

The **SEO** Juice

November 12th, 2025



Unwrapping the Most from Your Local Search & Social Strategies.

SOCI[↑]

Your soci Team

The SEO Juice



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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 news in Local Search & Social
- **Marketing at a Crossroads**
The Change We Can't Ignore
- **Customer Research Patterns**
What LLMs can tell you about how customers research your industry
- **Caught in the Wild**





Industry News

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



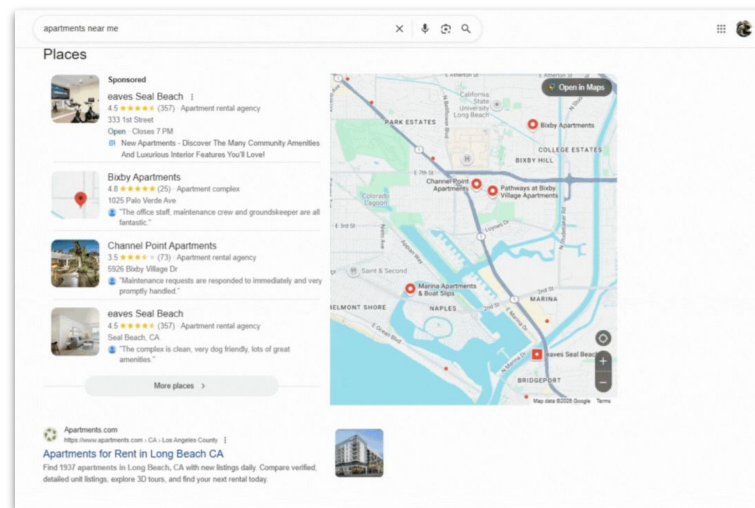
Google's Finder & Local Services Maps Replaced by "Places" Tab



For years, the Google 3-Pack had a button at the bottom that read "More places" or "More businesses" and linked to the Local Finder, an interface that was similar to Google Maps but was considered by Google to be an extension of Search. Now, that same click takes users to a "Places" tab.

This Places tab update (which essentially looks like an expanded local-pack) makes it easier for users to filter businesses by particular selection criteria, such as "open now," "cheap," "upscale," or "accepts reservations." The update also keeps the user within the traditional search experience with AI mode just a few tabs away.

Note for Service Businesses: Services are not clearly listed on the knowledge panel in this experience. The Products & Services CTA is, so be sure to add a link to your services page.

