

The **SEO** Juice

October 8th, 2025



Scaring the most
out of your local
SEO.

SOCI[↑]

The SEO Juice

3 SOCIAL TRUTHS & A MYTH



- 1) AI tools are shaping how brands create, schedule, and analyze content
- 2) The more hashtags you use, the better your reach
- 3) Engagement > follower count since algorithms prioritize meaningful interactions
- 4) Social search (on TikTok, Instagram, LinkedIn) is rivaling Google for discovery



Your soci Team

The SEO Juice



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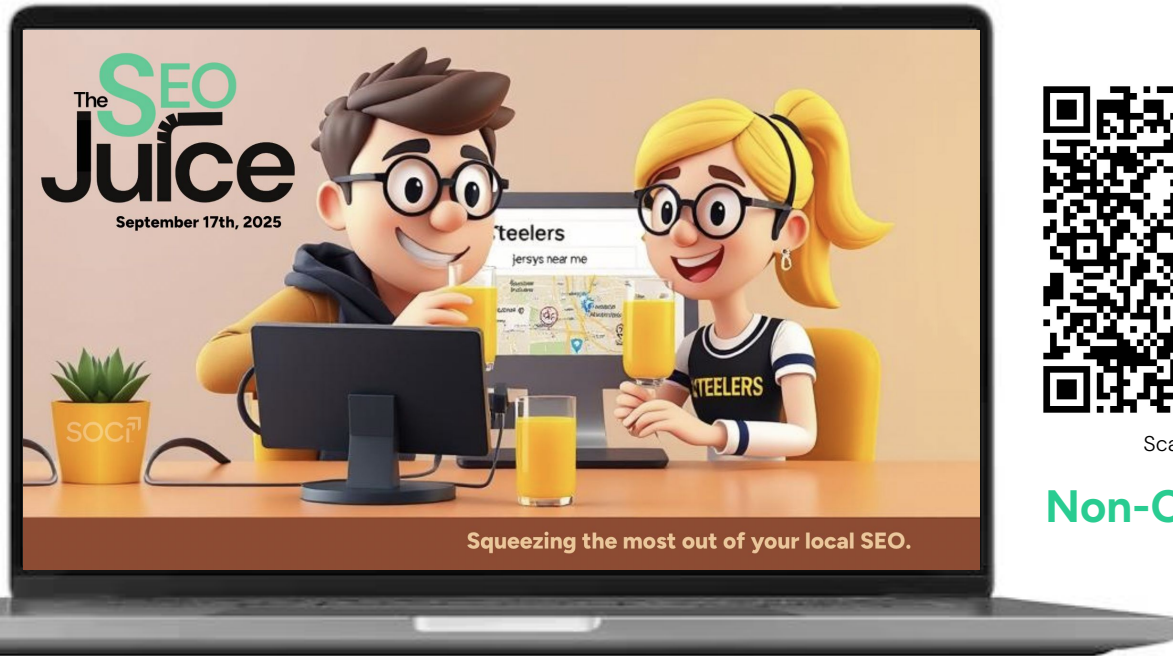
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Watch On-Demand



Scan or Click

SOCi Customers



Scan or Click

Non-Customers

The SEO Juice

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3 SOCIAL TRUTHS & A MYTH



The more hashtags you use, the better your reach

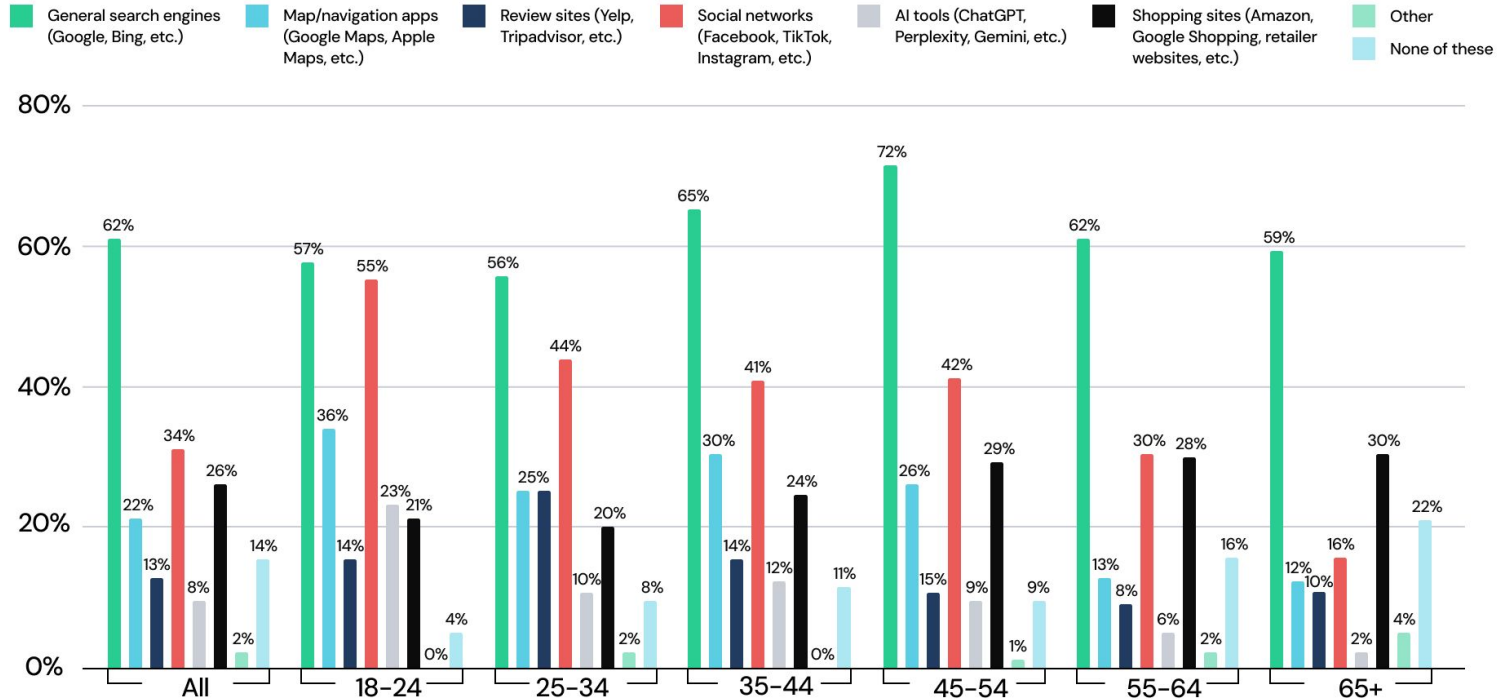


Social Search

CATCHING UP TO GOOGLE



Where have you discovered new products, services, or businesses?



