

The **SEO** Juice

March 11th, 2025



Squeezing the Most from Your Local Search & Social Strategies.

Your soci Team

The SEO Juice



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The SEO Juice



Register to Join **Live**
or 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
- **F.A.C.T.S.**
A New Acronym for Maximizing Visibility in a Search Everywhere World.
- **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 Confirms Bug in Review Reporting; No ETA on When to Expect a Fix



There have been widespread reports of Google review discrepancies between what is showing natively on GBP and what is appearing in review response platforms like SOCi .

Through our partnership with Google, we have been able to validate the primary source of these discrepancies: a bug related to a system-wide crackdown on unauthorized data scraping companies like [SerpAPI](#).

Unfortunately, the technical roadblocks Google implemented to stop these scrapers have inadvertently created an issue with the API SOCi and others use to sync review data for our customers.

Google confirmed their engineering team is actively working on fixing the issue, but stated there is no current ETA for a resolution.

As Google's engineers work to patch the API issues caused by their anti-scraping rollout, we expect the missing historical reviews to eventually repopulate in your dashboard. We are monitoring this daily and will notify you the moment Google pushes a permanent fix.





TikTok as a Search Engine

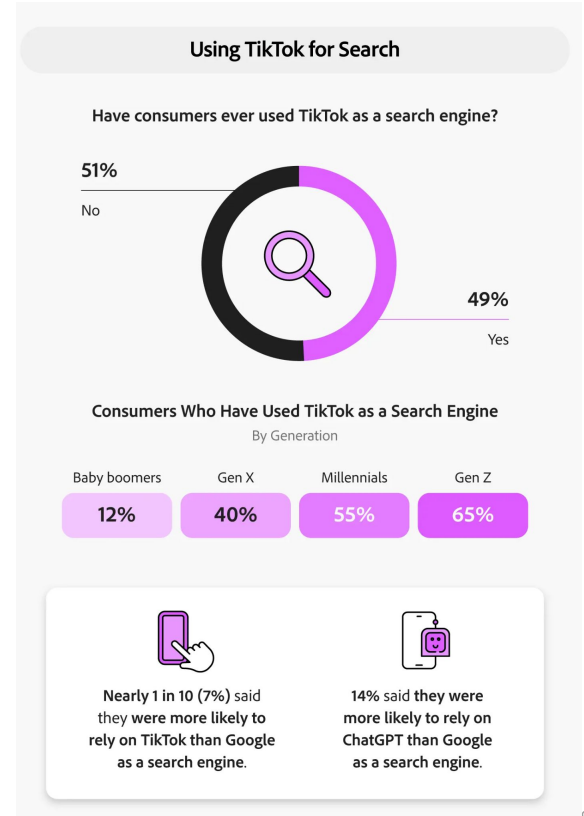
<https://www.adobe.com/express/learn/blog/using-tiktok-as-a-search-engine>



Adobe announces that nearly half of US consumers now use TikTok as a search engine, drawn to its short-form videos, personalized content, and authentic storytelling, and that number has jumped nearly 20% in just two years.

Key takeaways

- Nearly one in two consumers (49%) use TikTok as a search engine.
- 14% of consumers are more likely to rely on ChatGPT than Google as a search engine.
- 38% of business owners use TikTok influencers for product sales or promotions.



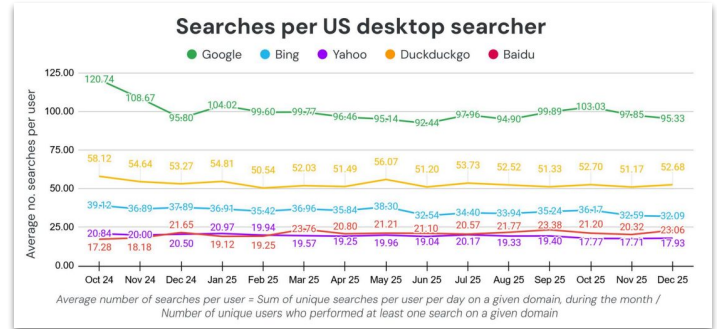


Google Searches Per User Down Nearly 20% in 2025



According to a new Datas and SparkToro report on the [State of Search Q4 2025](#), Google searches per user dropped nearly 20% year-over-year, even though Google's market share remained steady. This suggests a shift in user efficiency rather than a loss of visibility, and should offer some reassurance that declining discovery clicks are likely part of this macro trend, not a failure of strategy.

The report theorizes that the decline in search volume is largely driven by AI overviews satisfying complex user intent. For local businesses, this suggests searchers are likely finding nuanced details such as products, services and other information directly in AI results, effectively vetting the business without needing to click on your profile or visit your local page for more information.



Takeaway for Multi-Location Brands: Success must be redefined and measured not by impressions or website traffic, but by capturing qualified leads. Identify and track specific, high-intent actions that drive revenue, whether that's navigation requests for a storefront or direct inquiries for a service-area business.



2025 Instagram Stats

[Socialinsider](#) released their annual round up of Instagram benchmarks



Executive Summary:

- Instagram engagement is down ~24% YoY and follower growth slowing across all brand sizes
- Carousels remain the most effective format, showing the strongest engagement resilience year over year
 - Carousels are driving the most saves and views across all brand sizes.
- Reels offers stable performance but no longer guaranteeing incremental gains
- Static images continue to decline, both in engagement (17% YoY decrease) and posting volume, reflecting reduced impact and prioritization
- Audience growth is harder to sustain at scale, with mid-to-large accounts experiencing the steepest slowdowns.