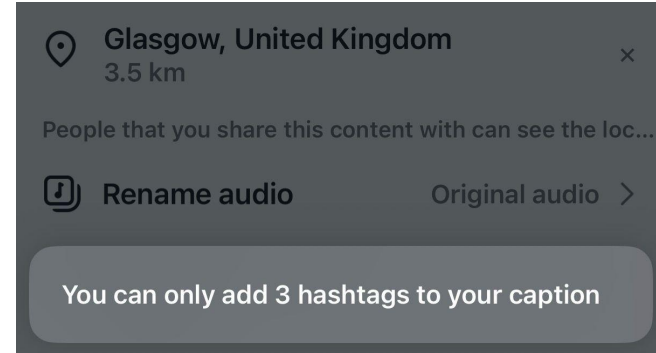




Hashtags on Instagram



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

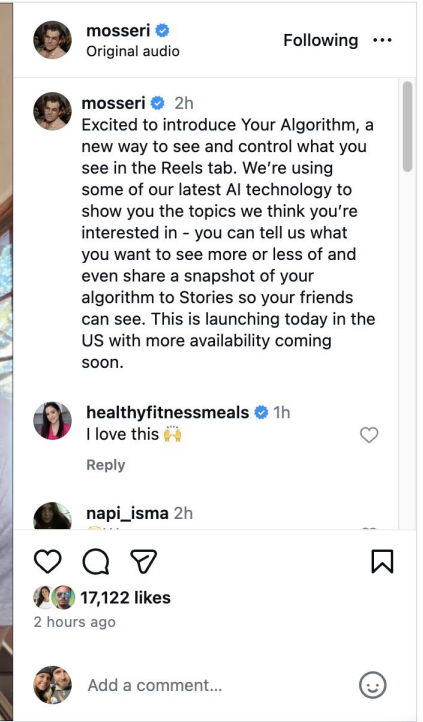
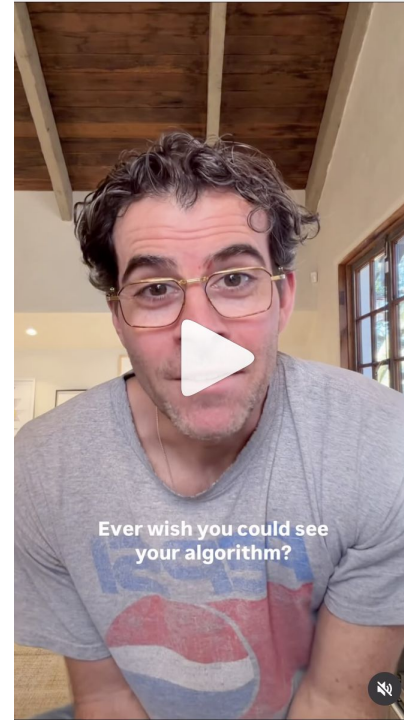
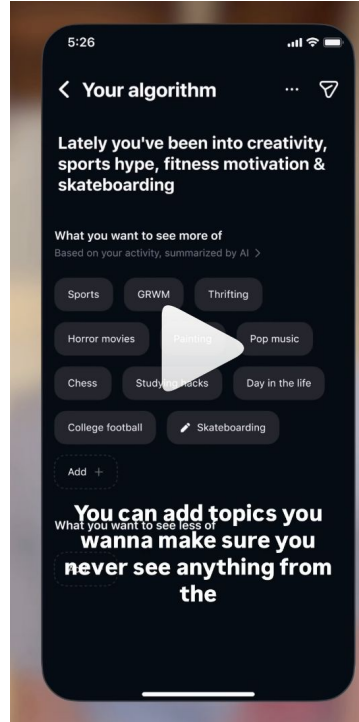




Instagram Introduces “Your Algorithm”



Starting 12/10, users should be able to control their algorithm using the Reels tab.





New Agentic Feature Brings Live Leads to Some Local Service Businesses

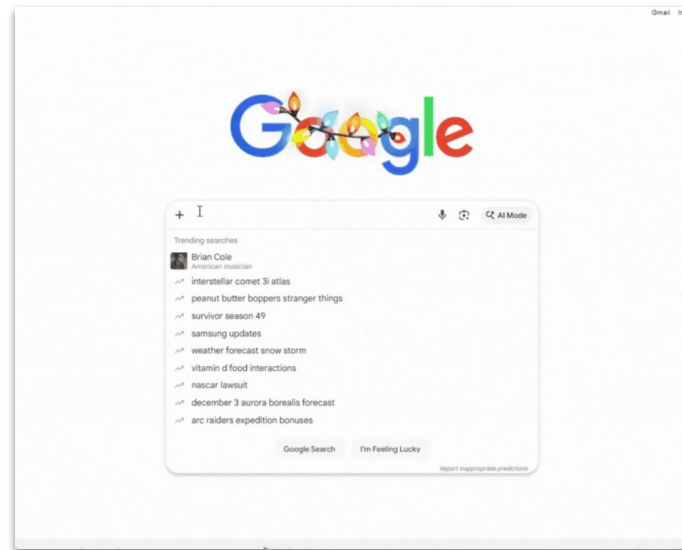


In February, [Google Search Labs](#) launched an experiment for an agentic feature called, "Ask for me," that used AI to call businesses on customer's behalf to find out what they charge for a service and when it's available.

Initially limited to auto services and nail salons, this feature has been expanded to additional industries and is now available to all users as "Have AI get prices".

To find out if Google is offering this service to your customers, perform a discovery search for your industry (i.e. "beauty salon near me" if you are a beauty salon).

If this feature appears for your industry, be sure to inform your store managers or franchisees so they do not mistake these active, highly-conversion leads as spam.



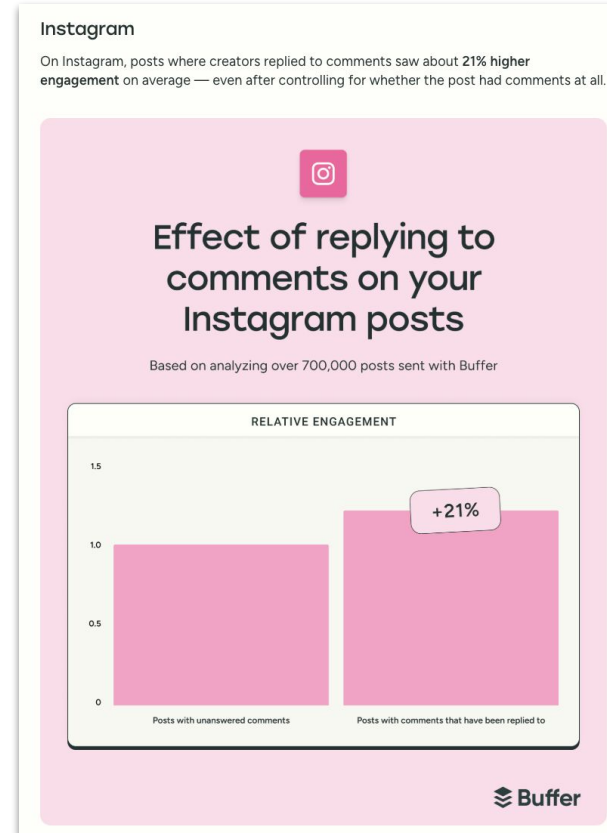


Community Management



Buffer released a study showing that [Replying to Comments Boosts Engagement by 5-42% on These Major Platforms](#)