The SEO Juice

- **Industry News**
The latest news in Local Search & what it means for you
- **10 Ways to Show Up in AI Search**
- **Holiday Planning**
Are your search & social strategies optimized for the season?
- **Guidelines for Representing your Business on Google**
Business Links
- **Checkbox Optimization**
New Google Categories, Attributes & Features
- **Caught in the Wild**
New features we've spied in Local Search results





TM

Industry News

The latest in Local Search
and what it means for you

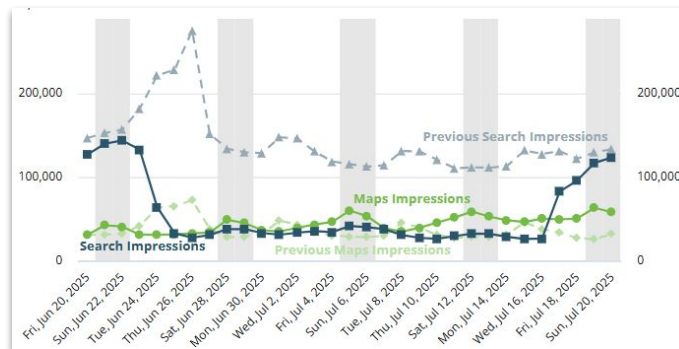
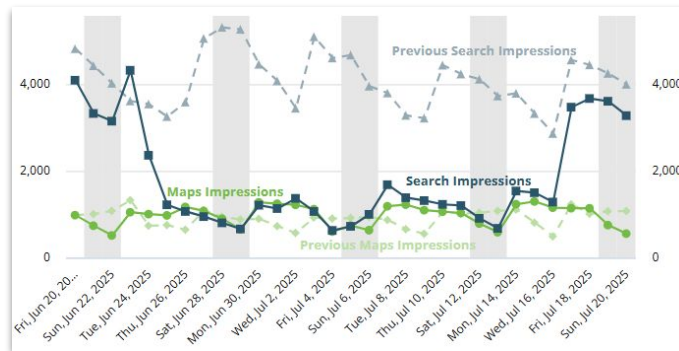


CONFIRMED: Google Will Not Backfill Missing Search Impression Data



SOCi, along with others in the industry observed a widespread drop in Search Impressions from June 24 through July 16th due to a confirmed Bug in Google reporting.

Google recently confirmed directly with SOCi that they will NOT be backfilling the data as planned.





Instagram Updates



Head of Instagram, Adam Mosseri, weighed in on a couple of topics:

1. On average, videos perform better than stills as they are more engaging
2. Follower count is not going away and followers are still important to Instagram





OpenAI add Apps to ChatGPT

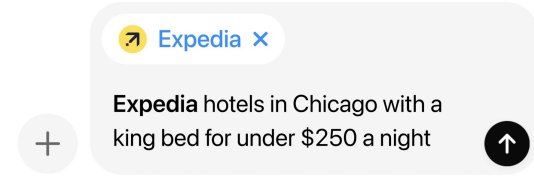


OpenAI has announced [Apps inside ChatGPT](#), which enables users to interact with real-time services, like maps, listings, and bookings, without leaving the conversation.

What It Means for Local Search:

Conversational Local Discovery: Users can now ask things like: "Find sushi restaurants near me" or "Book a hotel in downtown Austin next weekend" and get results directly from integrated apps like Zillow, Expedia, and Booking.com, within ChatGPT.

Doordash, instacart, tripadvisor, OpenTable and others local service providers are reported to be on the way.



Here are rooms with a king bed at hotels for under \$250 a night:

Expedia

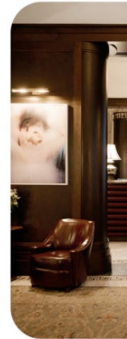


The District Hotel

River North

1 king bed · Sleeps 2 · 175 sqft

9.4



The Everg

Magnificent Iv

1 king bed · SI



Instagram Story Highlights



Instagram has been testing for awhile but a larger roll out is now taking place:

- Instagram story highlights are being moved to the main grid
- The highlights will be in it's own separate tab in the feed

Instagram looks like it's moving Story Highlights into the main grid

Your highlights have moved
We're simplifying the way profiles look. Highlights now appear in the main grid and have their own tab.
[Manage highlights](#)

Context: This gives them their own dedicated tab, making highlights more prominent and hold a bit more weight. *This has been in testing for a while, but it looks like there's a wider rollout going on.*

Source: Matt Navarra | The Social Media Tea with GPM



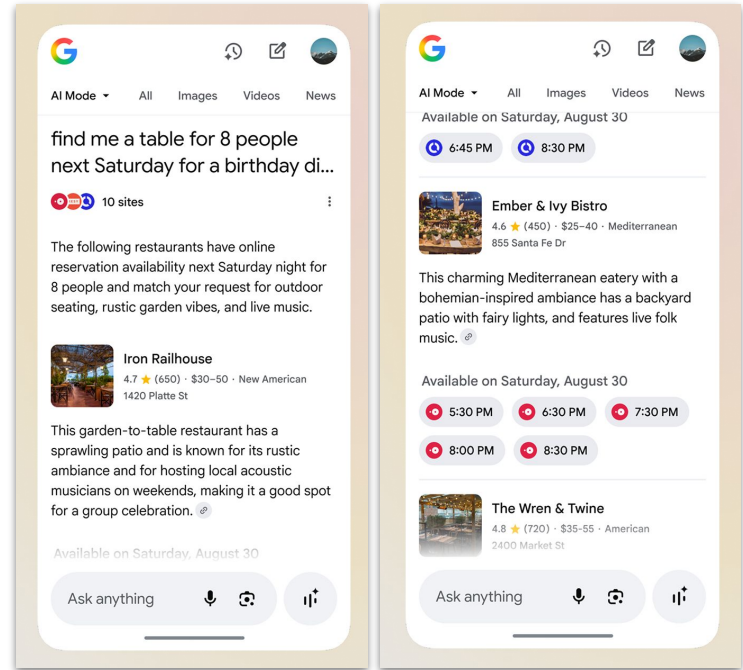
Google Search Labs Testing Agentic Capabilities in AI Mode



Google Search Labs is testing the use of agentic capabilities “to help with your everyday local needs.”

The test currently just for restaurant reservations, but will expand soon to local service appointments and event tickets.