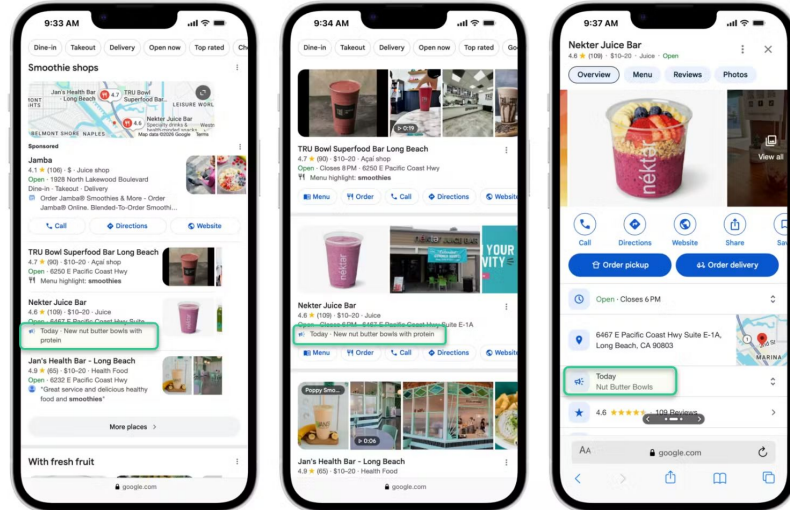


Food & Beverage Posts Getting More Visibility in Search Results



Google Offer and Event posts are now appearing prominently on Business Profiles in mobile search discovery results.

Google also display offers and events from your linked social profiles, but publishing Google Posts directly is the best way to ensure immediate visibility and accuracy (*...and we heard a rumor post metrics may be returning soon 🤖*)



Takeaway for Multi-Location Brands: If you're not already using Google Posts to promote your deals and events, you are missing out on a great opportunity to give searchers another reason to choose you. Don't waste this free promotional space.



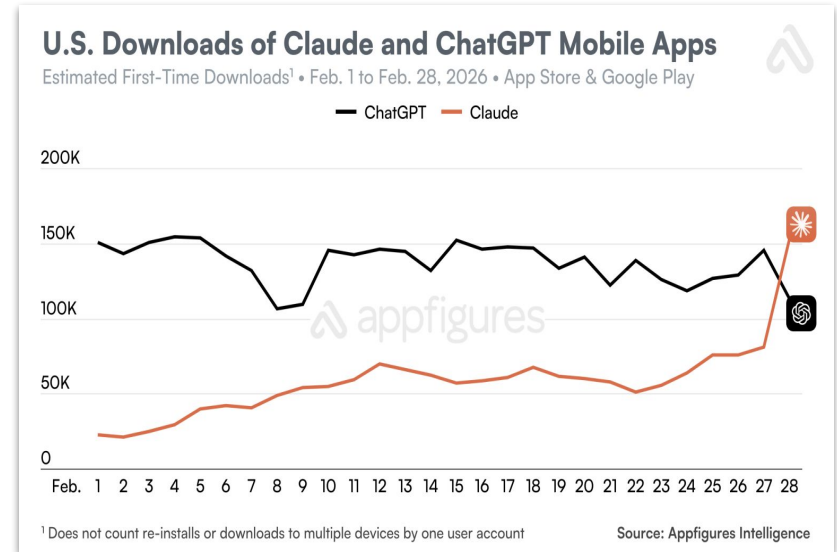
ChatGPT Uninstalls Surge Following DoD Deal



Recent data reveals that U.S. uninstalls of the ChatGPT mobile app skyrocketed a staggering 295% following news it entered into significant agreements with the U.S. government, including the Pentagon, allowing for the use of its AI models on classified networks

Meanwhile, competitor Anthropic (Claude) vaulted to the #1 spot on the U.S. App Store, experiencing a 37–51% spike in downloads after publicly declining a similar Pentagon deal over ethical concerns regarding surveillance and autonomous weapons.

Takeaway for Multi-Location Brands: As consumers scatter across different AI assistants and traditional search tools, multi-location brands must adopt a holistic "search everywhere" strategy. Brands that consistently publish content solving real, immediate customer needs will win the referral, regardless of which AI assistant your customers prefer this week.





Top Posting Times on IG

A STUDY BY BUFFER



[Buffer](#) completed a study analyzing more than 2 million Instagram posts to pinpoint optimal posting times.

It's important to note that strong content finds a way. With ongoing algorithm changes, how people react to your content is what matters most.

Key takeaways:

Peak times: The best times to post on are Thursday at 9 a.m., Wednesday at 12 p.m., and Wednesday at 6 p.m., based on engagement data

Top days: Wednesday and Thursday are the highest-performing days for engagement, followed by Tuesday.

Evening performance: Generally, evening hours (6 p.m.–11 p.m.) see the strongest engagement across most days.

Weekends: Friday and Saturday are the worst days to post, with significantly lower engagement rates.



Google Debunks AI Misinformation

THE TRUTH ABOUT AI GENERATED REVIEW RESPONSES



You may have heard rumors or been sent messaging that Google penalizes or prohibits businesses from using AI to respond to reviews. Google confirmed directly with SOCi that this is false. Using AI to help draft review responses is completely safe, permissible, and compliant with their policies.

- **Google Rewards Quality, Not the Author:** Google's official Search Central guidelines explicitly state the, "appropriate use of AI or automation is not against our guidelines." They do not penalize a high-quality response just because an AI helped draft it.
- **Policy is About Consent, Not Banning AI:** Google's API policy states tools must not automate actions "without the user's prior specific and express consent." As long as you are authorizing an AI tool to help you generate and manage your responses, you are adhering to that policy.

Takeaway for Multi-Location Brands: You can continue using SOCi Review Agents with confidence. AI is a powerful tool to help you maintain a fast, professional, and consistent review presence, which Google actually rewards!



