

The **SEO** Juice

September 17th, 2025



Squeezing the most out of your local
SEO.

The SEO Juice

3 LOCAL SEO TRUTHS & A MYTH

- 1) Perplexity uses Google data to provide timely answers.
- 2) Apple's LLM uses Google data to provide timely answers.
- 3) ChatGPT uses Google data to provide timely answers.
- 4) Meta AI uses Google data to provide timely answers.



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

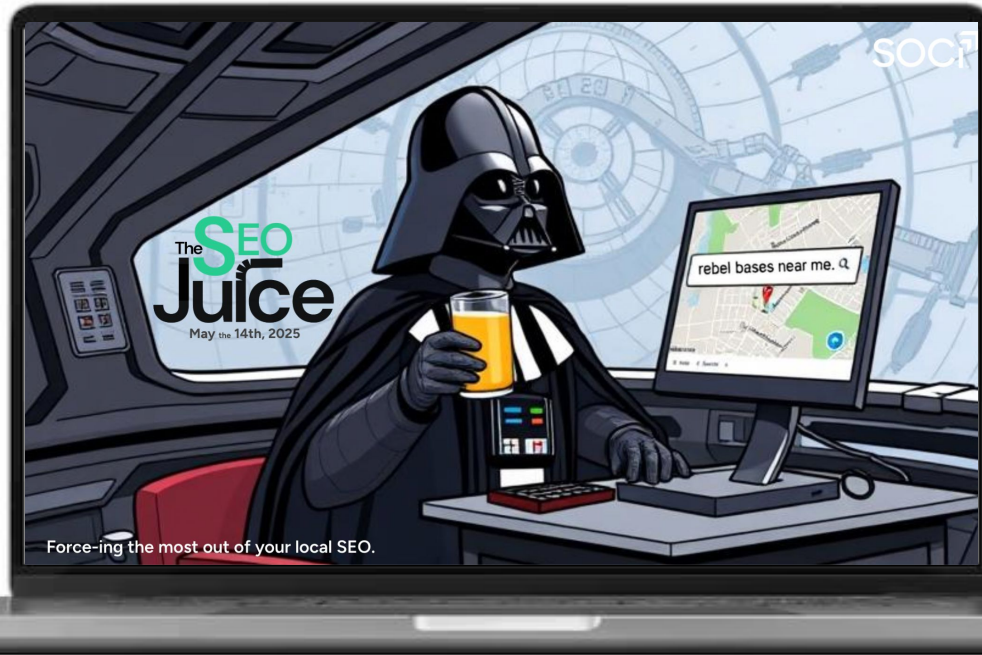
The SEO Juice

Watch On-Demand



Scan or Click

SOCI Customers



Scan or Click

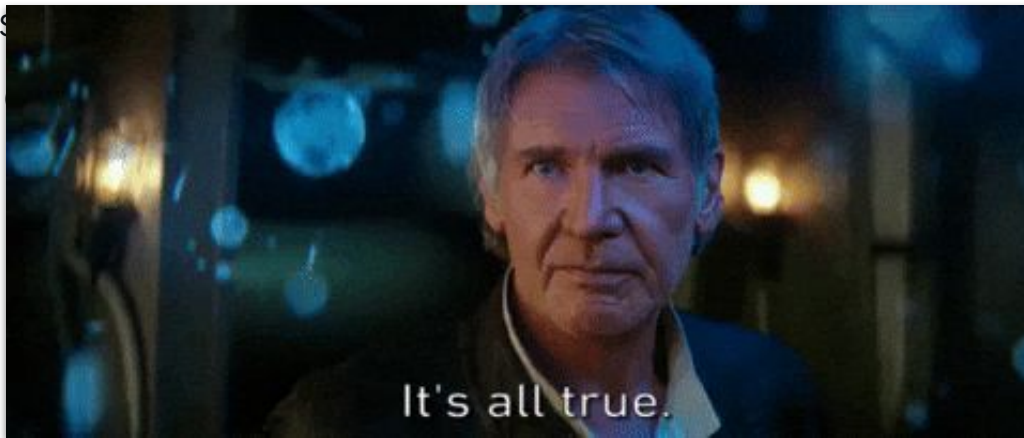
Non-Customers

The SEO Juice

3 LOCAL SEO TRUTHS & A MYTH





- 1) Perplexity uses Google data to provide timely answers.
- 2) Apple's LLM uses Google data to provide timely answers.
- 3) ChatGPT uses
- 4) Meta AI uses



The SEO Juice


3 LOCAL SEO TRUTHS & A MYTH





 **Glenn Gabe** 
@glenngabe · Follow X


Well there you have it... It's SerpApi. Note, Perplexity is also a customer of theirs -> Sources: OpenAI has been partially using Google search results scraped by a startup called SerpApi for ChatGPT responses on current events like news and sports

"OpenAI is getting the data [Show more](#)



 91  Reply  Copy link

[Read 10 replies](#)

Last edited 8:51 AM · Aug 22, 2025 

OpenAI's rivalry paradox: ChatGPT reportedly leans on Google results

OpenAI quietly scrapes Google Search results to power ChatGPT while positioning itself as Google's rival. The practice reveals messy dependencies behind AI's search ambitions as user behavior shifts toward longer, conversational queries.







AUGUST 22 2025 · 7:16 AM (UTC-07:00 · PDT) · 6 MIN READ

SHARE 

OpenAI Is Challenging Google—While Using Its Search Data

By Amir Efrati, Stephanie Palazzolo and Natasha Mascarenhas

 **Emil Protalinski**  · 3rd+
Editor | Writer | Consultant | Comms
1w · 

[+ Follow](#) 

Would you use an AI search tool from Apple?

Apple's AI track record isn't exactly stellar.

