

The **SEO** Juice

July 9th, 2025

SOCI[↑]



Squeezing the most out of your local SEO.

The SEO Juice

3 SOCIAL TRUTHS & A MYTH



- 1) Instagram is generating AI summaries in the comments and search results
- 2) Carousels are being shown more in the Instagram feed due to the multiple images
- 3) The Facebook newsfeed shows you every post from your friends and pages that you follow
- 4) TikTok is surfacing reviews from Google Maps



Your soci Team

The SEO Juice



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Sr. Director, Strategic
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Enablement Manager



Kelly Settino
Social Media
Enablement Manager

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3 SOCIAL TRUTHS & A MYTH



MYTH

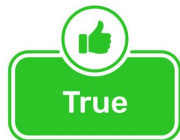
The Facebook newsfeed shows you every post from your friends and pages that you follow

Approximately **30%** of the content in your Facebook Feed is recommended by Meta's AI algorithms, meaning it comes from accounts you don't follow such as public pages, creators, or groups.

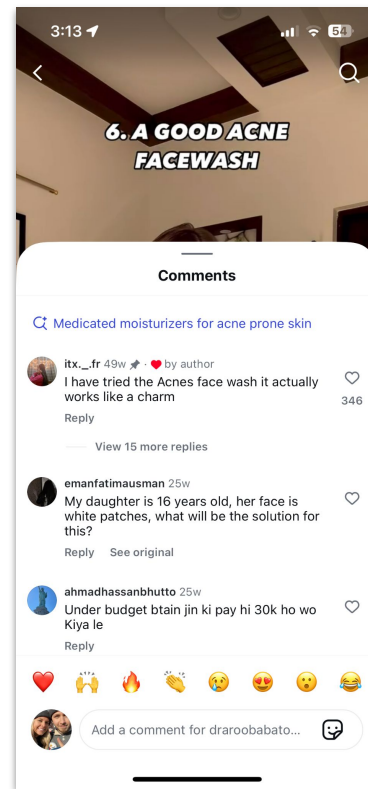
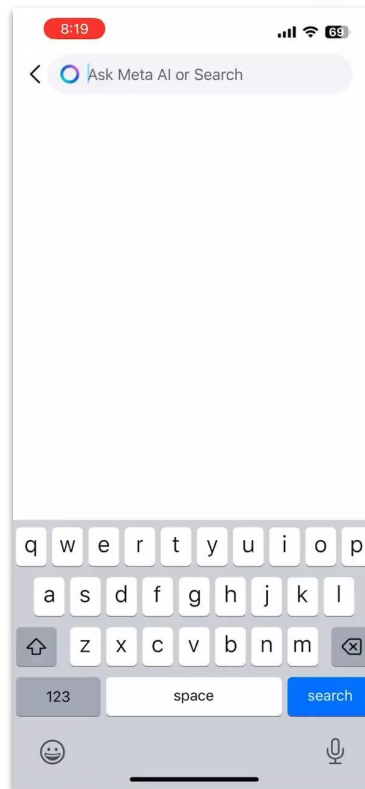