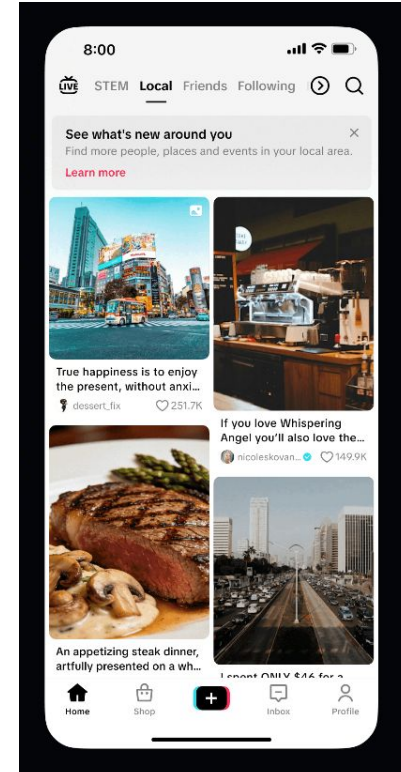


Localized Content Tab ON TIKTOK



- TikTok launched a localized content feed in the U.S on 2/11/25, describing it as “a new feature designed to help you discover and connect with content, businesses, and services wherever you are”
- TikTok shares that 74% of businesses say TikTok helps them connect with their local community ([Oxford Economics report](#))
- This approach gives people the choice to enable their location when they want more relevant, local experiences but they can also turn it off

Takeaway: Localized content is becoming increasingly more important to social networks and this update is a huge opportunity for multi location brands to get additional visibility at the local level





Another Test Confirms LLMs do Read Schema Markup



A [recent test](#) provides fresh evidence that major AI engines like ChatGPT and Perplexity treat structured data (JSON-LD) as readable text, using it to extract facts even when that information isn't visible on the main page.

As part of the test, a fake brand page was created where the business address was hidden solely within "invalid" JSON-LD schema markup, completely absent from the visible text. Despite this, both ChatGPT and Perplexity parsed the HTML code and correctly retrieved the address. This seems to prove LLMs don't require visible text to extract facts—they simply read your code as a direct content input to generate answers.

Takeaway for Multi-Location Brands: Don't neglect your Schema. By explicitly coding the fact about your business, you bypass ambiguity and directly feed AI models the exact information they need to recommend your brand to local searchers.

This address was not in content:
PROOF LLMs are reading schema!

Answer Links Images

what is the address of this company? <https://t83.uk/duckyea.html>

2 steps completed >

The address shown on that page (in its embedded structured data) is: 77 The Muddy Bank, South Pondshire, DK99 YEA, United Queendom.

Prepared using GPT-4.2

16 sources

The "schema" it read ↓

```
<script type="application/ld+json">
{
  "@context": "http://api.the-great-pond.net/schema",
  "@type": "MallardEnterprise",
  "flockName": "DUCK YEA T-SHIRTS",
  "waddleStyle": "Aggressive",
  "nestingGrounds": {
    "@type": "LilyPadAddress",
    "reedNumber": "77",
    "puddle": "The Muddy Bank",
    "region": "South Pondshire",
    "featherCode": "DK99 YEA",
    "country": "United Queendom"
  },
  "migrationPattern": "Non-Migratory",
  "quackVolume": "Loud"
}
</script>
```



Rise of AI-Led Discovery

ON LINKEDIN



What's Changing

- Buyer discovery is shifting from search clicks to AI-generated answers
- LinkedIn content is increasingly surfaced, cited, and synthesized inside LLMs
- Traffic is no longer the primary indicator of visibility or influence

What LinkedIn Is Seeing

- Non-brand B2B search traffic declined up to 60%, even as rankings held
- 60% of searches now end without a click as AI Overviews and assistants deliver answers directly
- LinkedIn is now one of the most-cited sources in AI-generated responses, signaling growing influence earlier in the buyer journey

Why LinkedIn Matters More Now

- AI systems favor expert-authored, fresh, conversational content
- LinkedIn posts and articles provide strong authority, recency, and credibility signals
- Discovery increasingly happens on LinkedIn before a website visit occurs

Takeaway: Brands that invest in LinkedIn thought leadership gain an advantage in both human and AI-led discovery



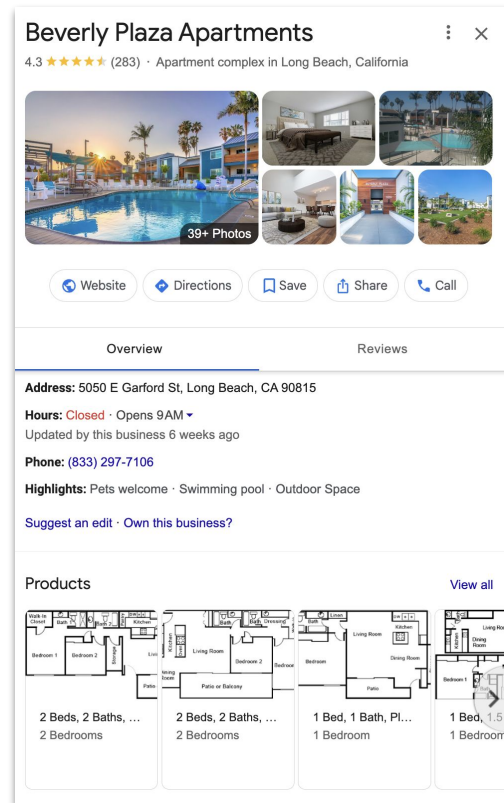
Google Indicates they may Disallow Floor Plans as Products



In a recent partner meeting, Google indicated that using the Product Editor for anything but products is against policy.

This isn't surprising given that the Product Editor [support page](#) clearly states "If you have a local store which sells physical goods, the product editor is suitable for you."

No plan was given for how Google plans to begin enforcing this policy. We do expect that it will extend beyond property mgmt. companies posting floor-plans to include service and leisure industry profiles who often use these product tiles to promote their services and activity options.