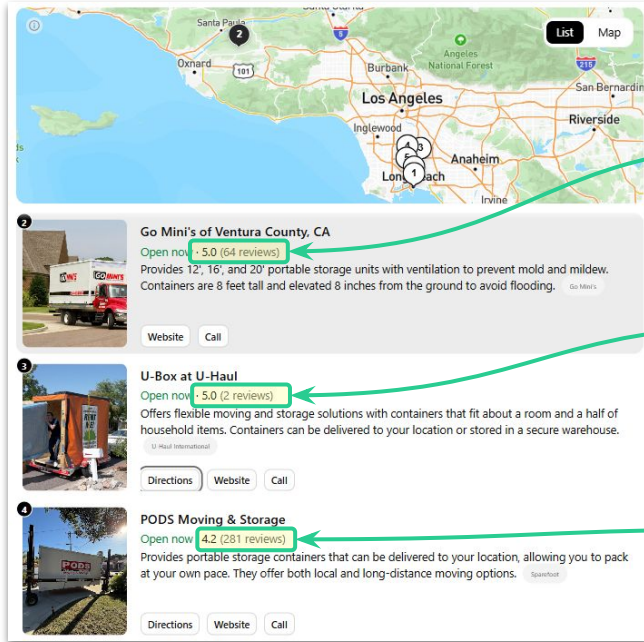
What if Google was involved?

Apple is reportedly planning to launch an AI-powered web search tool next year: <https://lnkd.in/gD7rpK7u>

Furthermore, Apple and Google have agreed to test and finetune a custom-built Google Gemini model to help power Siri.



5 Tips for Beginning your AI Search Optimization Strategy



Source: ChatGPT

Go Mini's of Ventura County, CA

5.0 ★★★★★ (64)

Moving and storage service

Closed · Opens 8 AM ·
(805) 836-2715



Website



Directions

U-Box at U-Haul

5.0 ★★★★★ (2)

Moving and storage service · ♿

5880 Paramount Blvd
Closed · Opens 7 AM ·
(562) 531-1954



Website



Directions

PODS Moving & Storage

4.2 ★★★★★ (281)

moving and storage service · ♿

220 E Stanley St
Closed · Opens 5 AM ·
(877) 770-7637



Website



Directions

Source: Google Maps

The SEO Juice

- **Industry News**
The latest news in Local Search & what it means for you
- **Links in Social Media**
Where & When to Include
- **Google vs. Apple Maps**
Where do Customers Engage Most?
- **Spark of Genius**
The Power of Hyperlocal Content
- **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
and what it means for you



Google Search Algorithm

AUGUST 2025 SPAM UPDATE IN PROGRESS



On August 26th, Google began pushing out its first Spam update of 2025.

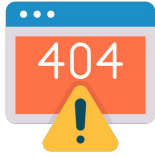
Per Google: “While Google's automated systems to detect search spam are constantly operating, we occasionally make notable improvements to how they work. When we do, we refer to this as a spam update.

All incidents reported for Ranking	
2025	
SUMMARY	DATE
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:

Make sure your local pages are helpful and follow technical SEO best practices.

While Spam updates don't typically affect local visibility, a number of businesses did see a drop in GBP rankings for many keywords not directly related to their core offerings after the last Spam update in June '24. In nearly every instance, the local pages associated with the affected business were content thin and/or did not follow technical SEO best practices.



LLMs Have a 404 Problem According to Ahrefs Study



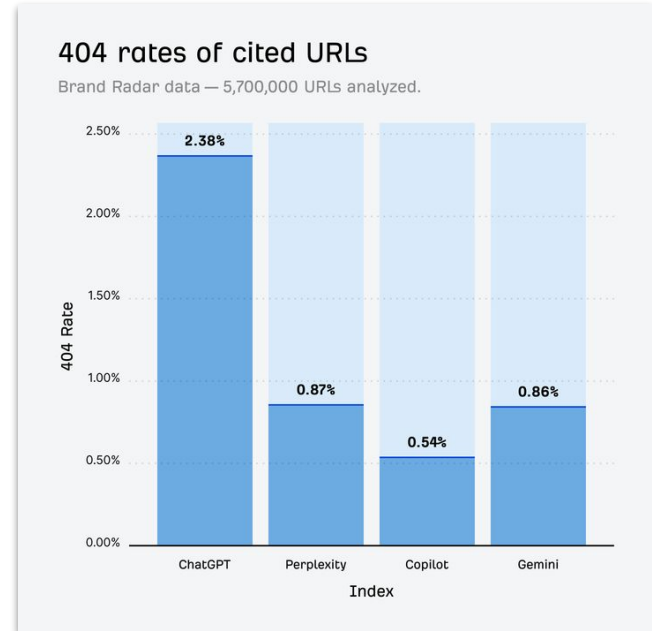
A [new study](#) by Ahrefs found that AI assistants, particularly ChatGPT, are significantly more likely than Google Search to direct users to non-existent “404” pages.

Key findings:

- AI-generated links return 404 errors 2.87× more often than those from Google.
- ChatGPT has the highest error rate: 2.38%
- Many of these 404s are due to hallucinated URLs - either expired pages remembered from training data or fabricated, plausible-looking links.

Takeaway for Local Businesses:

Make sure you have 404 pages set up on your site that help customers get to where they are going, rather than land them in a dead-end without a lifeline.





Google Keeps Chrome, but Loses Exclusivity



A federal judge ruled that Google had to sacrifice its exclusive search deals which cemented it as the primary search engine of choice with popular smartphones, browsers, and devices. The judge stopped short, however, of forcing a breakup of any kind. Google does, however, have to share some of its search data with rivals.

A few thoughts..

This ruling seemed a bit light when it comes to cracking down on a “Monopoly”, but the judge anticipated increased competition thanks to the world of LLMs.





“Top-rated” Business More Visible in AI-Organized Results



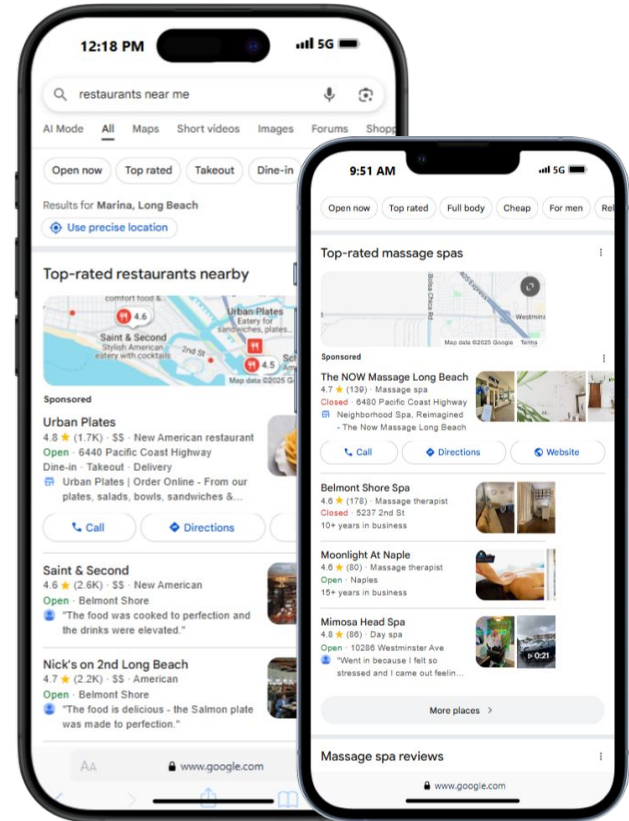
AI-organized search results on mobile is now highlighting “Top-rated” businesses in many industries.