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3 SOCIAL TRUTHS & A MYTH



Instagram is generating AI summaries in the comments and search results



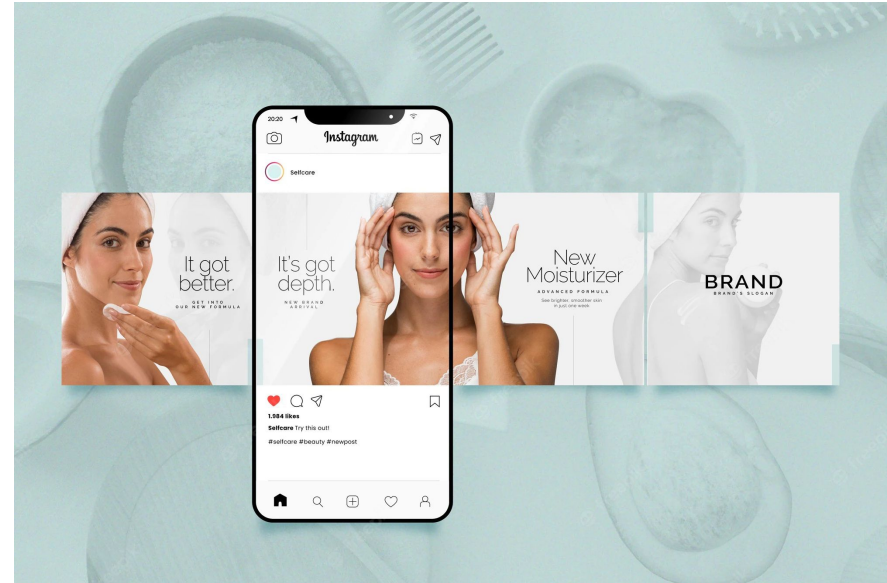
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3 SOCIAL TRUTHS & A MYTH



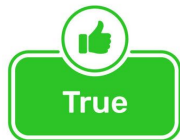
According to Hootsuite, carousels get 1.4x more reach and 3.1x more engagement compared to regular posts.

If someone doesn't engage the first time, Instagram usually will show them that post again with the second slide



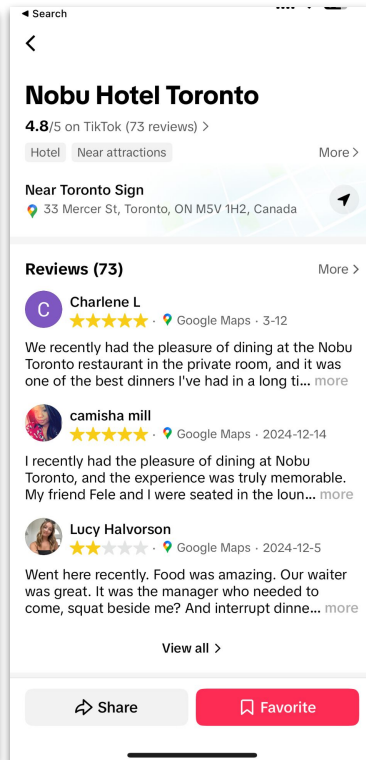
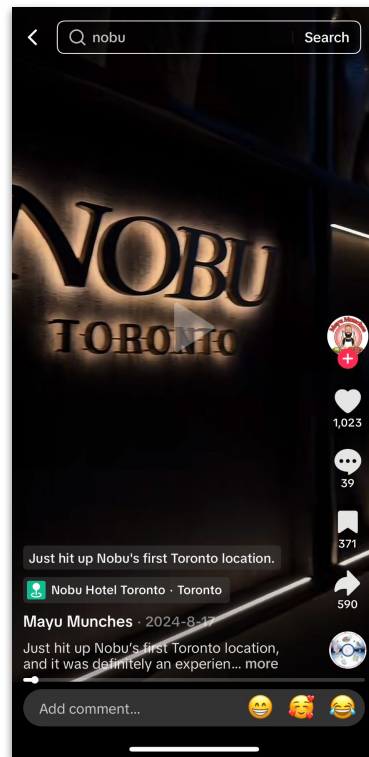
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3 SOCIAL TRUTHS & A MYTH



TikTok is surfacing reviews from Google Maps

The testing feature eliminates the need to conduct a new search or open Google when you come across a place on TikTok and want to learn more about it.