Platform	Engagement lift (vs. baseline)
Threads	+42%
LinkedIn	+30%
Instagram	+21%
Facebook	+9%
Twitter/X	+8%
Bluesky	+5%





Google Makes it Easier to Fight Review Extortion Scams



Amid concerns that they have made it easier for bad actors to post anonymous reviews on Business Profiles, Google has rolled out a new [Merchant Extortion Report Form](#) for local business owners to report review extortion scams, along with advice on how to handle them when they occur.

If you suspect your business is being targeted by a review extortion scam, Google advises:

- **DO NOT PAY.** Paying encourages further attacks.
- **REPORT:** Immediately use the new **Merchant Extortion Report Form**.
- **GATHER EVIDENCE:** Screenshot all demands and the fake reviews to help us investigate and take action.



Gary Vaynerchuk at SOCi's Relmagine: Marketing at a Crossroads

The Change We Can't Ignore



The Power of the Middle Funnel

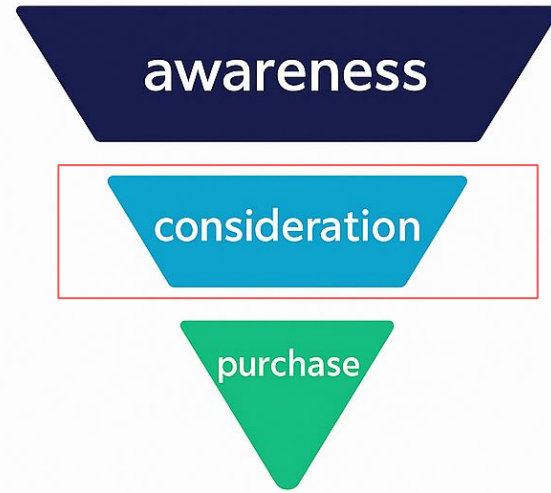


“Everybody’s either a performance marketer or a brand marketer, and all the magic in this next decade... is in the middle funnel.”

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 refers to as **“interest media”**

Marketing Funnel



From Social Media to Interest Media



“I would argue that as we stand here today, social media doesn’t exist anymore, we are now in interest media.”

- ❖ We’ve officially moved beyond the era of “social media.”
- ❖ Platforms no longer prioritize posts from people you follow, but instead, content aligned with your interests and behaviors.
- ❖ Companies traditionally use massive budgets to “disguise bad creative.”
 - This evolution means the *creative itself* now determines reach. A great piece of content can reach millions organically, regardless of follower count or ad spend. Algorithms reward **relevance**, not budgets which levels the playing field for brands of all sizes.



From Social Media to Interest Media



Recommendation: Test creative organically before putting paid dollars behind it.

Rationale: When a post significantly overperforms, it signals relevance and that's when it's time to boost.

Recommendation: He recommends dedicating 20% of the marketing budget purely to organic social content, using it to test and learn what stories connect before scaling across the funnel..

Rationale: All platforms share one fundamental principle, which is that algorithms reward relevance. Success doesn't come from follower counts or ad spend, but from showing up consistently with authentic, valuable content.

“Relevance leads to consideration, and consideration leads to buying.”

How AI Comes Into Play



“You will not be replaced by AI. You’ll be replaced by people who use AI.”

Aligning with SOCi research, Gary also predicted a massive shift in how consumers discover products. Traditional search platforms like Google are losing ground to AI-driven discovery tools like ChatGPT, Gemini, and TikTok search.

- “Google AdWords are in deep trouble... you’re going to be competing with companies that can afford to lose money just to stay in the game.”

He explained that future AI models will increasingly rely on short-form video content to inform their results, meaning today’s TikToks and YouTube Shorts will literally train tomorrow’s AI-driven search engines. He reaffirms “the content you make today will feed the LLMs that power tomorrow’s AI search.”



Marketing Should Drive Business



“Marketing is not a thing. It is a function to drive a business.”

Gary concludes by reminding us that in a world of shifting algorithms and endless new tools, you should focus on creative that moves people and drives performance. The brands that stay relevant, consistent, and human will win.