AI Mode will search across multiple reservation platforms and websites to find real-time availability for restaurants that meet your specific needs — like the right location, cuisines, or group size. And then present you with a curated list of restaurants with available reservation slots to choose from.





Deal Will Keep TikTok in U.S



It appears that TikTok will be allowed to continue operating in the U.S. under the terms of a new \$14 billion deal. As outlined in an executive order signed by President Trump, TikTok's parent company, ByteDance, would retain a 20% stake in a new joint venture that would control TikTok's U.S. operations. Oracle, Silver Lake, MGX, and others are named as stakeholders in the new venture. China has yet to approve the deal; the Department of Justice has suspended any further actions to ban TikTok until December 16 pending finalization of the agreement.

Takeaway for Local Businesses:

The threat to ban TikTok in the U.S. due to security concerns seems to be over at this point, though we won't know for sure until the deal is finalized. In the meantime, the platform continues to be a destination for 150 million active U.S. users to create and discover content of all kinds, making it an important channel for marketing.

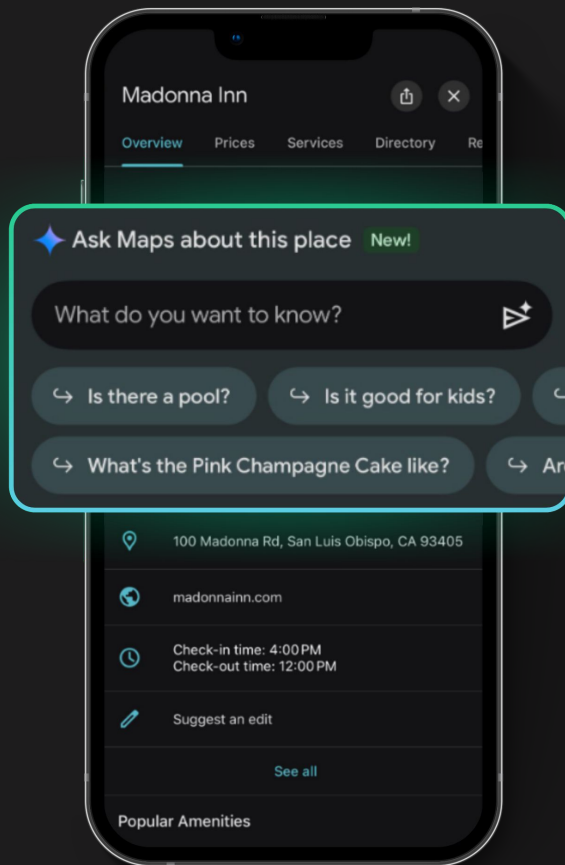
10 Ways to Show Up in AI Search



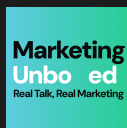


10 Ways to Show Up in AI Search

Scan the QR code to watch.



Presented by:



RECOMMENDATION #1

Prioritize LLM optimization on Google, ChatGPT, and Perplexity

- **DO** begin to devote about 20-30% of your local marketing efforts to LLM optimization
- **DON'T** neglect traditional local search, reputation management, and social media management strategies
 - They still account for most local activity
 - They feed directly into LLM results

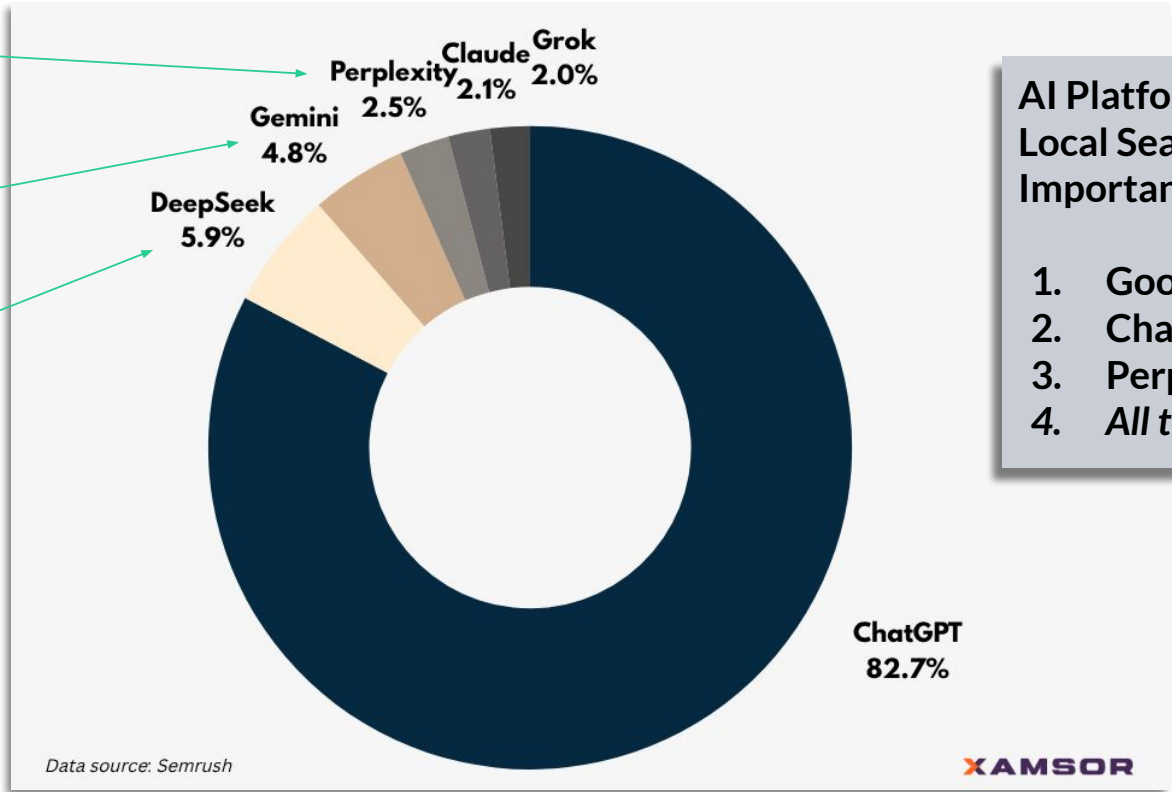


LLM Market Share (by traffic)

Primary source for local is Yelp

But this doesn't take AI Overviews/AI Mode into account

But most traffic is from China



- ### AI Platforms by Local Search Importance
1. Google
 2. ChatGPT
 3. Perplexity
 4. All the rest