The SEO Juice

- **Industry News**
The latest news in Local Search & what it means for you
- **Search Everywhere Optimization**
Redefining SEO in a World of Fractured Search
- **Beyond the Local Pack**
Local Discovery Opportunities on GBP you're Definitely Missing out on
- **Checkbox Optimization**
New Google Categories, Attributes & Features
- **Caught in the Wild**
New features we've spied in Local Search results



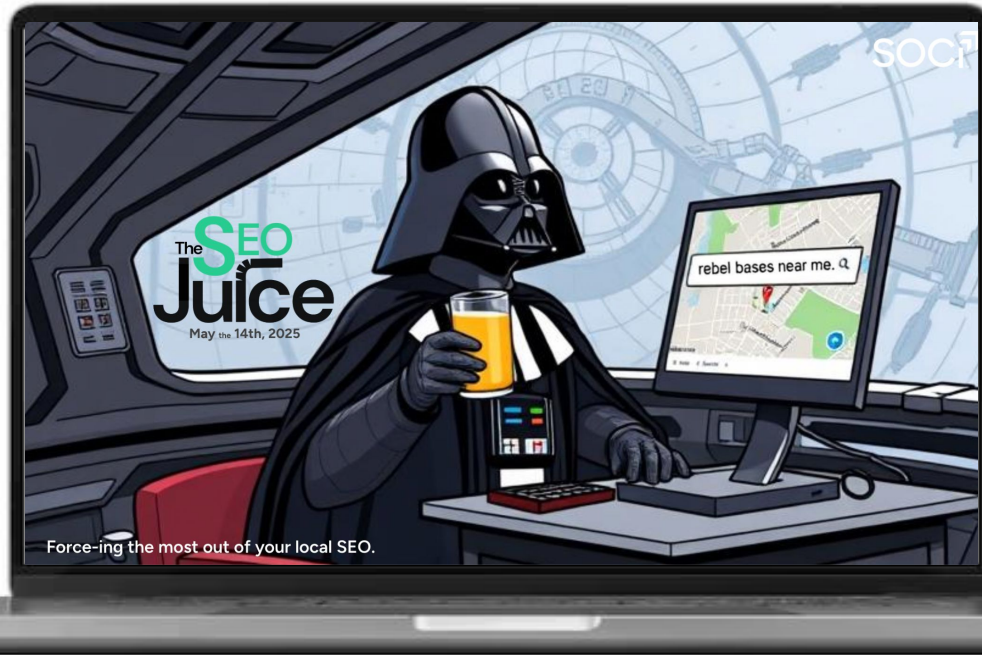
The SEO Juice

Watch On-Demand



Scan or Click

SOCI Customers



Scan or Click

Non-Customers



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



Industry News

The latest in Local Search
and what it means for you



Google Search Algorithm

JUNE 2025 CORE UPDATE IN PROGRESS



On June 30th, Google began pushing out its second Core update of 2025.

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

The update is expected to take 3 weeks.

Takeaway for Local Businesses:

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

All incidents reported for Ranking	
2025	
SUMMARY	DATE
June 2025 core update	30 Jun 2025
March 2025 core update	13 Mar 2025
2024	
SUMMARY	DATE
December 2024 spam update	19 Dec 2024
December 2024 core update	12 Dec 2024



Google Patent Filing Confirms User Behavior as a Ranking Signal



While Google has denied it for years, a recent patent filing confirms that user behavior (i.e. engagement) does play a crucial role in their search rankings algorithm.

Google's [Trust Ranking Patent](#), reveals a system that considers users' trust in websites, demonstrated through actions like frequent visits, as a signal to determine overall trustworthiness. The level of trust associated with a website can change over time, increasing or decreasing based on ongoing user interactions and behavior.

Takeaway for Local Businesses:

Google's patent highlights the importance of trust and user centricity in search result rankings. Brands that focus on creating helpful content and providing a good user experience can not only improve their SEO performance but also build a sustainable and credible online presence.