Customer Research Patterns

What LLMs can tell you about how
customers research your industry



New Maps Feature ASK MAPS ABOUT THIS PLACE

First announced by Google in October, the AI, Gemini-powered feature, **Ask Maps about this place**, appears to be rolling out more widely to Google Maps users according to a recent article from [NisarMedia](#).

In answering Ask Maps questions Google relies first on content in the business profile, GBP reviews and the business website before it will access third party content, and

This feature could provide valuable information about your business.

The SEO Juice 3 LOCAL SEO TRUTHS & A MYTH

Tips for a winning LLM Optimization Strategy:

- 1) **Focus on quality over gaming:** It's not just about keywords; content needs to address the full user intent behind a query. FAQs recommended.
- 2) **Build Authority & Trustworthiness:** Contributing factors include positive reviews, awards and accreditations, and mentions within "best of" or industry-specific lists on reputable websites.

MYTH Publish **llms.txt** files: Provides LLMs with the most valuable information about your website; improves the accuracy and



5 Tips for Beginning your AI Search Optimization Strategy

Reimagine

Top Takeaways for Marketers

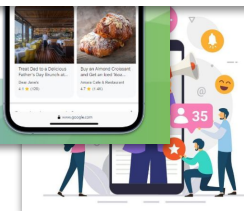
- Fix underlying data and ensure consistency across Google, Yelp, Facebook, and your website/local landing pages
- Augment with detailed, consistent listings on appropriate niche directories
- Ask for reviews, respond to reviews, and cultivate excellent CX
- Monitor your AI results and the sources AI platforms use in your industry
- Create content that answers the likely questions of your ideal customer
- Benchmark your AI performance and set improvement goals

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



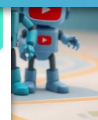
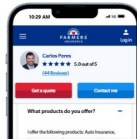
- Add your Business
- For channels where you do not have link your brand profile.
- Keep your social profiles active; but prompt engagement by posting of customers, answers questions and
- Be sure to promote offers and events

Rozek notes that while "Why Choose Us" page featuring this content recommends doing this

Your Secret Weapon in Search

ek, offers advice for the AI-driven searches: action on your website.

is and observations that tion to answer queries war feathank smad of



- Have well optimized local pages that tell the story of your business and how it is a trusted expert in the industry.
- Focus on developing local partner links and mentions rather than unrelated backlink building.
- Don't neglect Social.
- Be the best answer in your area!

Five things to do for AI search experiences

1 Be the primary information source for your Business

Meet users' preferences in today's multimodal search environment, supporting your text content with high-quality images, videos.

2 Ensure we can access your content

Prioritize content-rich pages for indexing and crawling, and ensure structured data is always supported by visible content.

3 Showcase your unique value & local expertise

AI identifies unique selling points. Highlight what makes your business special: local sourcing, unique services, awards etc.

4 Embrace transparency and accuracy across platforms

AI synthesizes information from various reliable sources. Contradictory information will confuse AI. Ensure consistency.

5 Cultivate and respond to reviews

AI search incorporates customer feedback. Actively encourage reviews on Google and other relevant platforms and respond professionally.

Google YouTube





chatGPT

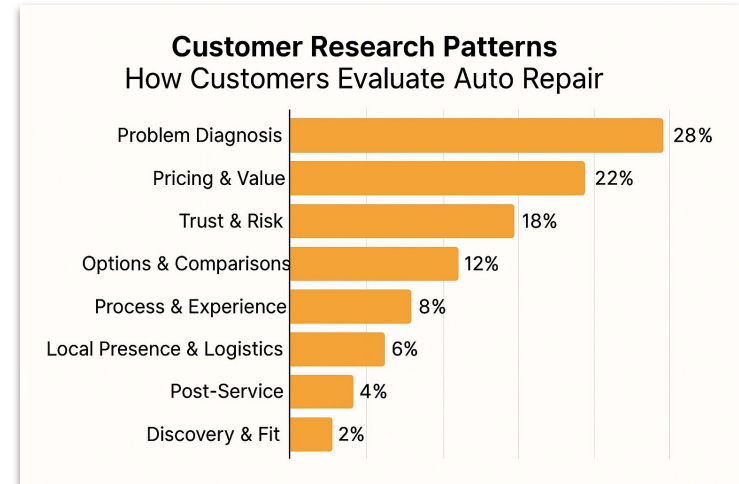
HELP DESK

Customer Research Patterns

AUTO REPAIR SERVICES



Consumers researching auto repair services tend to be **reactive rather than proactive** — they're often responding to a sudden problem, noise, or warning light. **Price transparency and trustworthiness dominate the decision-making process**, while convenience (availability, pickup, or same-day repair) increasingly drives conversions. The emotional tone often combines stress with skepticism — users want reassurance before taking action.