Data source: Semrush



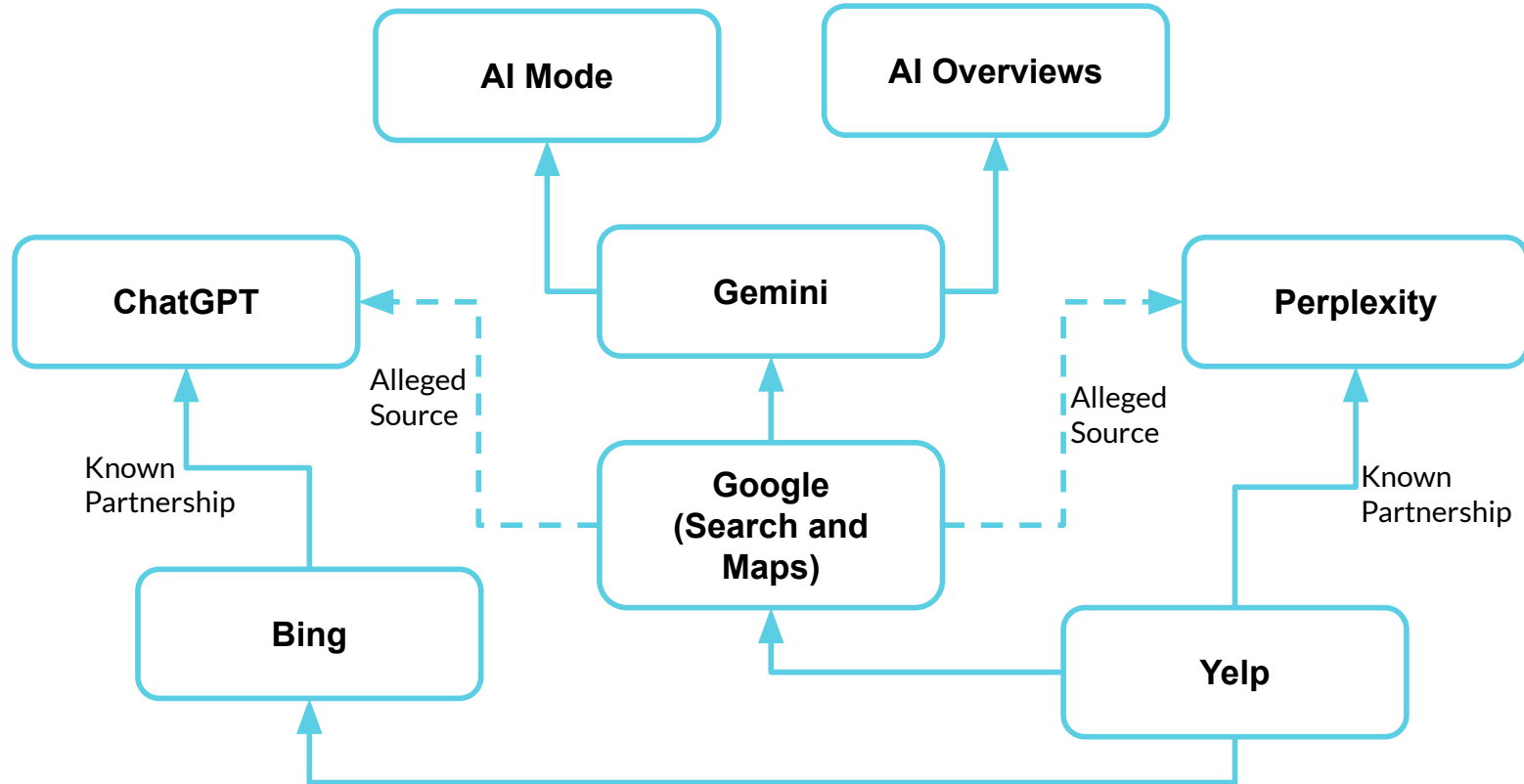
RECOMMENDATION #2

Optimize the local profiles that provide core data to LLMs

- **DO** focus most of your attention on Google, Yelp, and Bing for AI optimization
 - These sites power most LLM answers when it comes to local discovery
- **DO** ensure your profiles on these platforms are accurate, up to date, and consistent



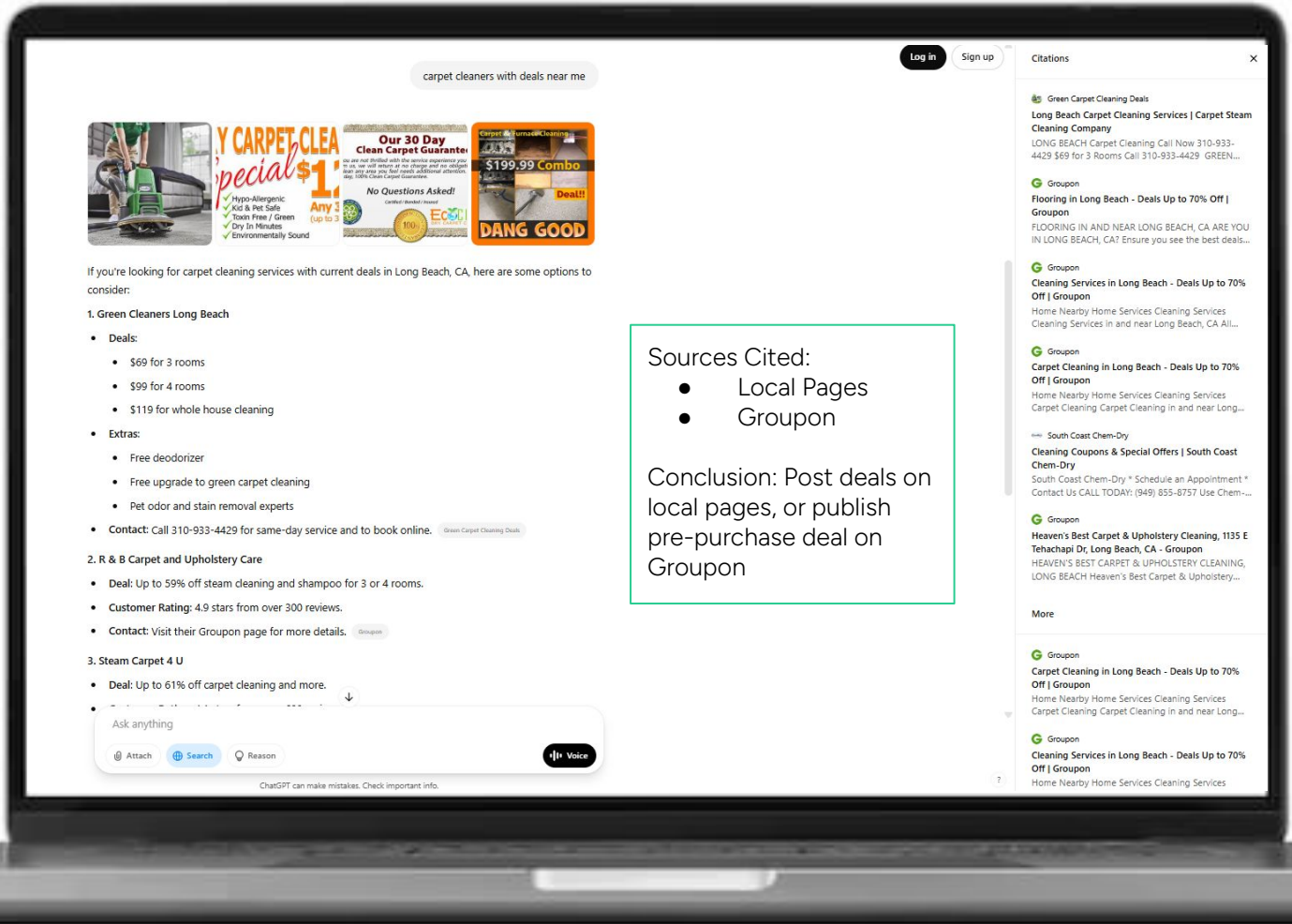
The (simplified) local search AI ecosystem