Unlike searches that include “best” or “top”, Google does not appear to auto-apply a ratings filter, though top results do consistently been observed to rank above a 4.0.

Takeaway for Local Businesses:

Google appears to be putting an increasing value on the customer experience in evaluating a business’ Prominence.

Businesses with low ratings and/or review volumes vs. their competitors will likely see a decline in overall visibility as this feature rolls out to users more widely.





A Google Parameter Change Causes Ranking Tools to Break



Google recently dropped its “&num=100” parameter which allowed crawlers to query 100 results at a time. The dropping of this parameter has stunted a number of keyword ranking tools from being able to crawl results past the top 10.

What This Means..

Rethink your ranking results in your tools - companies will need time to re-query.

Don't be alarmed by your Google Search Console results. Impressions will drop but rank/click should remain steady. This indicates a lot of impression data was influenced by “bot” like traffic.





Local Pages are your Secret Weapon in a World of AI Search

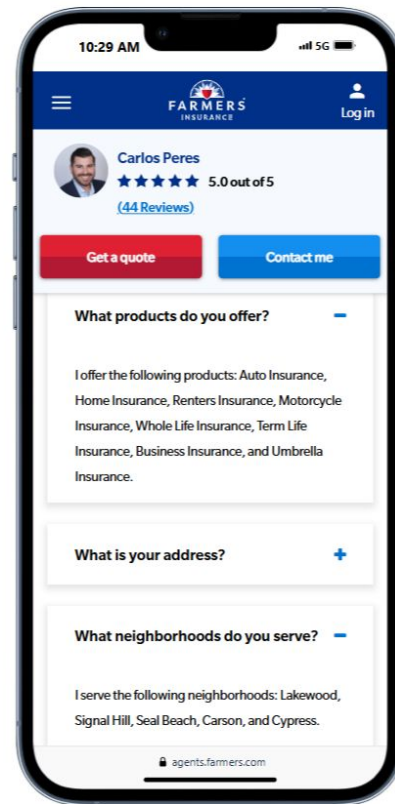


A [helpful post](#) by SEO industry Guru, Phil Rosek, offers advice for businesses looking to stand out in competitive AI-driven searches: create a “Why Choose Us” page or content section on your website.

His advice aligns [SOCi’s own recommendations](#) and observations that LLMs tend to seek out differentiating information to answer queries about services offered, specializations, customer feedback, speed of service, pricing, and more. So why not package that information clearly—for both LLMs and your target customers—in one easy-to-digest place?

Takeaway for Local Businesses:

Rozek notes that while some businesses might opt for a standalone “Why Choose Us” page, multi-location brands may be better served by featuring this content prominently on their local landing pages. SOCi recommends doing this through a mix of “About” copy and FAQs.



Links in Social Media Strategy



TM

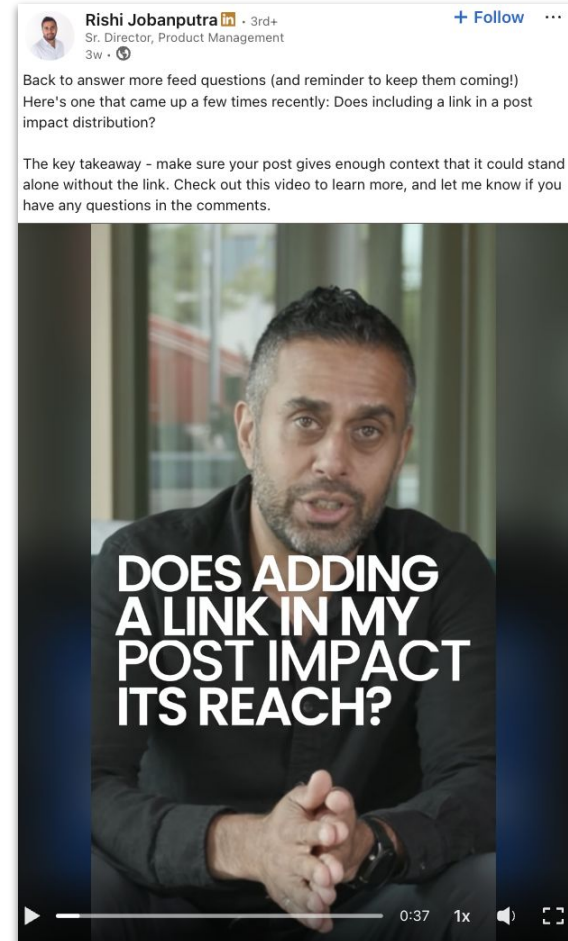
LinkedIn



LINKS IN CAPTION

[Sr Director of Product, Rishi Jobanputra](#), explains that a link does not hurt reach on LinkedIn IF the post leads with value and the link is just there to supplement what is in the post. However if the sole purpose of the post is to drive traffic to the link, then the reach will suffer

Recommendations:

- Take this insight and make sure the caption is written in a way that makes the link supplemental to the message
- If performance is down when using a link in the caption, test if posts performs better by putting a link in the comment OR bypassing the link all together if not needed





Rishi Jobanputra  · 3rd+
Sr. Director, Product Management
3w · 

Back to answer more feed questions (and reminder to keep them coming!)
Here's one that came up a few times recently: Does including a link in a post impact distribution?

The key takeaway - make sure your post gives enough context that it could stand alone without the link. Check out this video to learn more, and let me know if you have any questions in the comments.

DOES ADDING A LINK IN MY POST IMPACT ITS REACH?