Most ChatGPT users researching auto repair are **mid- to late-funnel**, using the tool to build confidence and check fairness before booking. Trust, transparency, and perceived honesty heavily outweigh brand loyalty. Quick access to estimates and proof of credibility (certifications, warranties, verified reviews) significantly increase conversion likelihood.

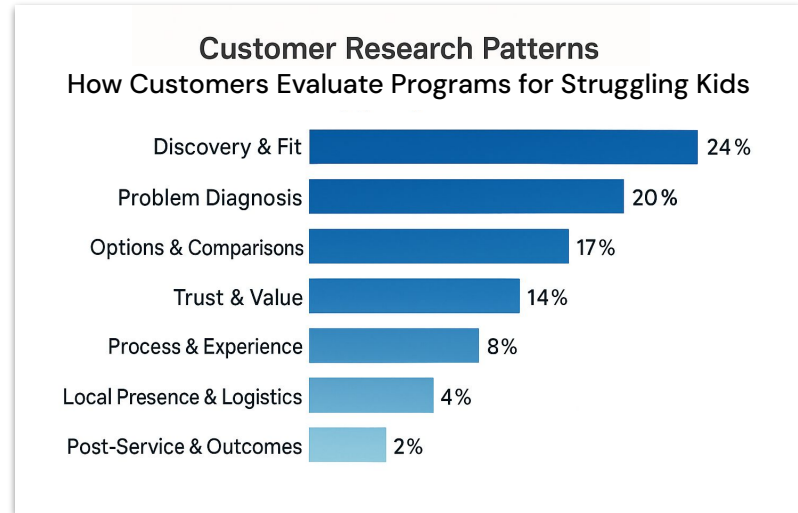
Customer Research Patterns

PROGRAMS FOR STRUGGLING KIDS



Parents searching for “programs for struggling kids” are typically **overwhelmed, uncertain** about what type of help is needed, and **afraid of choosing the wrong path**. They’re evaluating therapy, tutoring, mentorship, alternative schooling, or structured programs but often don’t know which category fits their child’s issues. Questions mix emotional reassurance (“Am I overreacting?”) with diagnostic clarity (“What kind of help does my child actually need?”) and logistical concerns like cost, safety, timelines, and outcomes.

Overall behavior reflects a progression from confusion to evaluation to risk reduction. Parents don’t move linearly—they cycle back when new concerns arise. **High-intent behavior** appears when they focus on timelines, outcomes, and personal consultation.



Customer Research Patterns

DOLLAR STORES



Consumers researching **dollar stores** through ChatGPT show strong **value-driven intent** — they are not just bargain hunters but pragmatic buyers comparing price, quality, and trustworthiness across discount chains. The majority are seeking **clarity on real savings versus perceived value**, followed by reassurance about **product safety and quality standards**. Behavior patterns reveal skepticism toward “too cheap” items, mixed with curiosity about specific product categories (e.g., cleaning supplies, groceries, seasonal décor).



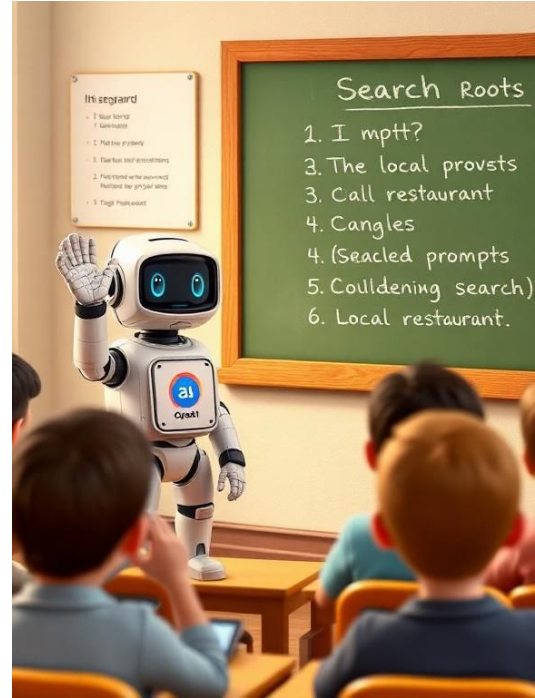
Overall, dollar store research behavior reflects **high intent with conditional trust** — users are ready to shop but seek confirmation that low prices don't mean low standards. Comparison between chains and reassurance about safety are major tipping points influencing purchase decisions.

Customer Research Patterns

WHAT CAN YOU LEARN FROM LLMS?