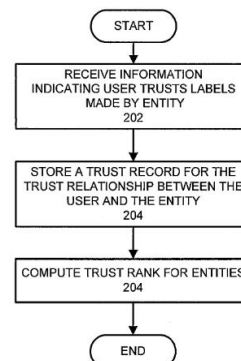


FIG. 2

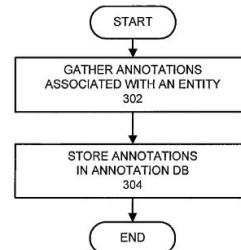


FIG. 3

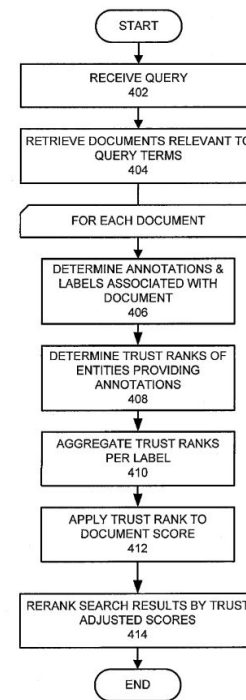


FIG. 4



Google's Index Freshness Gives it an Edge over LLMs

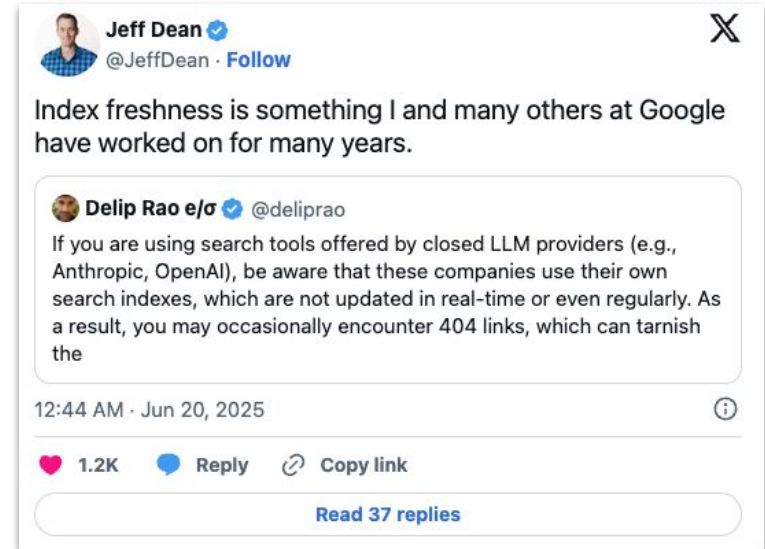


Google's head of AI, Jeff Dean, recently highlighted Google's advantage when it comes to "index freshness" — how frequently website references are updated. Index freshness has been a significant concern for other LLM providers, like OpenAI.

"If you are using search tools offered by closed LLM providers (e.g., Anthropic, OpenAI), be aware that these companies use their own search indexes, which are not updated in real-time or even regularly."

Takeaway for Local Businesses?

This focus on freshness has historically distinguished Google's general search experience from competitors, a benefit now carrying over to the AI-driven search environment. Multi-location brands that prioritize regular content updates and accurate local information will remain competitive in this new landscape.



[Source: X](#)



It's not a Matter of "AI or search," but Rather "AI in search"



Liz Reid, Google's head of Search, laid out in a wide-ranging interview with [Semafor](#), Google's strategy for the AI search era – one that's integrated, multimodal, personalized, and grounded in the web. In short, AI is not replacing search, but integrating with it, playing a crucial role in:

Ranking results: Search engines use complex AI algorithms to determine the relevance and order of search results.

Understanding intent: AI helps search engines understand the meaning behind user queries, going beyond simple keyword matching.

Personalization: AI tailors search results based on individual user data, leading to more relevant and personalized experiences.

New search capabilities: AI enables features like voice search, image search, and generative AI overviews.

Takeaway for Local Businesses: While this will ultimately mean fewer search impressions, it will mean better qualified leads for those who focus on authority building (i.e. reviews, local pages & social)





A Majority of Local Business not Optimized for “Near me” Searches



A recent BrightLocal study focusing on “near me” searches found that “46% of consumers said they ‘always’ or ‘often’ add ‘near me’ to their local search queries. They may just not do it as often.