0:37 1x  



Facebook Algorithm

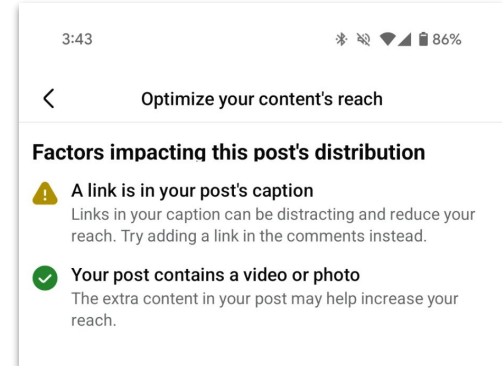
LIMITS REACH ON POSTS WITH LINK



Facebook wants to keep users engaged on its platform. They warn that a link in the caption will impact reach

- External links direct users away, potentially reducing time spent on Facebook
- The algorithm favors content like images, and videos over posts with outbound links
- Studies have shown that Facebook posts without links receive approximately twice the engagement of those with links
 - ◆ Linked posts are perceived as promotional or less engaging
 - ◆ Users may hesitate to click links due to potential disruptions or security concerns.

Takeaway: Post the link in the first comment of the post via SOCi publishing








First Comment

EXAMPLES



Directing audience to a link or more information in the caption:

- "Want to learn more? Drop by the comments for all the details 
- "We're hosting something exciting Saturday... you'll find all the info in the comments! 
- "What's your go-to coffee order?  Tell us below and we'll share ours in the comments!"
- "Want to win a gift card?  Instructions are in the comments."
- "Wondering how this works? We broke it down step by step, link in the comments."
- "We've just launched a new service!  Read more about it in the comments."

Note that URLs should not be used in Instagram's first comment

Quick Poll

AI Strategy



The SEO Juice

Google or Apple Maps?

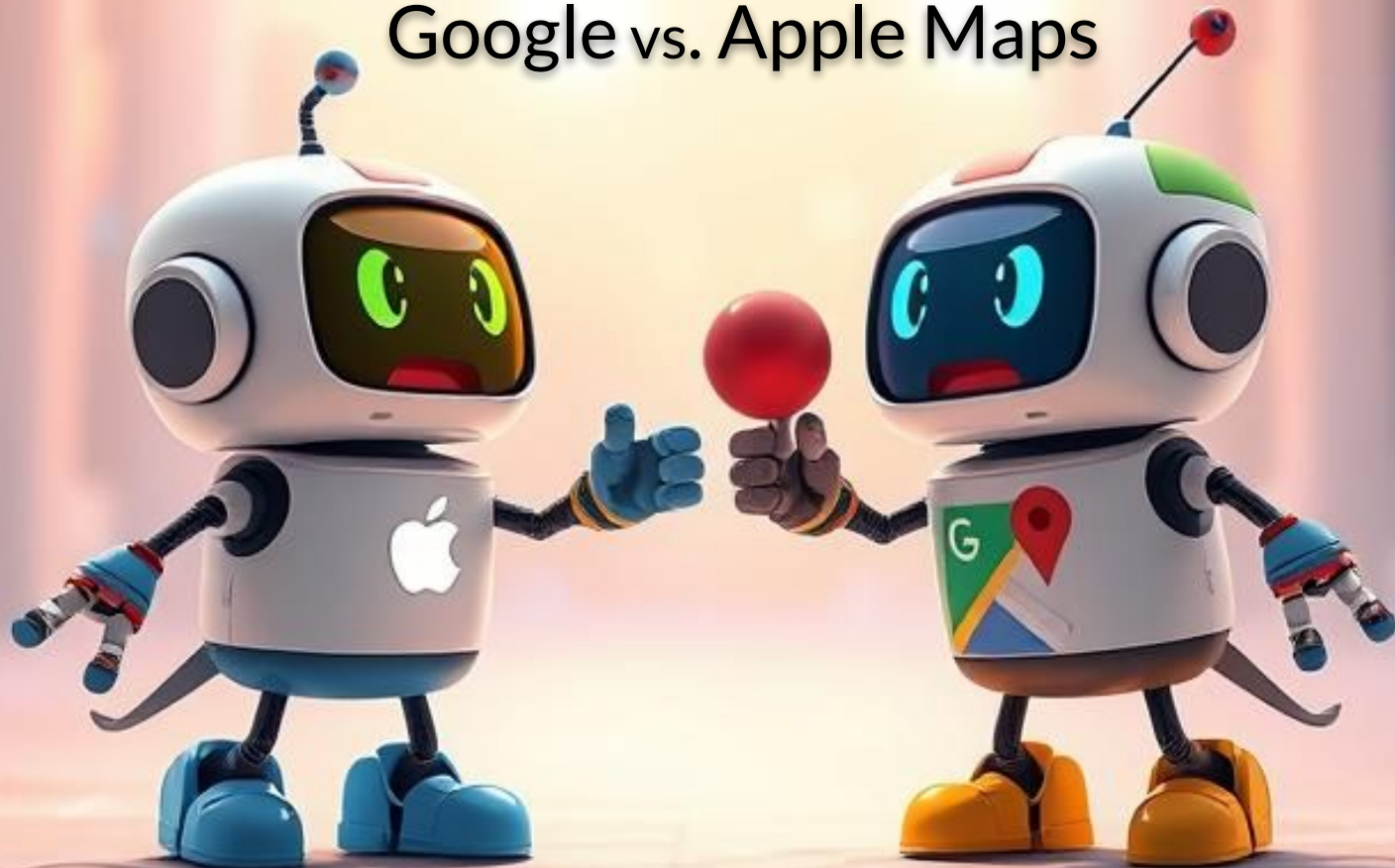


What is your go-to when searching for a local business on the go?