- Discover what questions users are asking it when they are researching products and/or services related to your industry. Or what high-intent questions lead to users choosing a local business like yours.
- Create content (FAQ, About Copy, Posts) based on the information found on your website.
- Uncover what common customer questions your website isn't currently providing answers to.
- Compare intent across markets; create specialized content for local users.



FAQ Research Tool 5.1

- ✍
- 🔍
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FAQ Research Tool

By Michael Snow

Reveals what real customers ask ChatGPT when researching local businesses & services

What service or industry would you like to explore?

+ Ask anything





Customer Research Patterns

LLM PROMPT



You are a specialized assistant that helps marketers, strategists, and operators understand what real customers ask ChatGPT specifically when researching or deciding on a local service or business type. Generate a set of ****common questions that customers ask ChatGPT**** (not the business) when exploring, comparing, or deciding on **{insert your service or industry here}**.

Focus on what people genuinely ask ChatGPT the most during their research journey — practical, emotional, and comparative questions — phrased naturally. Your goal is to share how consumers think, what they ask first, what they compare, and what they're uncertain about.

Present the results clearly and logically, grouped by ****customer intent or decision stage****, using clusters such as: Discovery & Fit, Problem Diagnosis, Options & Comparisons, Pricing & Value, Trust & Risk, Local Presence & Logistics, Process & Experience, and Post-Service.

Include a short ****snapshot**** paragraph summarizing the assumed audience and context (e.g., typical motivations, use cases, or triggers for search).

Identify ****high-intent or conversion-critical**** questions that signal the user is close to booking or buying.



Customer Research Patterns

LLM PROMPT



What common high-intent discovery questions are you -- **{LLM of choice}** -- asked when users are looking for a place to **{action}** and you recommend a local business like **{brand}**?

- eat
- workout
- buy shoes
- rent a car
- bring a date
- repair a windshield
- buy a new suit
- get a haircut
- clean my windows
- get an eye exam
- help my struggling kid
- help me find a job
- store my stuff
- get a coffee
- order catering
- live

The Cheesecake Factory

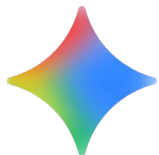
COMMON DISCOVERY QUESTIONS



What common high-intent discovery questions are you -- **{LLM of choice}** -- asked when users are looking for a place to **eat** and you recommend a local business like **The Cheesecake Factory**?



Users who end up choosing The Cheesecake Factory typically start by asking ChatGPT broader dining-decision questions, and the conversation naturally leads them there because of the restaurant's **huge menu, wide appeal, and consistent experience.**



By answering these general, high-intent questions, a restaurant search tool would correctly prioritize a brand like The Cheesecake Factory as a solution....



The Cheesecake Factory

COMMON DISCOVERY QUESTIONS



★ 1. Questions About Cravings or Food Variety

Users often don't know exactly what they want, so they look for places with a huge menu.

Examples:

- "Where can I go that has a big menu? I'm not sure what I'm in the mood for."
- "I want a place with lots of options since everyone in my group likes something different."
- "What restaurant has both healthy options and comfort food?"
- "Where can I get good pasta *and* burgers in the same place?"

(These are strong signals for large-menu brands, which is one reason Cheesecake Factory fits so well.)



The Cheesecake Factory

COMMON DISCOVERY QUESTIONS



★ 2. Questions About Occasion-Driven Dining

Many users come with a social or emotional context.

Examples:

- "Where can I take my family for a casual dinner that feels nice but not too pricey?"
- "What's a good place for a birthday dinner that isn't super formal?"
- "Where can I go for a date night that has a fun atmosphere but isn't too fancy?"
- "What's a restaurant that works for both kids and adults?"



The Cheesecake Factory

COMMON DISCOVERY QUESTIONS



★ 3. Questions About Atmosphere & Experience

Users often describe the *vibe* they want, not the exact cuisine.

Examples:

- "What's a restaurant with big portions and a comfy atmosphere?"
- "Where's a place that feels lively but not loud?"
- "I want somewhere that feels like a treat without needing reservations."



The Cheesecake Factory

COMMON DISCOVERY QUESTIONS



★ 4. Questions About Budget & Value Perception

Even if they don't ask directly, budget shows up as a constraint.

Examples:

- "What's a mid-priced sit-down restaurant with a big menu?"
- "Where can I take guests that feels upscale but won't break the bank?"
- "Is there a place that offers large portions for a fair price?"



The Cheesecake Factory

COMMON DISCOVERY QUESTIONS



I. The "Crowd-Pleaser" Intent (Wide Variety/Safety)

These questions reveal the user's primary need is minimizing group conflict and ensuring there is a safe, familiar option for everyone.