FACTS

The New **EEAT** for
Search Everywhere
Optimization

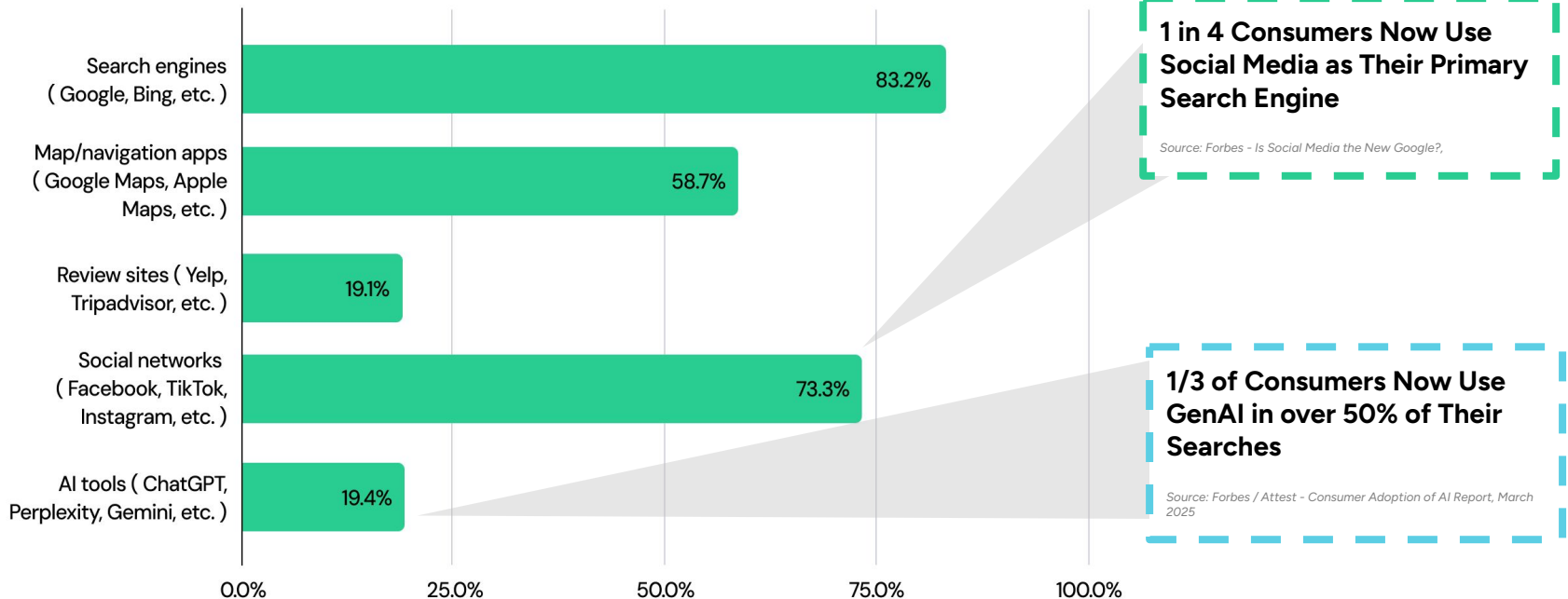


DISCOVERY HAS ESCAPED THE SEARCH BOX

LOCAL SEARCH DISCOVERY IS NO LONGER GOOGLE-CENTRIC



Which of these do you use regularly (at least once a month)?

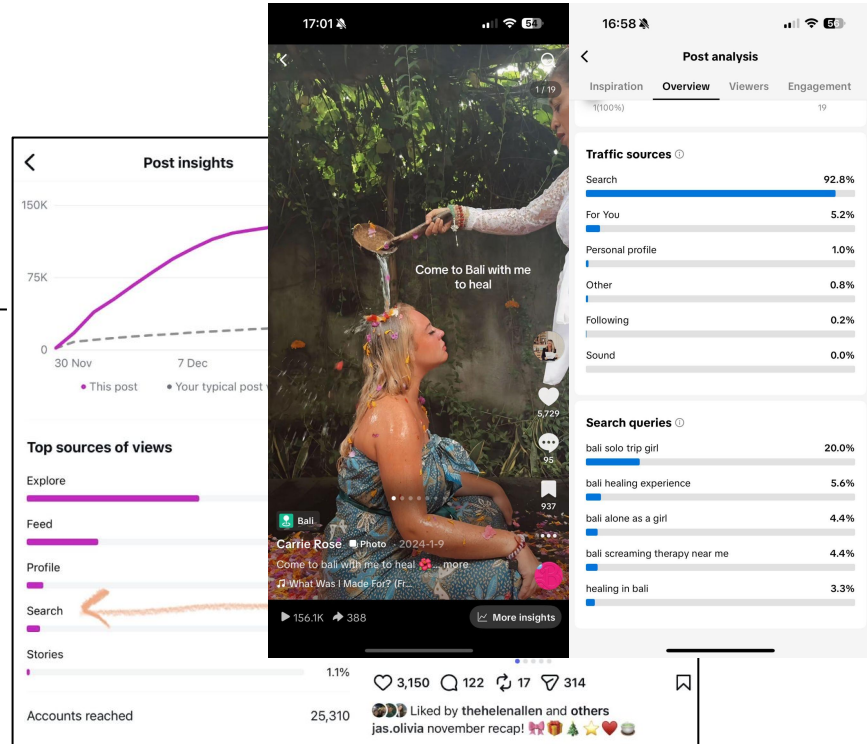
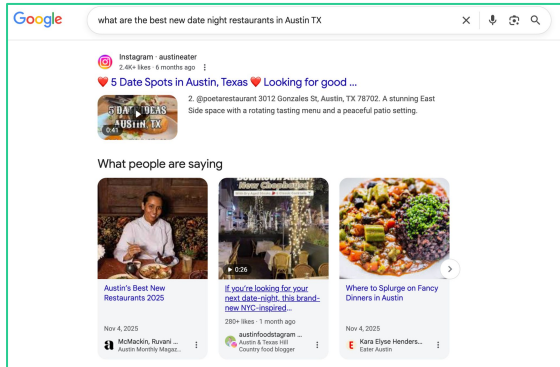


DISCOVERY HAS ESCAPED THE SEARCH BOX

SOCIAL IS NO LONGER JUST A CHANNEL -- IT'S INFRASTRUCTURE



Social content not only exists and is searchable on the top social platforms...this content *is now appearing in traditional search results as well.*



DISCOVERY HAS ESCAPED THE SEARCH BOX


LLMS ARE CHANGING HOW PEOPLE SEARCH



Topics, entities and questions are now king.