RECOMMENDATION #3

Track additional sources LLMs use to answer local queries in your industry

- **DO** check the sources that power LLM local answers in your industry
- **DO** ensure that these local profiles are accurate and complete
- **DO** encourage reviews on niche platforms where possible



Source: ChatGPT



Certainly! I can assist you with making reservations at romantic restaurants near the beach in Long Beach, CA. Here are some options:

Boathouse on the Bay

- **Location:** 190 N. Marina Drive, Long Beach, CA 90803
- **Cuisine:** Seafood, steak, sushi, and vegan-friendly options
- **Ambiance:** Waterfront dining with live entertainment and weekend breakfast
- **Reservation Method:** Online via [Tock](#)
- **Phone:** (562) 493-1100 [Boathouse on the Bay](#) +1 [Boathouse on the Bay](#) +6 [Boathouse on the Bay](#)

Sky Room (Fairmont Breakers)

- **Location:** 210 E Ocean Blvd, Long Beach, CA 90802
- **Cuisine:** Fine dining with elegant cuisine, cocktails, and wine
- **Ambiance:** Panoramic harbor views in a historic Art Deco setting
- **Reservation Method:** Call (562) 435-8013 or visit [Room](#) [Fairmont Breakers](#) +1 [Skyroom](#) +1

Ask anything

 [Search](#) 



ChatGPT can make mistakes. Check important info.

Log in

Sign up

Citations

X

Image Sources Cited:

- Pinterest
- Business website
- Local review sites
- Tripadvisor

Sources Cited:

- Local Pages
- Open Table

 Boathouse on the Bay
Hours & Location for Boathouse on the Bay
location 190 N. Marina Drive, Long Beach, CA Day with Timings A black and white picture of a...

 Boathouse on the Bay
Contact - Boathouse on the Bay
Boathouse on the Bay Boathouse on the Bay CONTACT Have questions, comments, or feedback f...


 Boathouse on the Bay
Long Beach's Waterfront Restaurant - Boathouse on the Bay
location 190 N. Marina Drive, Long Beach, CA Day with Timings A black and white picture of a...

 Fairmont Breakers
Sky Room Fine Dining Restaurant - Fairmont Breakers Hotel
Check Rates Close SKY ROOM Since 1938, Sky Room has been recognized as Long Beach's preeminent fin...

 Skyroom
Sky Room | Fine Dining Restaurant in Long Beach, CA
HOME Main content starts here, tab to start navigating * Slide 1 of 6 * Slide 2 of 6 * Slide 3 of 6 *...

 OpenTable
Restaurante Queensview Steakhouse - Long Beach, CA | OpenTable
Enable JavaScript to run this app. Ir al contenido principal Queensview Steakhouse, Long Beach, CA...

 Queensview Steakhouse
Reservations - Queensview Steakhouse
PARKING Public parking is owned and managed by Shoreline Village and available at a discounted rate...

 OpenTable
Restaurante Nettuno - Long Beach, CA | OpenTable
Enable JavaScript to run this app. Ir al contenido principal Nettuno, Long Beach, CA Guardar este...

Source: ChatGPT

RECOMMENDATION #4

Build local landing pages that are consistent with your online profiles

- **DO** have a local landing page for every store/office/agent/community tied to your corporate website
- **DO** publish contact information and differentiating features on local landing pages
- **DON'T** publish data that conflicts with online profiles on Google, Yelp, Apple, Bing, etc.

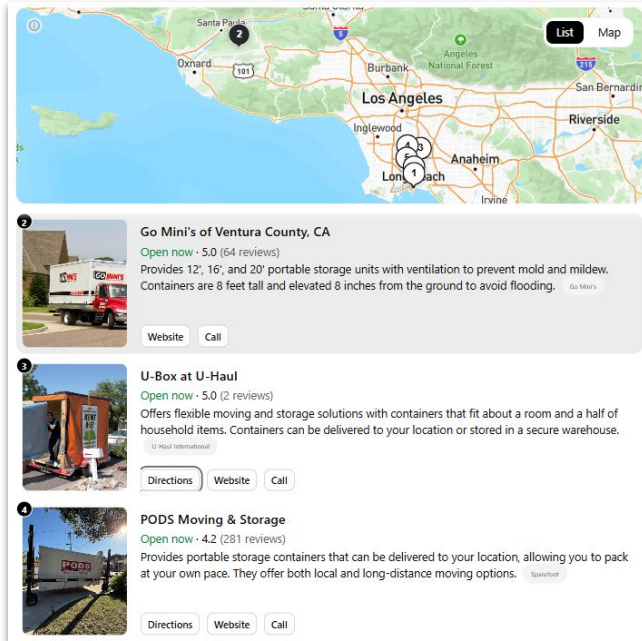


RECOMMENDATION #5

Utilize structured markup on local landing pages

- **DO** make sure your pages are well formatted and easy for search bots and LLMs to understand
- **DO** utilize Schema markup on local landing pages and throughout your website





Source: ChatGPT

Does website has business Schema?