- "We have a group of **seven people with very different tastes** (one vegetarian, one picky eater). What kind of restaurant has enough variety to please everyone?"
- "What restaurant has a menu with **multiple cuisine types** (e.g., pasta, steaks, burgers, salads)?"
- "We need a place where our teenage kids can find a **familiar meal** but the adults can still get a fancy drink and appetizer. Where should we go?"
- "What chain restaurant is known for having a **consistently huge menu** and reliable food quality?"



The Cheesecake Factory

COMMON DISCOVERY QUESTIONS



II. The "Celebration/Late-Night" Intent (Occasion/Atmosphere/Hours)

These questions focus on the need for a specific environment and logistical factors that The Cheesecake Factory often satisfies (especially its late-night dessert appeal).

- "Where can we go for a **birthday dinner** that has a big, vibrant atmosphere and is good for pictures?"
- "We need a full-service restaurant that is **open relatively late** on a weeknight (past 9 PM)."
- "What is a great restaurant for a **dessert splurge** after a movie, where we can also get coffee or cocktails?"
- "What are some **casual but nice** chain restaurants that are large enough that we can usually **walk-in without a reservation** on a busy weekend?"



The Cheesecake Factory

COMMON DISCOVERY QUESTIONS



III. The "High-Value/Reliability" Intent (Logistics/Cost/Experience)

These questions focus on the user's need for a dining experience that offers good value for a mid-range price and a predictable, controlled experience.

- "What restaurants offer the best '**bang for your buck**' in terms of **large portions** and a decent price point?"
- "What kind of dining atmosphere is **upscale enough for a date** but **casual enough for jeans?**"
- "What restaurants are typically located near or **attached to a major shopping mall** or busy retail area?"
- "What is a restaurant known for having a **great bar area and a comprehensive happy hour** *in addition* to a full dining room?"

Content Generation

LLM PROMPT



Create an FAQ answering the top customer questions using only information you have indexed from **{website}**. Use keyword rich, local SEO optimized phrasing and structure preferred by ****large language models (LLMs) like ChatGPT**** when responding to customer questions. If a required answer does not exist on the provided website, explicitly state: ****"This information is not available on the provided site."**** When complete, also provide a list of any questions that could not be answered at all by the site.





Assisted Stretching

FAQ RECOMMENDATIONS



Here are Local SEO-optimized FAQ suggestions for **Stretch Zone [city]** based entirely on content available on **stretchzone.com**.

Unavailable information is noted explicitly.

What is Stretch Zone and how does it work?

Stretch Zone uses a practitioner-assisted stretching method based on a proprietary stabilization system. Practitioners use straps and guided movement to support you while isolating and stretching specific muscle groups. The approach is designed to reduce tension, increase range of motion, and make stretching safer and more effective by controlling the body's position throughout each movement.

What should I expect during my first visit to Stretch Zone in [city]?

Your first appointment includes a professional stretch consultation where a practitioner assesses your needs, goals, and mobility challenges. You'll then experience the Stretch Zone Method on a specialized table using stabilization straps that allow the practitioner to move you safely through targeted stretches. Sessions are designed to feel comfortable, controlled, and personalized based on your flexibility level.



Assisted Stretching

IDENTIFY INFORMATION GAPS



Can Stretch Zone help reduce pain or stiffness?

Stretch Zone focuses on increasing mobility and reducing muscle tension through controlled stretching. Many clients report improvements in flexibility, movement, and overall comfort. However, the site does **not** claim to diagnose, treat, or cure pain conditions. Specific condition-related guidance is **not available on the provided site**.

Is practitioner training or certification provided at Stretch Zone?

Stretch Zone trains all practitioners in its proprietary stretching method. They follow a structured protocol and stabilization system designed by the company to ensure consistency and safety. Further details about certifications or credentials are **not available on the provided site**.

Questions that could not be answered due to missing information on stretchzone.com

- Exact pricing or package details for any location
- Recommended session frequency
- Medical restrictions, contraindications, or required clearances
- Detailed practitioner certification standards
- Claims related to treating specific injuries or medical conditions



Market Comparison

LLM PROMPT



How do customer research patterns differ between **{city 1}** and **{city 2}**?





Assisted Stretching

MARKET COMPARISON



Los Angeles: What customers ask more often

1. Holistic wellness & performance orientation

- "How does assisted stretching fit into a long-term mobility routine?"
- "Will this help me recover faster between workouts or classes?"
- "Is this similar to what pro athletes or trainers use?"

2. Comparisons with boutique fitness & bodywork

- "Is this better for mobility than Pilates or yoga?"
- "How does this compare to a sports massage or myofascial release?"
- "Is Stretch Zone similar to mobility training at Equinox?"

