

0 | 0 | 0

Kellie Petruzzelli Admin | 2 months ago | Posted in Industry Updates

How AI Is Changing Online Reputation Management in 2025

Artificial intelligence isn't just a back-end tool anymore—it's reshaping how brands are discovered, evaluated, and trusted online. In 2025, online reputation management (ORM) has become more complex, more distributed...

Reviews

0 | 0 | 0

Upcoming Events

Social Best Practices

Learn about the importance of local social media, the differences between various popular platforms, and effective social content strategies and tip...

Every other Monday
4:00-4:45pm EST / 1:00-1:45pm PST

The SEO Juice Webinar Series

The ultimate monthly webinar series designed to give your local SEO strategy a refreshing boost. The SEO Juice brings to you a long-running internal webinar...

2nd Wednesday of the month 10 a.m. PT / 1 p.m. ET

Genius Social for Admins

Join this live session to learn how to garner more engagement and exposure on social media using the Genius Social tools. This 1-hour session specifically for...

Every other Wednesday
1:00-2:00pm EST / 10:00-11:00am PST

SOCi SPOTLIGHT What's New at SOCi

Join us for our new quarterly webinar series spotlighting the latest SOCi product features! Designed for admin users, this session will highlight what's new...

The beginning of each quarter | Varies

How are we doing?

Share your thoughts on how we're doing, areas where we can improve, and any ideas or features you'd love to see in SOCi Central. Your feedback helps us make this space even better.

[Share your thoughts](#)

Connect, Share, and Lead in SOCi Central

➤ Connect with other SOCi power users and SOCi experts

➤ Share your expertise, success stories, and best practices

➤ Stay informed with insights and announcements

Available later on today!

The screenshot displays the SOCi CENTRAL web application interface. At the top, there is a navigation bar with the logo and links for 'SOCi Platform', 'University', 'Help Center', and 'Support Tickets'. A search bar is located on the right side of the header. Below the navigation bar, a sidebar on the left contains a 'Home' button and a list of categories: 'New Members', 'From the SOCi Team', 'News & Insights', 'Industry Updates', 'Product Updates', and 'Events'. Under 'From the SOCi Team', there are sub-categories: 'Ask a Question', 'Tips & Best Practices', 'Tools & Resources', and 'Peer-to-Peer'. The main content area features a large hero banner with the text 'Welcome to SOCi CENTRAL' and 'Your hub for connection, collaboration, and growth'. Below the banner are two buttons: 'Ask a question' and 'Share a win'. The 'Latest News & Updates' section displays three articles, each with a profile picture, name, role, and date. The first article is 'SOCi Fall '25 Release Notes' by Kellie Petruzzelli, Admin, posted a month ago. The second is 'Local Memo: LinkedIn Links Clarified, Reddit Surges in AI Search, New Google AI Summaries, ChatGPT Focuses on...' by Kellie Petruzzelli, Admin, posted a month ago. The third is 'How AI Is Changing Online Reputation Management in 2025' by Kellie Petruzzelli, Admin, posted 2 months ago. Below the news section is an 'Upcoming Events' section with four cards: 'Social Best Practices', 'The SEO Juice Webinar Series', 'Genius Social for Admins', and 'SOCi SPOTLIGHT What's New at SOCi'. Each event card includes a title, description, and schedule. At the bottom left, there is a 'How are we doing?' section with a text input field and a 'Share your thoughts' button.

AI SEARCH IN 2026

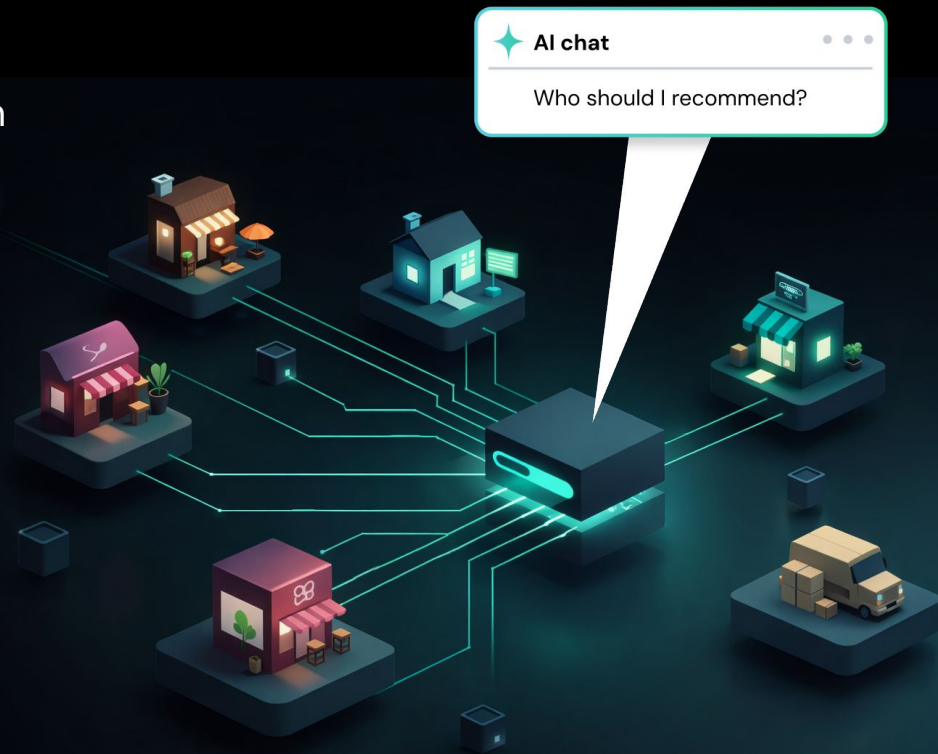
3 WAYS TO SHOW UP & STAND OUT

WEBINAR

Learn how AI decides which organization to recommend, and why one weak location can impact visibility everywhere.



JAN 21 | 12 PM CT





Thanks for Joining!

See you next month!