RECOMMENDATION #6

Ensure local landing pages have “Why Choose Us?” content

- **DO** create content on local landing pages that answers questions about:
 - What you offer
 - Your uniqueness or main strengths
 - Years in business
 - Turnaround time
 - Pricing or policies on quotes/estimates
 - Awards, certifications, distinctions
 - First or third party reviews
 - Anything else your ideal customer might ask

Shoutout to “Easy Win for AI Local SEO: A Strong ‘Why Choose Us’ Page on Your Site” by Phil Rozek

RECOMMENDATION #7

Monitor your reputation; encourage customers to leave reviews

- **DO** pay attention to review count and average rating on top sites. For LLMs, Google and Yelp are the most important, followed by sites that matter for *your* industry.
- **DO** encourage customers to review your business.
- **DON'T** forget to respond in a timely and personalized way to positive and negative reviews, building local trust.

RECOMMENDATION #8

Engage with local audiences on social media

- **DO** note the social sites that appear in your top LLM sources, such as Facebook and Reddit.
- **DO** engage at the local level by posting, joining conversations, and responding to feedback.
- **DON'T** treat social platforms as purely promotional; use them to build local trust and authority by posting content that is informative and helpful.

RECOMMENDATION #9

Build local authority: press, PR, community involvement

- **DO** look for opportunities to build real authority at the local level.
- **DO** connect with community organizations and chambers of commerce.
- **DO** cultivate positive press coverage.



RECOMMENDATION #10

Connect your brand voice to your local digital presence

- **DO** extend your overall brand strategy to your local marketing efforts.
- **DO** remember that every local digital interaction is a marketing opportunity.
- **DON'T** leave local customers hanging. This will end up as a mark against your LLM discoverability.

Quick Poll

Holiday Strategy



The SEO Juice

2025 Holiday Planning



Have you begun your holiday strategy planning?

- Yes, we're ready to launch!
- We're halfway there
- Ideas are flowing
- Wait... it's the holiday season already?



Holiday Planning

Are your search & social strategies optimized for the season?

Holiday Recommendations

2025 Trends



It seems like the holidays are kicking off *earlier and earlier* each year...

And this is incredibly important in the world of marketing!

SEOs/Social teams are traditionally spending late summer starting their plans on holiday campaigns & strategies. Preparing the customer base earlier and earlier for the holiday season & what it means for their industry.

Are you prepared?



Holiday Recommendations

Category Considerations



Retail → The *obvious* frontrunner of the holiday season

Restaurant → Higher travel = higher foot traffic, holiday reservations

Property → Building community with holiday events

Service → Uptick in Home Cleaning, HVAC. Pet Grooming

Auto → Winter tires... Budget shifting?

Fitness Centers → Holiday slow down, New Year, New You!

Finserv → Holiday budgeting/spending & Generic agent community building

Holiday Recommendations

Impactful Search Strategies



Google Posts: Your secret weapon for holiday events, campaigns, and product features.

Why → Google features posts more and more in SERPs, and has stressed their desire to really amplify this feature.

Try this: Develop a weekly strategy starting NOW. Pulse your products/services, then lead into promotions in November, really hitting hard on holiday events and deals through December.

Local Page Alignment: Optimizations on your local landing pages are more important now than they've ever been.

Why → Not only does Google highly reference your linked local landing pages, but LLMs are crawling them too. The more content you can build and optimize around, the more likely your business listings will appear for those associated search topics, and the more likely you are to appear in LLMs.

Try this: Add "Holiday Deals" to your title tags. Highlight your primary holiday product/service focuses on your pages. Add an FAQ about holiday events or services.



Holiday Recommendations

Search



Other quick wins:

- Holiday Interior photos & experience
- Holiday hours updates
- Seasonally relevant additional categories (Christmas Tree Store?)
- RESPOND TO YOUR REVIEWS! (... *ok maybe that one isn't quick, but it could be if you had the right tech!*)
- Align with your Social Media teams!
- Put QR Codes in your locations to prompt reviews



Holiday Recommendations

Social



- Holiday campaigns build brand awareness & drive engagement during peak spending months
- Leverage key platforms: Facebook, Instagram, TikTok
- Focus on:
 - Compelling content & messaging
 - Active community management
- Humanize your brand through timely, authentic interactions



Holiday Recommendations

Social



Plan

Build a content calendar, set clear goals



Align

Train team, refresh brand assets



Promote

Define audience & budget, run paid media (if applicable)



Measure

Track KPIs like engagement, conversions

 69% of consumers trust influencer recommendations
 64% of holiday shoppers discover products on social media

SOCI¹

Guidelines for Representing your Business on Google*

BUSINESS LINKS





GBP Content Guidelines

BUSINESS LINKS



About business links and eligibility:

Business links allow customers to do things like book appointments with your business or place orders online.

Not all businesses are eligible for business links.

For example, hair salons can allow customers to book appointments, but are not eligible for online ordering links.

The screenshot shows a Google Business Profile for 'Big O Tires'. At the top, the name 'Big O Tires' is displayed in bold black text, followed by a 4.4-star rating (4.4 ★★★★★) and '(249)' reviews, and the text 'Auto repair shop in La Mirada, California'. Below this is a grid of six photos: the storefront, a tire with a 'PROMISE' logo, the interior service area, a close-up of a tire being worked on, a sign for 'BIG O TIRES', and another interior view. A '50+ Photos' button is visible. Below the photos are buttons for 'Book online', 'Website', 'Directions', 'Save', 'Share', and 'Call'. At the bottom, there are tabs for 'Overview' and 'Reviews'. The 'Overview' tab is active, showing a description: 'Place, offering sales and service of tires, along with shocks, belts, hoses and wipers.' Below the description are the address '13920 Valley View Ave, La Mirada, CA 90638', hours 'Closed · Opens 8 AM', phone '(562) 320-5048', and 'Products and Services: bigotires.com'.



GBP Content Guidelines

CRAWLABILITY POLICY



Business links crawlability policy:

To ensure business information on Google is accurate and trustworthy, we verify the links you provide on your Business Profile. Our automated crawlers will visit these links daily at most to confirm they lead to a valid and relevant webpage.

If a link cannot be accessed by our crawlers, we cannot verify it, which may lead to the removal of the link. This policy explains how to ensure your links are accessible to our systems for verification purposes.