Traditional SEO shifts from chasing isolated keywords to earning inclusion across key topics, questions and recommendations

AI and Search Engines now prioritize sites / businesses that demonstrate depth, trust and clear expertise over individual optimized pages

TRADITIONAL SEARCH 

4 Words
Average Search Query Length

Example ~
Best drip coffee maker

LLM SEARCH 

23 Words
Average LLM Search Query Length

Example ~
What's the best coffee maker for a two-person household, where one works from home and drinks a lot of coffee throughout the day?

Source: <https://danileitner.ch> - Difference Between Google & LLMs, July 2025

DISCOVERY HAS ESCAPED THE SEARCH BOX

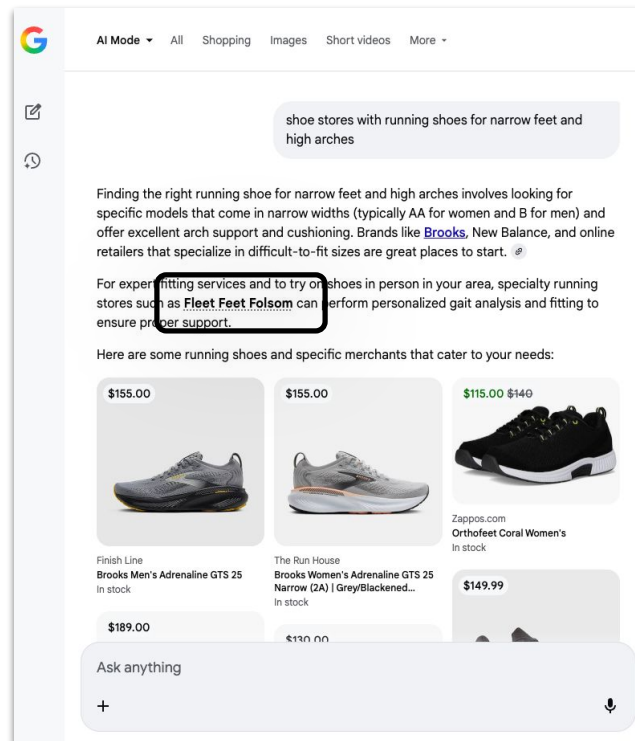
VISIBILITY IN LLM SEARCH IS MORE DIFFICULT



Inclusion in AI recommendations for a local brand is approximately 30X more difficult than inclusion in the Google 3-Pack

- Example - the average star rating of a brand selected by ChatGPT is 4.3 stars, higher than traditional Google or Yelp benchmarks

There is no longer a page two. With AI, you're either recommended ... or invisible.

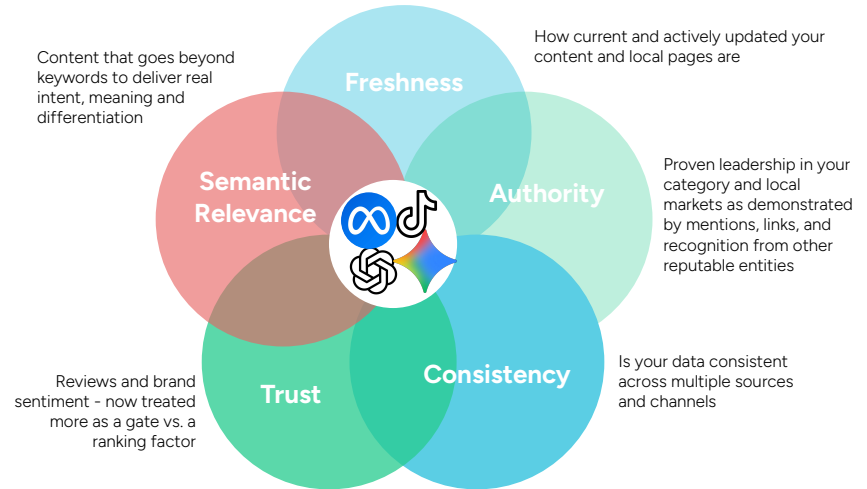


THE NEW ALGORITHM FOR LOCAL SEARCH



Local Search is no longer about simply chasing keywords, it's about providing FACTS that are critical for LLMs Inclusion.

FRESHNESS
AUTHORITY
CONSISTENCY
TRUST
SEMANTIC RELEVANCE





FRESHNESS

THE NEW ALGORITHM FOR LOCAL SEARCH

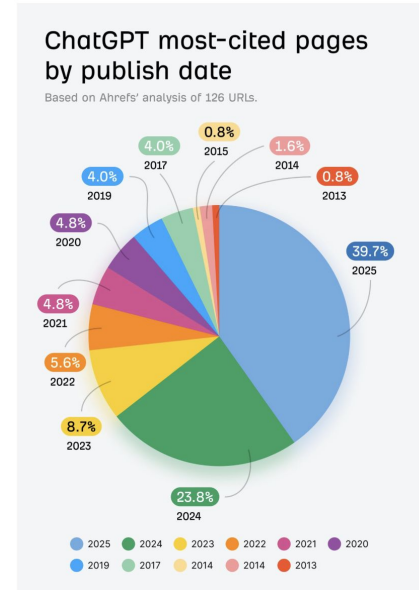


Freshness is the new Relevance signal. Multiple studies have now been published showing that LLMs have a recency bias.