- 94% of local pack results did not show evidence of ‘near me’ optimizations.
- 24% of local pack results did not have linked landing pages. Another 4% linked to broken/404 pages.
- 31% of all results showed evidence that websites are optimized for ‘near me’ terms.
- ‘Near me’ search queries are down 19% between 2021-2024.

	Optimized for ‘Near Me’	Not Optimized for ‘Near Me’
All results	31%	69%
Local Pack results	6%	94%
Organic results	48%	52%

Source: [BrightLocal](#)

Takeaway for Local Businesses: Study recommendations validate long held Local SEO Best Practices: create quality location page, use local business schema, and claiming prominent directory listings.



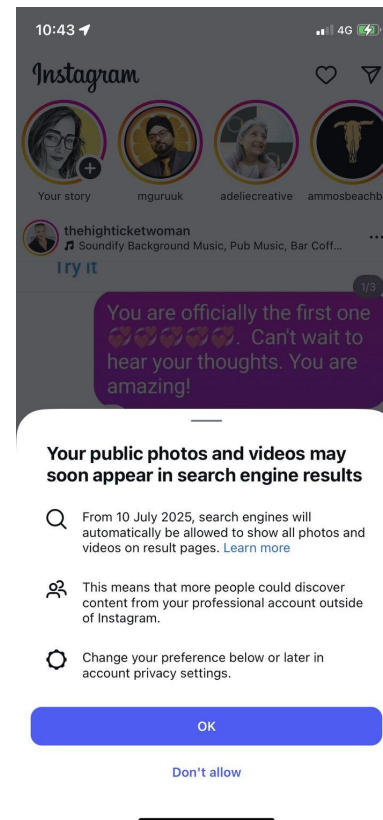
Instagram Content in Search Engine Results



Instagram is alerting business accounts that their public photos and videos may soon appear in search engine results

[Girl Power Marketing](#) adds that it's a feature in testing, and you can opt-out of your content appearing in search results. GPM also notes that Instagram links already appear in search results, but this is referring to the actual pieces of content. Similar to how TikTok videos appear in Google.

cc: [SheldonSocial](#)



Redefining Local SEO

Search Everywhere Optimization



TM

Search Everywhere Optimization

HOW IS IT DIFFERENT FROM TRADITIONAL SEO?



Traditional SEO is defined as the practice of improving a website's visibility in organic search results.

While Local SEO isn't specifically defined as pertaining to Google (i.e. GBPs & local landing pages), it is how it most often discussed.

Local discovery is not limited to Google.

The conversation about Local Search Optimization shouldn't be either.



Search Everywhere Optimization

HOW DO YOU OPTIMIZE FOR EVERYONE?



In order to best optimize for search engines, social platforms and LLMs (large language models) you need to understand what their primary goal is:



Search Everywhere Optimization

HOW TO ARRIVE AT "THE BEST ANSWER"



Create a list of businesses
Relevant to the search query*

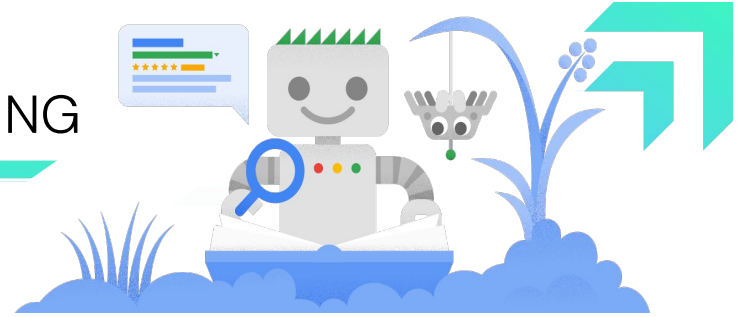


Organize that list based on
local **Authority** for that query*



Local SEO

HOW GOOGLE DETERMINES LOCAL RANKING



Per Google, a combination of these 3 factors helps them determine the best local search results:

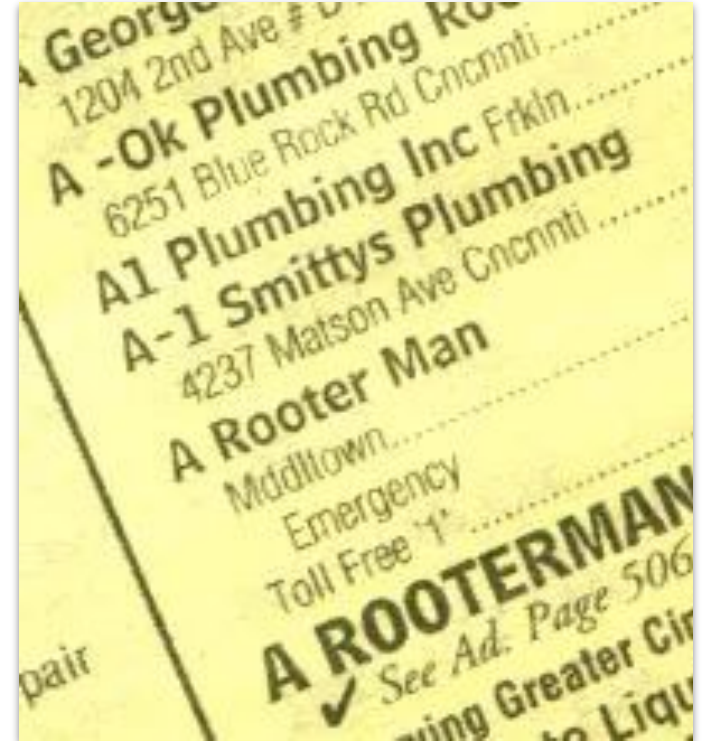
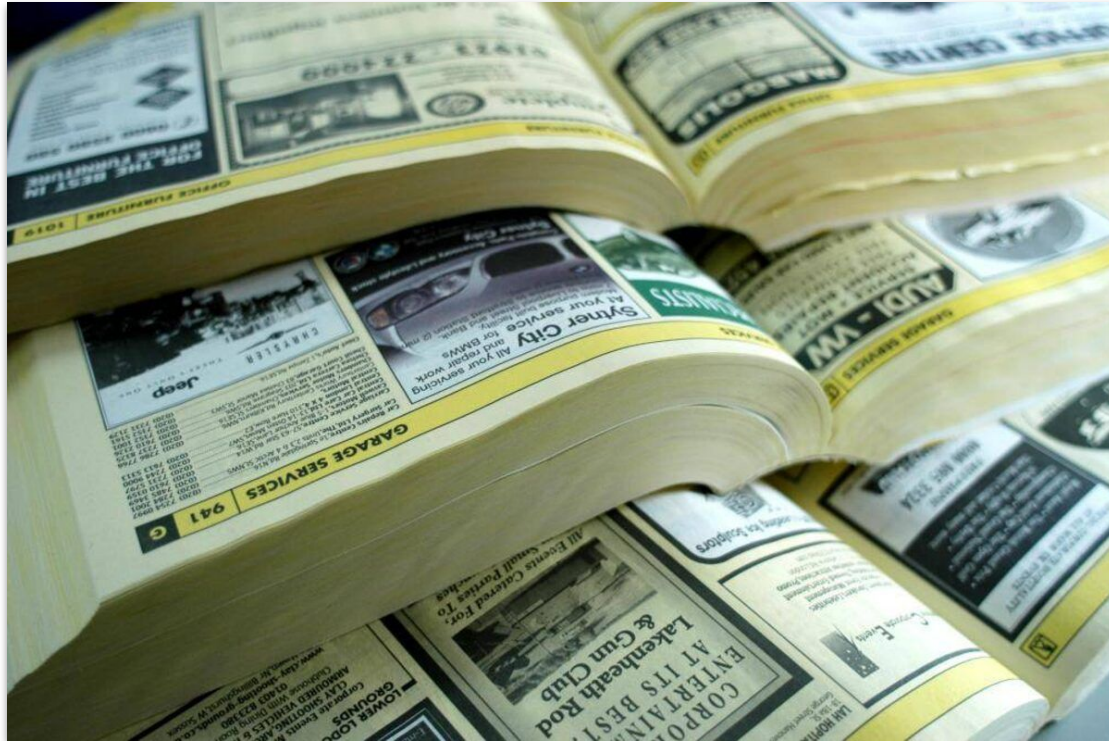
Relevance: Relevance refers to how well a local Business Profile matches what someone is searching for. Add complete and detailed business information to help Google better understand your business and match your profile to relevant searches.