GBP Content Guidelines

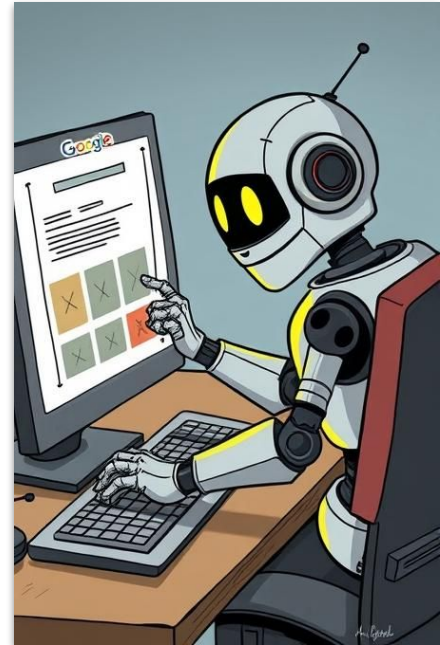
CRAWLABILITY REQUIREMENTS



All business links used in your Google Business Profile must meet the following criteria:

Unrestricted access: Links must be accessible to our automated crawlers without restriction. This means that the website must not:

- Block bot traffic identified by the User Agent Google-BusinessLink Verification.
- Implement rate limiting or throttling that prevents our crawlers from accessing content.
- Require CAPTCHAs, login, or other forms of verification for our crawlers to access content.
- Implement IP address blocking that prevents our crawlers from accessing content.
- Use content cloaking to serve different content to crawlers versus human users.





GBP Content Guidelines

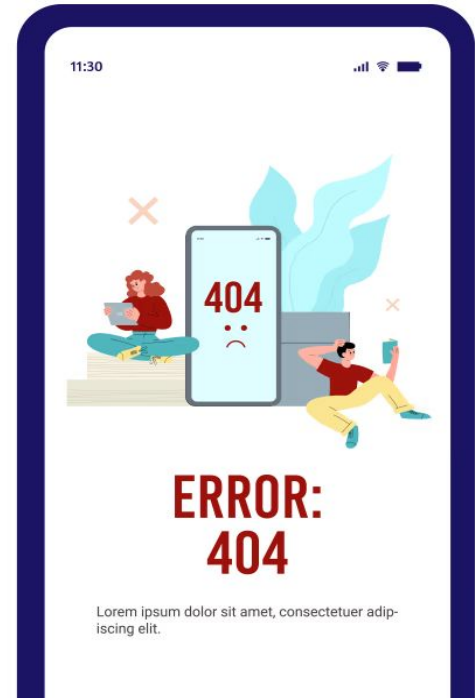
CRAWLABILITY REQUIREMENTS



All business links used in your Google Business Profile must meet the following criteria:

Functional links: Links must resolve to a working web page that returns a valid HTTP status code.

- The link must return a “200 OK” status code or a similar successful code.
- The link must not return error codes such as:
 - “404 Not Found”
 - “403 Forbidden”
 - “500 Internal Server Error”
 - “503 Service Unavailable”





GBP Content Guidelines

CRAWLABILITY REQUIREMENTS

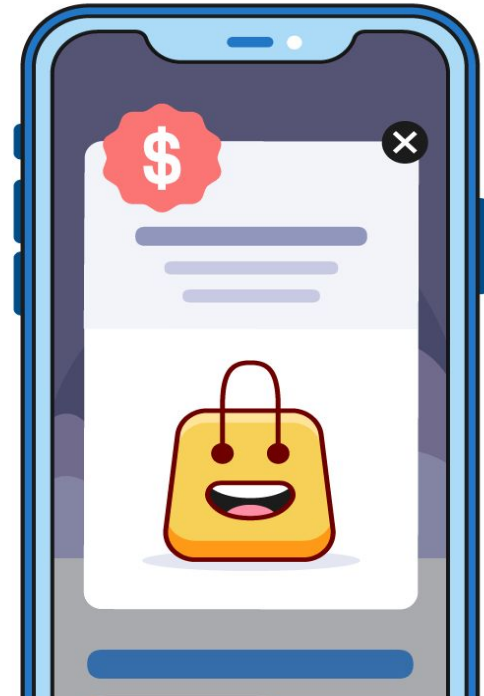


All business links used in your Google Business Profile must meet the following criteria:

Complete loading: Our crawlers must be able to fully load the page. This includes all resources like images, CSS, and JavaScript.

No geoblocking: The page must not be blocked by a DNS provider or by any geo-based mechanism.

Important: To enforce this policy, these business link verification crawlers don't follow robots.txt rules.





GBP Content Guidelines

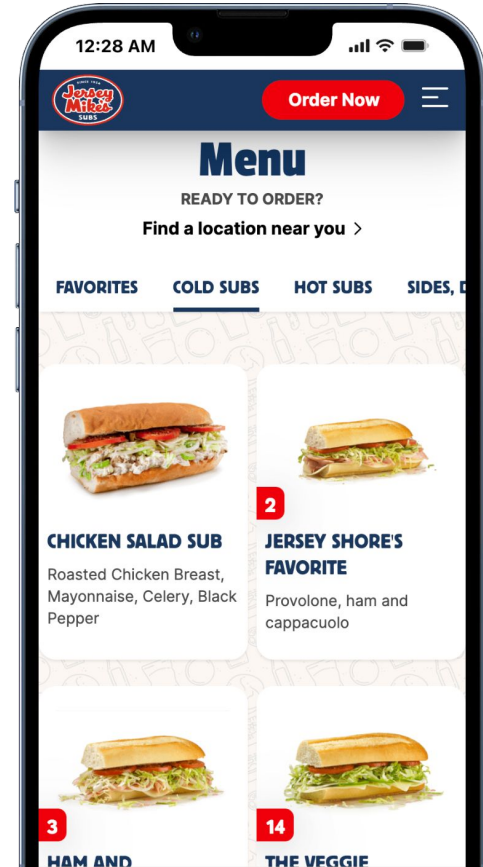
CRAWLABILITY REQUIREMENTS



Direct action completion

Local business links must allow customers to complete the designated action. For example, an "order" link must allow the customer to complete an order. Local business links cannot be:

- Social media sites
- Messaging links
- App store links
- Link shorteners





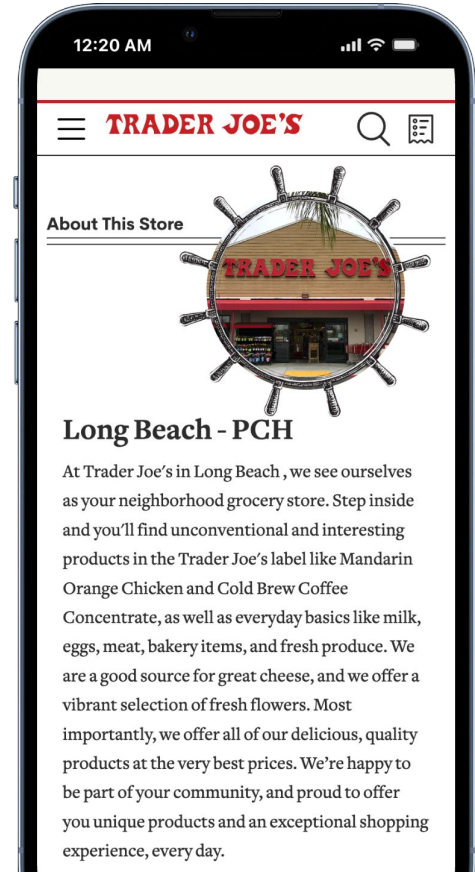
GBP Content Guidelines

CRAWLABILITY REQUIREMENTS



Dedicated landing pages

Local business links must lead to a dedicated landing page for your business. For businesses with multiple locations, action links must lead to a website for a specific location. Avoid general landing pages or a landing page for another location of the same business.





GBP Content Guidelines

CRAWLABILITY REQUIREMENTS

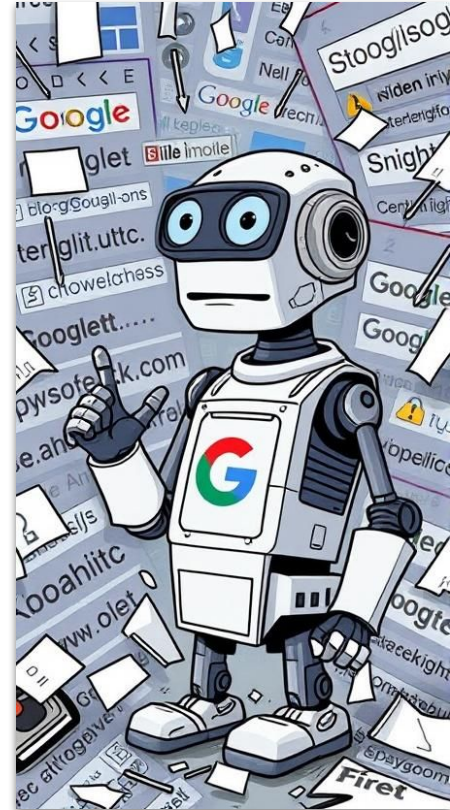


Invalid business link:

You may receive an error that the link is malformed or contains invalid characters. Common reasons for this include:

- The link contains spaces or symbols
- The link contains backslashes (\)
- There's an invalid protocol in the link (for example, a duplicate http://)

To fix this error, check your link and remove any spaces, symbols, backslashes or other issues.





Business Links

SUMMARY



Massage Envy

4.6 ★★★★★ (388) · Massage spa in Long Beach, California

24+ Photos

[Website](#) [Directions](#) [Save](#) [Share](#) [Call](#)

Overview Reviews

Part of a chain, this spa offers massages, facials, and skin care services. ⋮

Located in: [Bixby Knolls Shopping Center](#)

Address: 4458 Atlantic Ave, Long Beach, CA 90807

Hours: Closed · Opens 9 AM ▾
Confirmed by this business 11 weeks ago

Phone: [\(562\) 247-7884](tel:(562)247-7884)

Products and Services: locations.messageenvy.com

Appointments: messageenvy.com Providers

Your GBP links matter. Links inform both customers AND Google about your business.

Recommendations for Success:

- Take advantage of all available links.
- Use links for their intended purpose (i.e. don't put add an order URL to your menu link).
- Have local landing pages linked to your profile.
- Make sure linked pages are well structured and easy to crawl and index.
- Don't use intrusive interstitials.
- Don't forget about old redirects.



TM



Checkbox Optimization

New GBP Categories, Attributes & More...



New-ish GBP Attributes



Spas:

- Hot tub
- Membership
- Online scheduling
- Restaurant
- Good for kids



Car Wash:

- Hand car wash
- Undercarriage cleaning

Offerings

Sauna	<input type="radio"/> Yes	<input type="radio"/> No	<input checked="" type="radio"/> Unsure
Skincare treatments	<input type="radio"/> Yes	<input type="radio"/> No	<input checked="" type="radio"/> Unsure

Amenities

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](#)

Has car vacuum	<input type="radio"/> Yes	<input type="radio"/> No
Has free vacuums	<input type="radio"/> Yes	<input type="radio"/> No
Has gender-neutral restroom	<input type="radio"/> Yes	<input checked="" type="radio"/> No
Offers membership	<input type="radio"/> Yes	<input type="radio"/> No
Has restroom	<input type="radio"/> Yes	<input type="radio"/> No
Has towels	<input type="radio"/> Yes	<input type="radio"/> No



Caught in the Wild

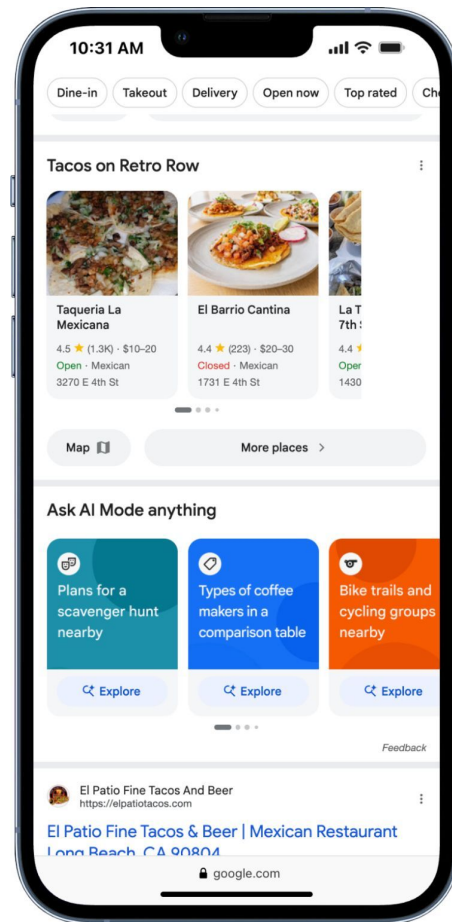
New features we've spied
in Local Search results



Caught in the Wild...

Google promoting AI Mode in local SERP results.

Recommendations are *not* related to the query.





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