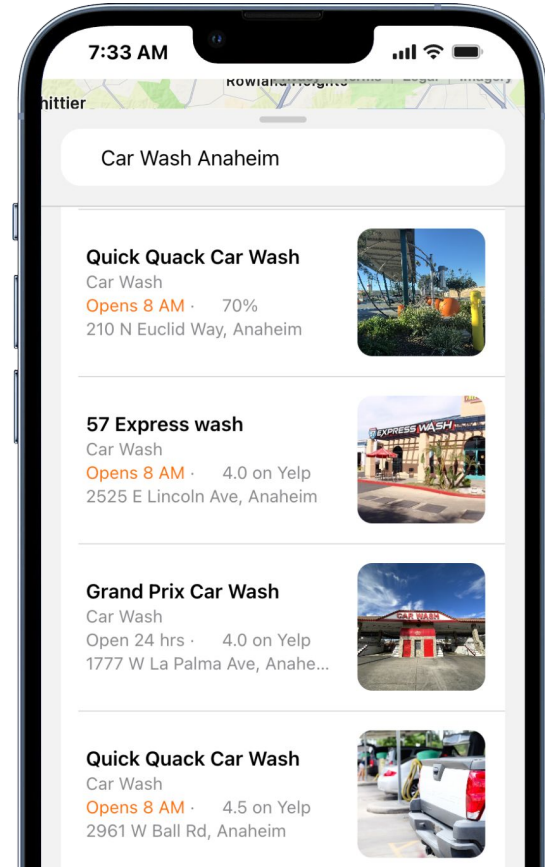
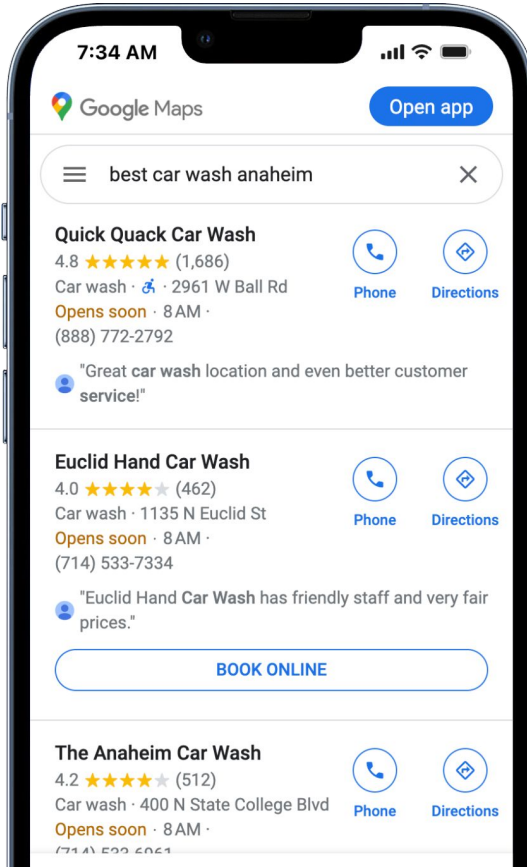
- Google Search/Maps
- Apple Maps

Where do Customers Engage Most?

Google vs. Apple Maps

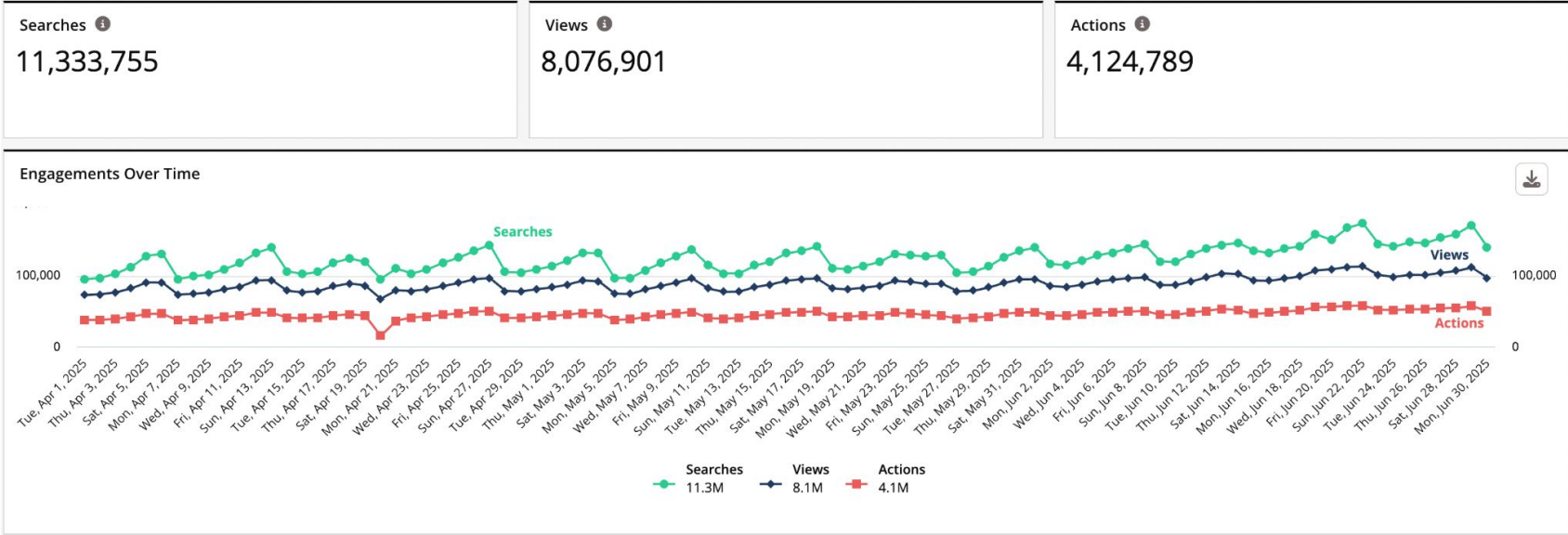


Where are local customers searching most?