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.





FRESHNESS

THE NEW ALGORITHM FOR LOCAL SEARCH



Freshness is a proxy for Operational Validity. Algorithms (especially LLMs) prioritize real-time data to avoid sending users to closed or dormant businesses. A static profile looks like a "dead" entity.

How to Optimize for Freshness:

- **Google Business Profile:** Post regular images, respond to every review within 48 hours, and update your business description seasonally to prove you are open for business today.
- **Local Landing Pages:** Publish regular updates (events, deals, blog posts) to signal to crawlers that the site is active and worthy of frequent indexing.
- **Social:** Post across all your social handles at least weekly. Local ranking systems apply a 'time-decay' penalty to entities with stale data. A consistent 7-day timestamp refreshes your entity's confidence score, signaling to the algorithm that the business is active and safe to recommend. At minimum, make sure you have an account set up on channels that you don't have a posting strategy for yet.

Bottom Line: Don't just be available; be engaging.



AUTHORITY

THE NEW ALGORITHM FOR LOCAL SEARCH



Authority is not just an important part of EEAT, it's key for visibility in LLM searches, ranking higher than the usual relevance factors we see topping the list in traditional search (categories, business name, proximity).





AUTHORITY

THE NEW ALGORITHM FOR LOCAL SEARCH



In the age of AI, "saying" you are an expert isn't enough. You must demonstrate it. The algorithm looks for visual evidence and comparative data to validate that you actually do what you claim.

How to Optimize for Authority:

- **Google Business Profile:** Use GBP as a news feed for credentials, not just coupons. Post photos of recent awards, team certifications, or completed "Project Spotlights" with a description of the technical work involved. This feeds the Knowledge Graph explicit text and visual data that categorizes you as an "Expert" rather than just a "Merchant."
- **Local Landing Pages:** Don't just list your features; publish "Us vs. Them" content. Create comparison tables or guides that objectively compare your offering to generic alternatives. Be the definitive reference point. Highlight awards and trusted partners.
- **Social:** Use video to prove the Process, not just the result; showing the work being done (e.g., mixing the dough, fixing the roof) serves as unfakeable proof of expertise. "Behind the scenes" content is proven to be highly engaging on social, especially at the local level

Bottom Line: Don't just state what you do, show why you are the best at it.



CONSISTENCY

THE NEW ALGORITHM FOR LOCAL SEARCH



Consistency acts as a critical validation signal. When data matches, it builds the "confidence score" necessary to rank you; when data conflicts, systems suppress your visibility to avoid the risk of serving incorrect or hallucinated information to users.

How to Optimize for Consistency:

- **Google Business Profile:** Ensure your business name and contact information is consistent across all structured data sources. While different phone numbers may be good for lead tracking, it can make your business seem inconsistent and hurt LLM visibility.
- **Local Landing Pages:** Local Pages are your strongest, controllable structured data source. Your website must act as the one "Source of Truth," to which all other structured citations must mirror.
- **Social:** Treat social bios as data fields, not just copy. Match hours and location info exactly to your Google Profile to prevent data fragmentation.
- **Reputation:** Strive for consistency of reputation across the sites that matter for your industry.

Bottom Line: Consistency = Confidence.



TRUST

THE NEW ALGORITHM FOR LOCAL SEARCH



Reputation has always been an important trust factor, but to be included in LLM recommendations, Reputation matters more than ever!!!





TRUST

THE NEW ALGORITHM FOR LOCAL SEARCH



barber shops near me

Long Beach offers a wide range of barber shops, from historic institutions to modern studios specializing in fades and beard trims. 📍

Top-Rated & Iconic Shops



Belmont Shore Barbershop

4.8 ★★★★★ (210)

Barber shop

Closed · 5108 2nd St

Long Beach's **oldest barbershop (established 1932)**, known for **premium haircuts** and a classic aesthetic. They offer a relaxed vibe with **warm towels and beverages**.



THE LODGE BARBER CO.

4.8 ★★★★★ (175)

Barber shop

Closed · Eastside

A highly-rated spot in Rose Park with a team of **10 professionals** specializing in both classic and modern styles. Customers frequently praise its **consistent quality and professional atmosphere**.



Razorbaks Barbershop

4.8 ★★★★★ (485)

Barber shop

Closed · Belmont Heights

Ask anything



groomers near me

Long Beach offers a variety of highly-rated pet grooming options, ranging from luxury "sPaw" treatments to convenient self-wash stations. 📍

Top-Rated Full-Service Groomers

These local favorites are known for their high ratings and specialized care. 📍



Woof Gang Bakery & Grooming Belmont Shore

5.0 ★★★★★ (33)

Pet groomer

Closed · 6214 E Pacific Coast Hwy

5.0 stars with 33 reviews. Offers a "luxury sPaw experience" with personalized salon-style grooming, including premium shampoos and precise nail care. They even send videos of the grooming process to build trust with owners.



Long Beach Pet Grooming

5.0 ★★★★★ (26)

Pet groomer

Closed · Downtown

5.0 stars with 26 reviews. A **cage-free facility** on historic Pine Avenue that provides full grooms for both **dogs and cats**. They offer same-day appointments and specialized services like hair dye and complimentary teeth brushing for first-time clients.