Distance: Distance considers how far each potential search result is from the location term used in a search. If a user doesn't specify a location in their search, Google will calculate distance based on what they do know about their location. (*Note: this applies equally to SABs*).

Prominence: Prominence is based on information that Google has about a business, from across the web, like links, articles, and directories. Google review count and review score factor into local search ranking. More reviews and positive ratings can improve your business' local ranking. Your position in web results is also a factor, so search engine optimization (SEO) best practices apply.

Search Before Search Engines

THE HUMAN ALGORITHM



Search Before Search Engines

THE HUMAN ALGORITHM

Where can I find apartments for rent?



I have a lot of friends that live in Premier Apts.

I hear the management at Clearview is very responsive. And they have a pool.

My buddy Dave absolutely loves The Starlight.

The plant recommends Workman Place to new employees.

The Oasis is the best place in the county if you don't mind the commute.



Review Text

Review Volume

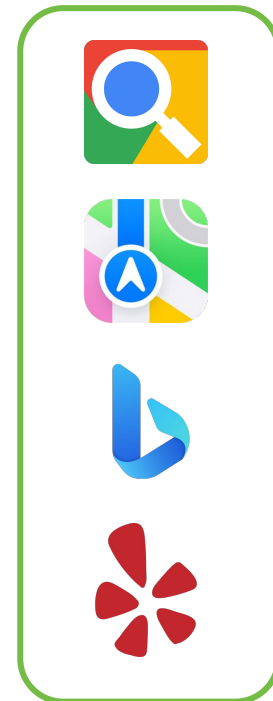
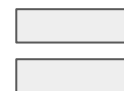
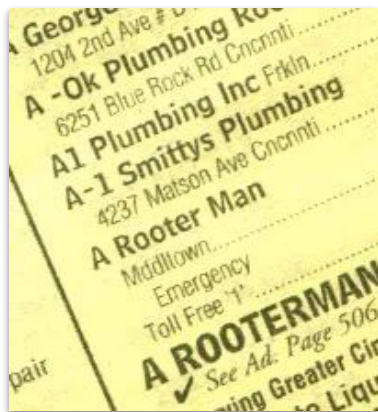
Review Rating

Local Links

Proximity

Search Before Search Engines

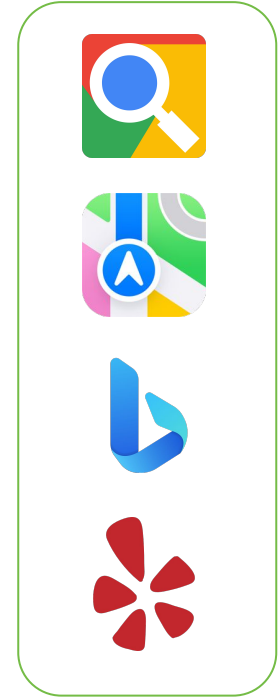
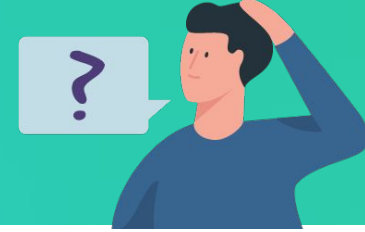
THE HUMAN ALGORITHM