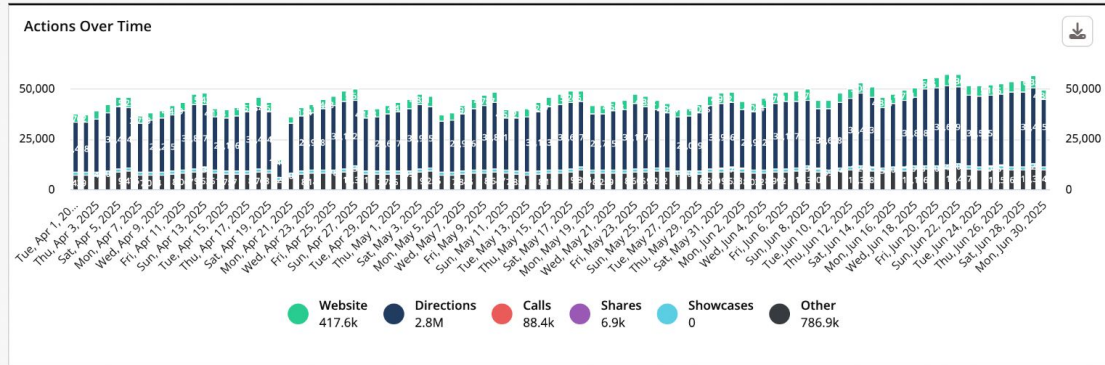
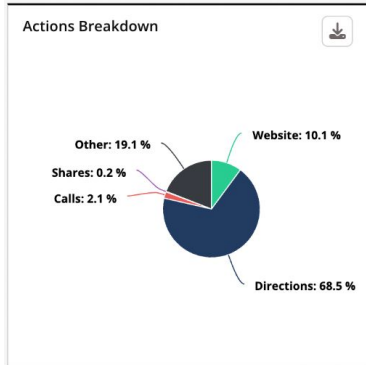
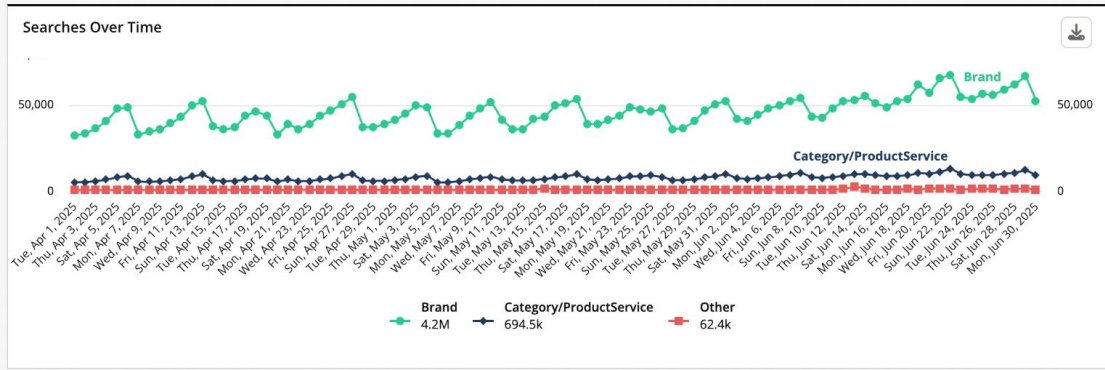
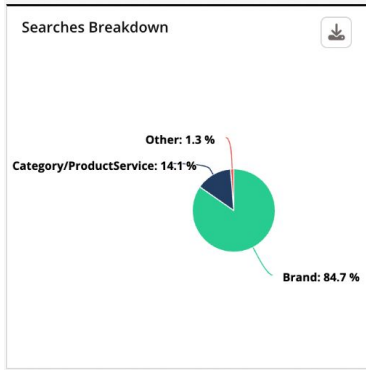
Apple Maps Leads Report

HOW ARE CUSTOMERS ENGAGING WITH YOU?



Apple Maps Leads Report

HOW ARE CUSTOMERS ENGAGING WITH YOU?



Google vs. Apple Maps

WHERE DO CUSTOMERS ENGAGE WITH YOU MOST?



Case Study:

Goal: Determine the split of Google & Apple Maps traffic for industries where direction requests are a strong indicator of customer intent.

Test Group: Two dozen QSR and Beverage brands

Period Measured: Q2 2025

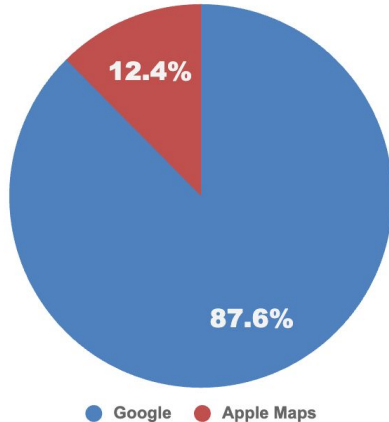
Google vs. Apple Maps

WHERE DO CUSTOMERS ENGAGE WITH YOU MOST?

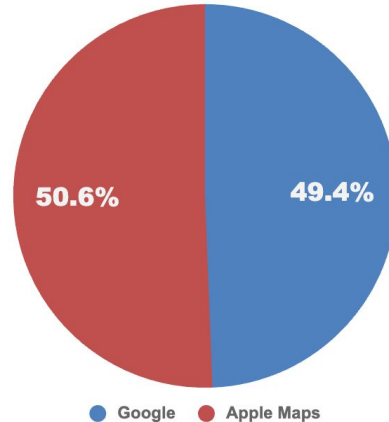


While average impressions on Google are **8x** that of Apple Maps, searchers on Apple Maps were **8x** more likely to take action.

Total Impressions



Total Actions



Ave. Google Action Rate: **6.6%**

Ave. Apple Maps Action Rate: **47.1%**

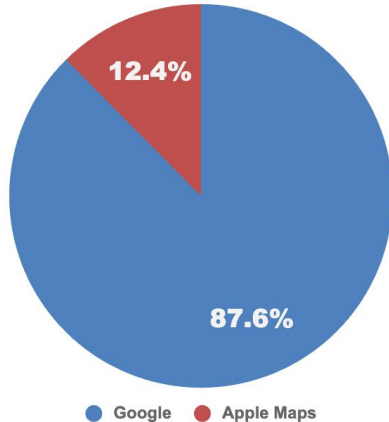
Google vs. Apple Maps

WHERE DO CUSTOMERS ENGAGE WITH YOU MOST?

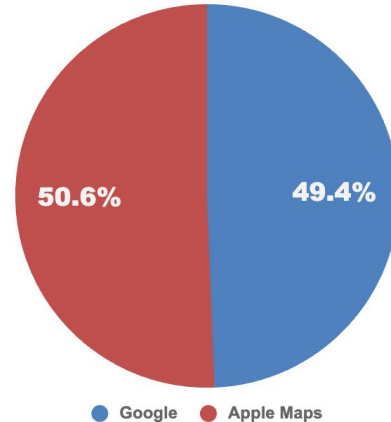


While average impressions on Google are **8x** that of Apple Maps, searchers on Apple Maps were **8x** more likely to take action.