A Pups Dream Dog Grooming LLC

Ask anything



donut shops near me

Long Beach is home to a high density of renowned donut shops, ranging from **24-hour classic stands** to **gourmet studios** specializing in unique flavors like ube and crème brûlée. 📍 [Facebook +1](#)

Top Rated & Local Favorites



Simone's Donuts

4.7 ★★★★★ (861)

\$1-10 · Donuts

Open · 6400 E Stearns St

Voted a top favorite by locals for over 30 years, this shop is famous for being **open 24/7** and serving fresh glazed donuts, cronuts, and massive ham and cheese croissants.

Knead Donuts & Tea

A popular choice for **gourmet** and "**beautifully designed**" donuts, with highlights including their **blueberry donut**, strawberry shortcake, and Vietnamese iced coffee.



Circle Donuts

4.6 ★★★★★ (226)

\$1-10 · Donuts

Closed · 2201 N Lakewood Blvd

Highly recommended by locals for **old-fashioned classics** at reasonable prices, known for being "**lighter than the usual donut**" and offering excellent cronut holes on weekends.

Ask anything





TRUST

THE NEW ALGORITHM FOR LOCAL SEARCH



Trust is a Risk Assessment. Before an algorithm ranks you, it filters you. It looks for signals of spam, fraud, or poor user experience. In the age of AI, "Safety" is a prerequisite for visibility.

How to Optimize for Trust:

- **Google Business Profile:** Focus on developing a steady stream of reviews rather than short campaigns. Create opportunity for people to engage with your listing (posts, photos, menus, SMS links).
- **Local Landing Pages:** Create professional, structured pages that are helpful and engaging. Give new customers a reason to visit (information), and old customers a reason to return (updates).
- **Social:** Create engaging content users want to interact with, especially with the goal to get them to share. Maintain a high reply rate to comments. Silence signals a dead or unsafe account to social algorithms.

Bottom Line: People aren't just looking for options; they want validation they've made the right choice.



SEMANTIC RELEVANCE

THE NEW ALGORITHM FOR LOCAL SEARCH



When users turn to AI assistants, they are looking for solutions to problems. Optimization is no longer about keyword matching; your content must connect the user's symptom to your solution.

+ "Which bank branch near me is good for small business owners?"



AI Mode



LOW RELEVANCE

"XYZ Bank offers a full range of financial products including checking, savings, loans, and credit cards. Visit our branch to learn more."



HIGH RELEVANCE

"The XYZ Bank Downtown branch specializes in **servicing small business owners**, offering **business checking accounts**, **SBA loan support**, merchant services, and on-site advisors **experienced in working with local entrepreneurs**. Our team regularly supports startups and growing businesses in the area."



SEMANTIC RELEVANCE

THE NEW ALGORITHM FOR LOCAL SEARCH



Semantically Relevant Content addresses the deep meaning, context, and intent behind a user's query rather than just matching specific keywords.

How to Optimize for Semantic Relevance:

- **Google Business Profile:** Show your business in action within your local market. Replace stock photos with real imagery of physical storefront, offerings, staff and services.
- **Local Landing Pages:** Don't just build pages for your solutions (e.g., "Divorce Lawyer"); build pages for the problems (e.g., "How to split assets fairly"). You must rank for the question to earn the right to sell the answer.
- **Social:** Create content that validates the user's experience. When a user sees their own experience portrayed on social, it helps link your brand to that specific life context.

Bottom Line: Stop Chasing Keywords, Start Chasing Problems.



SEMANTIC RELEVANCE

THE NEW ALGORITHM FOR LOCAL SEARCH



Tips for creating Semantically Relevant content:

Connect the user's pain to your product.

1. **Identify the "Trigger Event":** Don't just list "Auto Insurance." Write about buying a new car, adding a teen driver, or handling a fender bender.
2. **Use Natural Language:** Write exactly how you speak to a client in your office. If you wouldn't say "Best Auto Insurance Agent near me" in a conversation, don't write it on your website.
3. **Answer the "Next" Question:** If you write about "Teen Drivers," also include a section on "Good Student Discounts." The AI expects these topics to go together.



SEMANTIC RELEVANCE

THE NEW ALGORITHM FOR LOCAL SEARCH



Example of a Semantically Relevant Post for the Insurance Industry::



The keys are in your hand. Now what?

The boxes are piled high, the pizza is ordered, and you officially have the keys to your new place. Congratulations! But amidst the "where did I pack the coffee maker?" chaos, insurance usually feels like just another box to check for the mortgage company.

Here's the reality: Moving is a huge life shift. Your old coverage might have worked for a small apartment, but your new home is likely your biggest investment. You don't need a "policy"; you need to know that if a pipe bursts behind that brand-new drywall, you aren't paying for it out of pocket.

The "Next" Question I always get: "Now that I own the house, is my engagement ring/expensive tech covered too?"

It's a great question. Standard homeowners' insurance has limits on high-value items. While we're getting your home protected, we should also talk about "Scheduling" your valuables. This ensures your most prized possessions are covered for their full value, not just a fraction of it.

Moving is stressful enough. Let's make sure protecting your new life is the easiest part of your "to-do" list.

DM me your new zip code and let's make sure you're covered before the first box is even unpacked.

REDEFINING LOCAL SEO FOR 2026

SEARCH EVERYWHERE OPTIMIZATION



The days of algorithm gaming are coming to an end. If you want to be a part of the conversation everywhere customers are searching, you need to provide the FACTS.

Recommendations for Success:

- Keep content fresh; don't just be available, be engaging.
- Share your knowledge; promote your successes; benchmark yourself against your competitors.
- Be brand consistent.
- Prove you are the right choice; get reviews, create engaging content, build a community.
- Stop chasing keywords, and start creating content that solves customer problems.
- Be the **Best Answer** in your area!



Checkbox Optimization

New GBP Categories, Attributes & More...