3. Lifestyle integration questions

- "How often should I come if I'm already doing yoga, Pilates, or personal training?"
- "Can assisted stretching help with posture from working long hours at a desk?"
- "Is this safe for people who do a lot of running, cycling, or group fitness?"

4. Experience & quality emphasis

- "How qualified are the practitioners?"
- "Is the Stretch Zone method different from other LA stretching studios?"
- "What's the vibe — clinical, spa-like, or athletic?"

High-intent signals in LA:

People ask about **performance outcomes**, **integration into their fitness routine**, and **practitioner skill** before booking.



Dallas: What customers ask more often

1. Pain relief & practical benefits

- "Will assisted stretching help with lower back or hip tightness?"
- "Is this good for people who sit a lot or have old injuries?"
- "Does it actually reduce stiffness, or is it temporary?"

2. Pricing consciousness

- "How much do sessions cost in Dallas?"
- "Is the membership worth it, or should I just buy sessions?"
- "What's the difference between a 30-minute and 60-minute session?"

3. Safety & comfort concerns

- "Is the stretching painful?"
- "Are Stretch Zone practitioners licensed or medically trained?"
- "Can they accommodate people with limited mobility or older adults?"

4. Local presence & scheduling convenience

- "How busy is the location near me?"
- "Do they take walk-ins?"
- "Is this okay to do before or after work workouts?"

High-intent signals in Dallas:

People ask about **pain relief**, **pricing**, and **personal comfort** before booking.





Assisted Stretching

MARKET COMPARISON



Key Differences Summarized

Los Angeles

- More lifestyle- and performance-driven.
- Higher emphasis on practitioner expertise and comparison with other wellness modalities.
- Earlier curiosity about long-term integration and whole-body benefits.

Dallas

- More relief- and value-driven.
- Focus on practical benefits, comfort, and affordability.
- Earlier questions about safety, soreness, and session length.

Customer Research Patterns

SUMMARY



Recommendations for Success:

- **Understand your customer's core needs.** Use LLMs to better understand what customers ask and why they ultimately choose a business like yours.
- **Be the expert!** Create content (FAQ, posts, business description) that answers those high-intent questions.
- **Keep content fresh.** Post regularly, update descriptions monthly, seasonally. Be aware of customers changing needs.



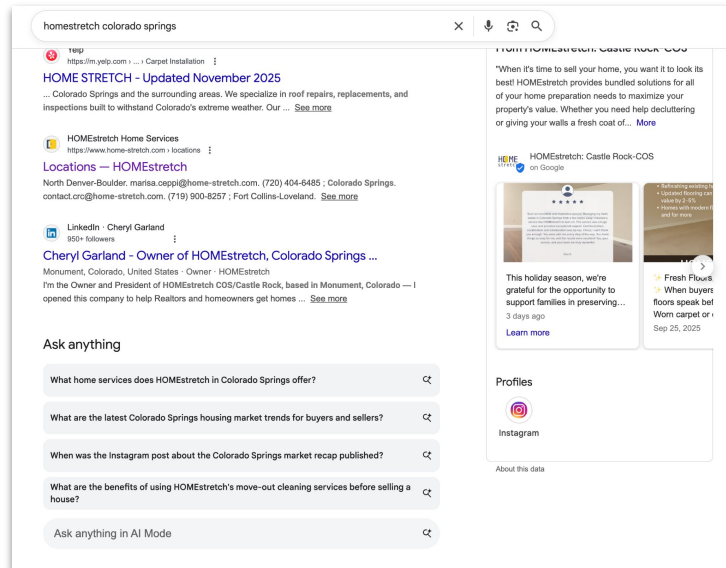
Caught in the Wild

New features we've spied
in Local Search results



Caught in the Wild ...

AI Powered Q&A feature "Ask Anything" appearing in desktop search.



Coming Soon...



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

Coming soon in January 2026!

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 (36 /)', and utility icons for AI, notifications, and 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 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 at the bottom left 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 /) | 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...

Social media | 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

Coming soon in January 2026!

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 left sidebar contains a 'Home' button and a list of categories: 'New Members', 'From the SOCi Team' (including 'News & Insights', 'Industry Updates', 'Product Updates', and 'Events'), 'Discussions & Resources' (including 'Ask a Question', 'Tips & Best Practices', 'Tools & Resources', and 'Peer-to-Peer'), and a 'How are we doing?' section with a 'Share your thoughts' button.

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 news items, each with a profile picture, name, role, and a brief description of the update. 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'. Each event card includes a title, a brief description, and the event schedule.



Thanks for Joining!

See you next month!