Total Impressions



Total Actions



Average Branded Impressions: **77.8%**

High: **94%** / Low: **60%**

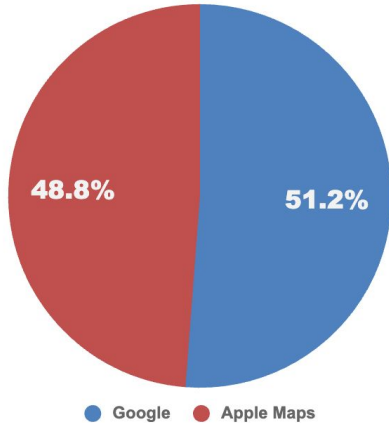
Google vs. Apple Maps

WHERE DO CUSTOMERS ENGAGE WITH YOU MOST?

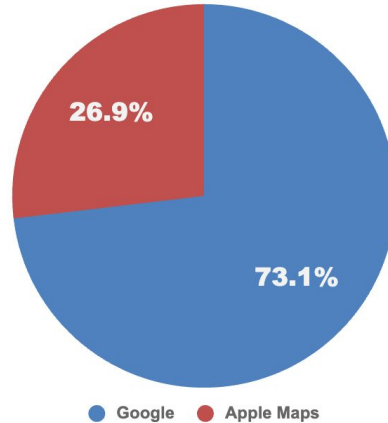


Direction requests make up nearly half of all actions taken on Apple Maps; often surpasses direction request volumes on Google.

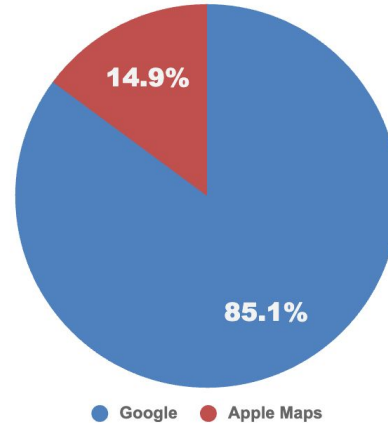
Direction Requests



Website Click



Phone Call



APPLE BUSINESS LISTINGS

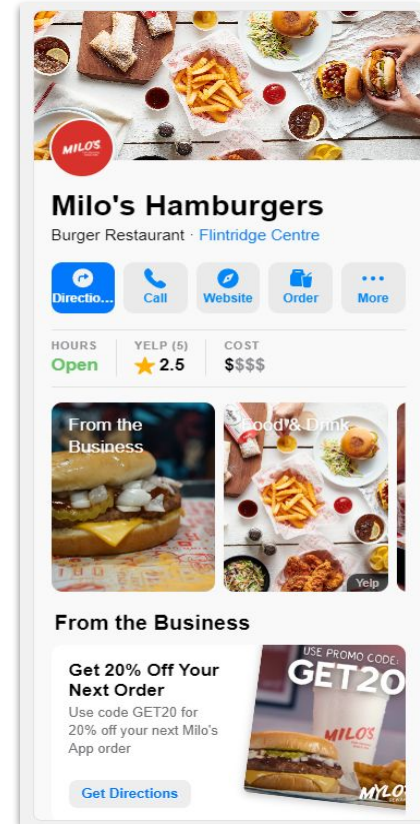
REASONS TO SET UP DELEGATION

Reporting: Apple Maps reporting is available to delegated businesses. Besides traditional views & actions reporting, Apple includes insights on showcase clicks, photo views, and share branded vs. non-branded.

Better Visibility: Per the Apple Maps team, delegated listings are considered more authoritative and get preference in search.

Better Engagement: Apple Business Showcases allow a business to publish localized content that informs potential customers and creates opportunity for increased conversion.

Fewer Errors: Once delegated, data sent by your listings management provider becomes the single source of truth.



Spark of Genius

The Power of Hyperlocal Content



The Power of Hyperlocal Content

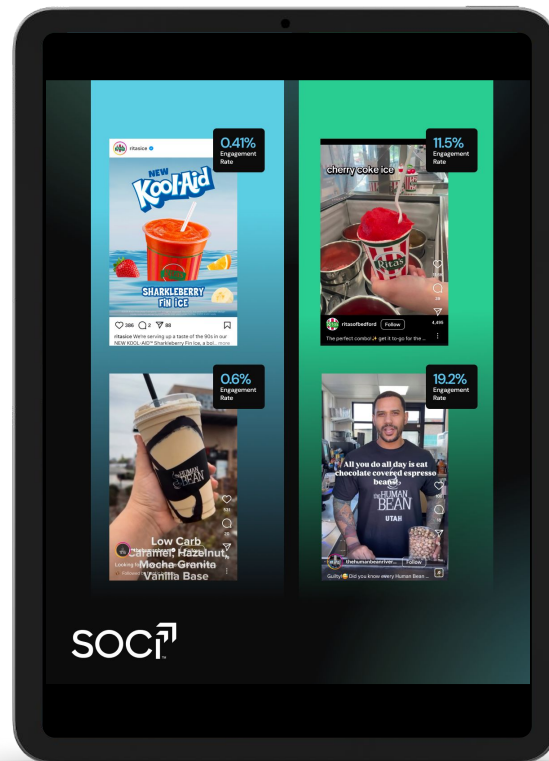
We analyzed millions of posts and found:

hyperlocal content
dramatically outperforms
group-level posts

177% higher engagement
rate on Facebook*

98% higher engagement rate
on Instagram*

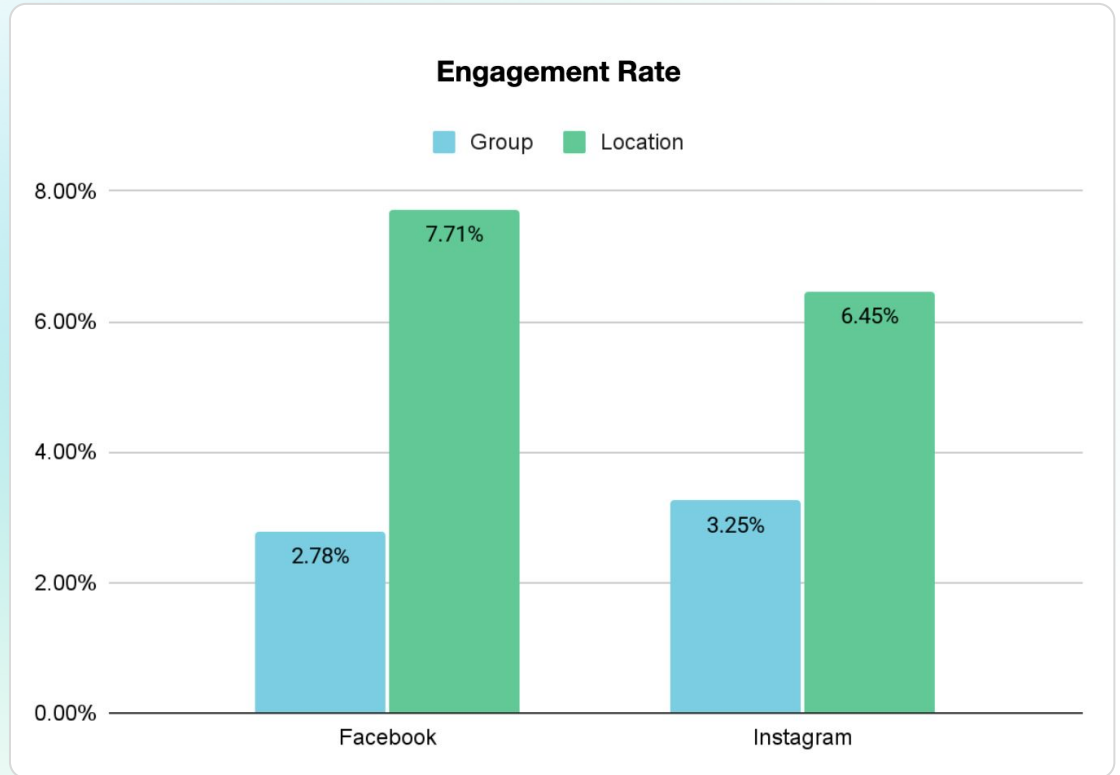
**when locations posted directly*



Local Social Posts Drive
Engagement Rate

3X Higher

Than Group Posts



Smarter Posting, Bigger Impact



Hyperlocal content turns community connection into measurable growth

Empower local authenticity

- ✓ Equip locations to create content rooted in community, culture, and events.

Shift from volume to value:

- ✓ Move beyond “more posts” to meaningful posts — fewer, higher-quality updates deliver stronger engagement and reach.

Turn engagement into growth:

- ✓ Treat local social not as supplemental but as a core lever for brand visibility and customer connection.

Scale without losing the local voice:

- ✓ Use SOCi to provide templates, AI-driven calendars, and guardrails that keep posting efficient and authentic.



Checkbox Optimization

New GBP Categories, Attributes & More...



New GBP Categories



Education:

Bilingual preschool



Food & Beverage:

Donburi Restaurant

Donburi

Dish :



Donburi is a Japanese "rice-bowl dish" consisting of fish, meat, vegetables or other ingredients simmered together and served over rice. Donburi meals are usually served in oversized rice bowls which are also called donburi.



Financial Services:

Insurance agent



Caught in the Wild

New features we've spied
in Local Search results



Caught in the Wild ...

Respected industry
experts dispelling
misinformation about
LLM optimization.

Lily Ray commented on this

Dave Fox · 2nd
Revolutionizing Adobe Marketing Cloud ROI | Entrepreneur | AI ...
View my services
6d · 🌐

SEO is dead.
Adobe has proved it.

Craig Kiessling and 86 others · 125 comments · 4 reposts

Lily Ray · 1st
Vice President, SEO Strategy & Research
Please explain how you would define "GEO" tactics outside of standard "SEO" approaches?
And also how you would rationalize SEO being "dead" when LLMs use search and Google has repeatedly gone on record stating that good SEO leads to good GEO.

Celebrate · 🎉 155 | Reply · 19 replies

Darren Shaw · 1st
Founder at Whitespark. Local SEO resea...
Visit my website
1w · 🌐

Dave got ratio'd so hard, and I'm here for it. Respect for Lily Ray
264 · 24 comments · 4 reposts

Kaci McBride, MBA · 1st
Senior Director, Strategic Consulting | Digit...
Love to see it Lily Ray




Josh Joseph · 2nd
SEO & LLM Search Strategist | E-commer...
I wonder how much popcorn Darren eats while scrolling LinkedIn.

Darren Shaw · Author
Founder at Whitespark. Local SEO re...
Josh Joseph so much popcorn



Caught in the Wild ...



 **Matthew Proctor**  · 2nd
Built a \$1B brand with Content | Now helping b2b startups in re...
23h · 

GEO/AIO is a scam. Sorry not sorry.

Here's why:

- 🔥 ChatGPT isn't stealing from Google. Google still has 90%+ of search. AI chat is additive, not a replacement.
- 📰 Most "AIO tactics" aren't new. Get cited in press. Show up on Reddit. Go on podcasts. Answer the damn question. That's just good marketing.
- ⚠️ AI "rank trackers" are BS. There is no rank in a chat response. Prompts ≠ keywords. The user behavior is different.
- 🔍 Where are the credible case studies? Anyone can get the AI to change how it responds to your branded prompts. But what about the non-branded ones? Show me someone ranking for: "what digital marketing agency should I hire?" Until then, it's smoke and mirrors.
- 🌀 Google's SERPs are chaos. Anything that looks like it "worked" is probably just luck right now.
- 🔥 SEO is on fire. And when an industry is burning, snake oil sales spike.

[+ Follow](#)

But let's give credit where it's due.

A handful of people are doing the homework:

[Rand Fishkin](#)
[Wil Reynolds](#)
[Mike King \(iPullRank\)](#)
[Ethan Smith \(Graphite\)](#)

I trust them because they're transparent. They publish real data. They admit what they don't know.

Everyone else? Mostly snake oil.

Moral of the story is...

You can't trust the system.
Anyone guaranteeing results is lying.
Anyone selling a "playbook" is guessing.

What we do know:

- 🔥 Google still has the traffic.
- 🔥 AI cites Reddit, press, and Google results.
- 🔥 User behavior in chat vs. search is different.
- 🔥 We don't have the right metrics yet.
- 🔥 Original research and information gain matter more than ever. That's something AI can't do right now.
- 🔥 Your Content still has to be good.

We don't know how this work, yet.
And that's fine.

Keep pushing.
Keep testing.
Keep sharing what you learn.



Thanks for Joining!

See you next month!



Gary
Vaynerchuk



Lisa Landsman
Google



Kelly Ryan
OpenAI

Re¹Imagine

Digital marketing is changing.
Reimagine your entire strategy.



Scan or Click

Register now,
October 27–29 in Chicago
SOCi ReImagine