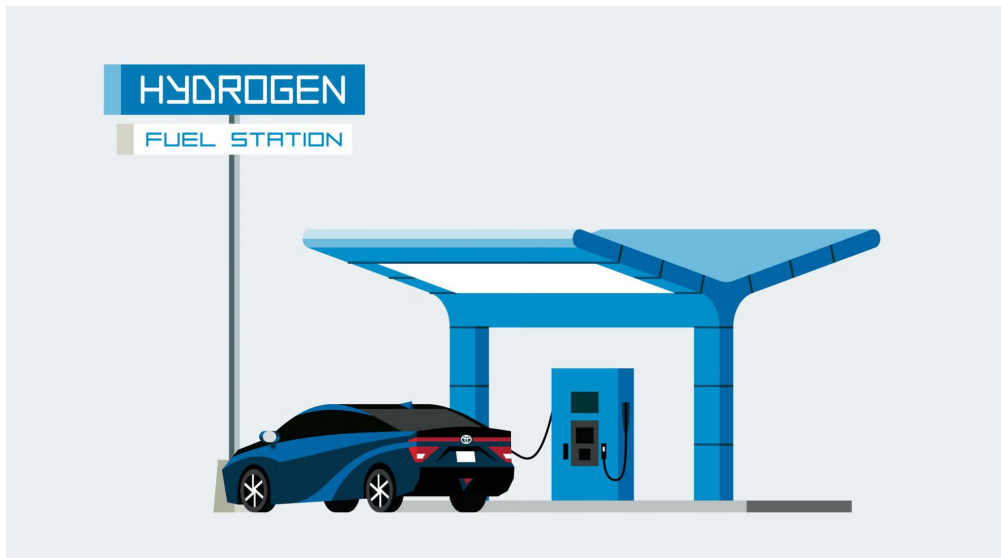


The SEO Juice

NEW GOOGLE BUSINESS CATEGORIES



Hydrogen Station





The SEO Juice

NEW GOOGLE BUSINESS ATTRIBUTES



Place page attributes

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)

Primary chat

Facebook Messenger

KakaoTalk

LINE

Text message

WhatsApp

Save

Cancel

Listings

Romanian Russian Spanish Ukrainian
 Vietnamese

Onsite services

Yes No Unsure

Crowd

LGBTQ+ friendly

Yes No Unsure

Transgender safe space

Yes No Unsure

Children

Nursing room

Yes No Unsure

Place page attributes

Primary chat

Facebook Messenger KakaoTalk LINE Text message WhatsApp Unsure

Cancel

Delete

Save



Caught in the Wild

New features we've spied
in Local Search results



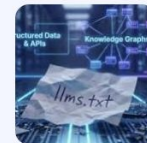
Caught in the Wild...

The industry is finally admitting
llms.txt files were a waste of time.

The llms.txt is dead. More
precisely: a dud. - Medium

Feb 23, 2026 — The llms. txt is dead.
More precisely: a dud. ... by Kai...

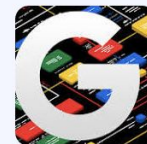
 Medium 



Google Search Team Does Not
Endorse LLMs.txt Files

Jan 20, 2026 — Yep, back on
comments from Google on the LLMs. ...

 Search Engine Roundtable 



The **SEO** Juice



Caught in the Wild...

GEO tools are paying SEOs with followers (I have 6k followers on LinkedIn and 9k on X) to distribute disinformation - that SEO is dead and if they keep doing it for 2 years - they can even earn equity

Opportunities for Creators

Sponsored Content

Starting October 7th, we're launching phase 1 with paid creator partnerships.

Your content will introduce Search Party to the market and help define what generative engine optimization means for marketers and tech-forward brands.

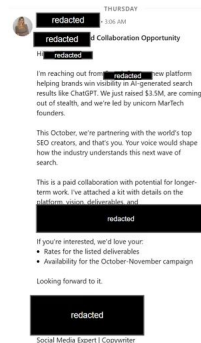
When creating your content, please consider weaving in some of the following themes. These are the key ideas we want to communicate across the campaign:

- **AI agents replace manual GEO complexity.** [redacted] uses intelligent agents focused on strategy, content structure, and authority building, so teams can scale their GEO efforts without stretching the team thin.
- **GEO is the future.** Traditional keyword-first SEO is becoming outdated, brands now need to optimise for how AI systems understand and surface information.
- [redacted] **helps brands influence how they show up in LLMs.** Highlighting the importance of getting cited by platforms like ChatGPT, Claude, and Gemini.
- [redacted] **offers clarity and control.** Brands can now track where they appear in AI-generated responses and actively improve their visibility.
- **This isn't another SEO tool, it's a new model.** Designed for content and marketing teams, not just technical SEOs, Search Party brings visibility and simplicity to a space that's rapidly evolving.

Creator Advisory Board

For select partners, we're offering long-term equity in exchange for ongoing advisory and distribution.

This will be evaluated after phase 1 and will include advisor equity over a 2-year engagement in exchange for consistent feedback, product shaping, and ongoing advocacy.



Source: [LinkedIn](#)



Thanks for Joining!

See you next month!

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 logo, 'SOCi Platform', 'University', 'Help Center', and 'Support Tickets', along with a search bar and utility icons. 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 this 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 summarizes 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 in the bottom left corner 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 (36 / 7) | AI | [Icons]

Home | New Members

From the SOCi Team

- News & Insights
- Industry Updates
- Product Updates
- Events

Discussions & Resources

- Ask a Question
- Tips & Best Practices
- Tools & Resources
- Peer-to-Peer

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...

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...

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...

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 [Icon]

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 by Kellie Petruzzelli, including 'SOCi's Fall '25 Release Notes', 'Local Memo: LinkedIn Links Clarified, Reddit Surges in AI Search, New Google AI Summaries, ChatGPT Focuses on...', and 'How AI Is Changing Online Reputation Management in 2025'. The '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 'How are we doing?' feedback box is located at the bottom left of the main content area.