Search Engines

Search Before Search Engines

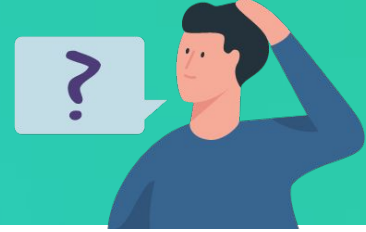
THE HUMAN ALGORITHM



Social Platforms

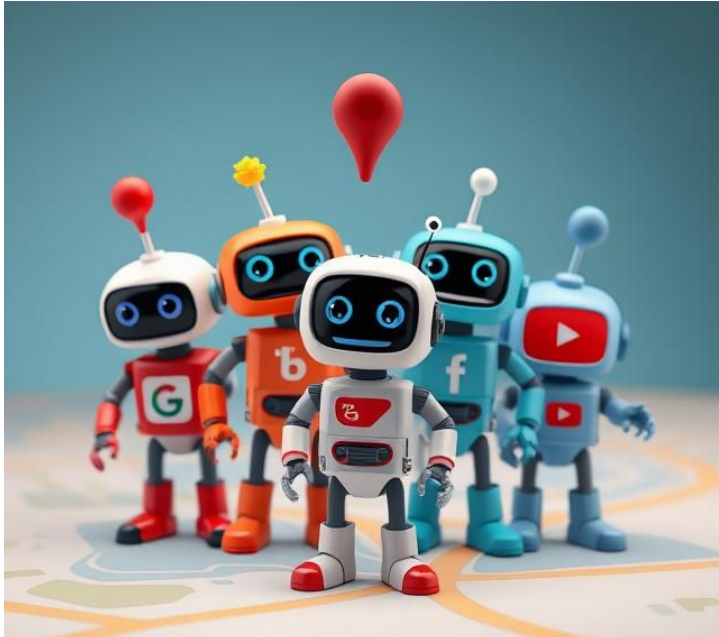
Search Before Search Engines

THE HUMAN ALGORITHM



Search Everywhere Optimization

TAKEAWAY



It's not enough to just put up your information. If you want to be found, you need to not only be Relevant (on the list), you need to be Prominent (i.e. talked about).

Local SEO Best Practices apply:

- Accurate information everywhere people search
- Be well rated with a good review frequency.
- 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!

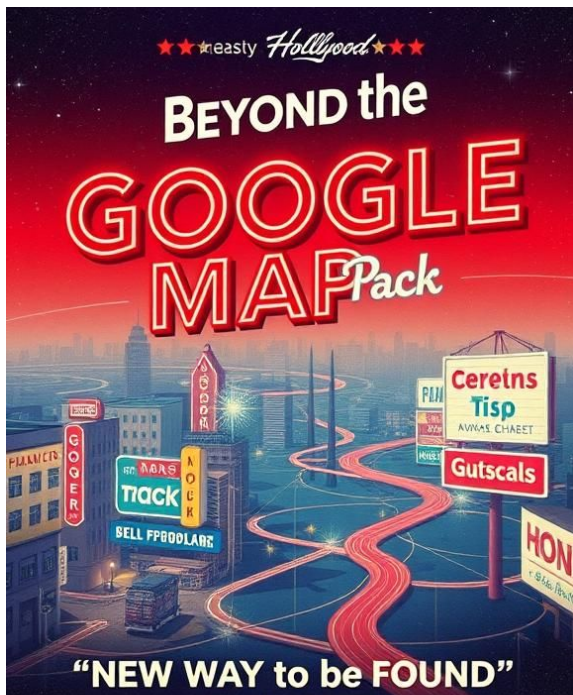
Beyond the Local Pack

Local Discovery Opportunities on GBP
you're Definitely Missing out on



Beyond the Local Pack

ADDITIONAL LOCAL SEARCH OPPORTUNITIES ON GOOGLE



Local Features you can Optimize for:

- Discover through photos
- Short videos
- AI Curated Local Results
- In stores nearby
- Nearby offers & events

Beyond the Local Pack

DISCOVER THROUGH PHOTOS

What does the feature do?

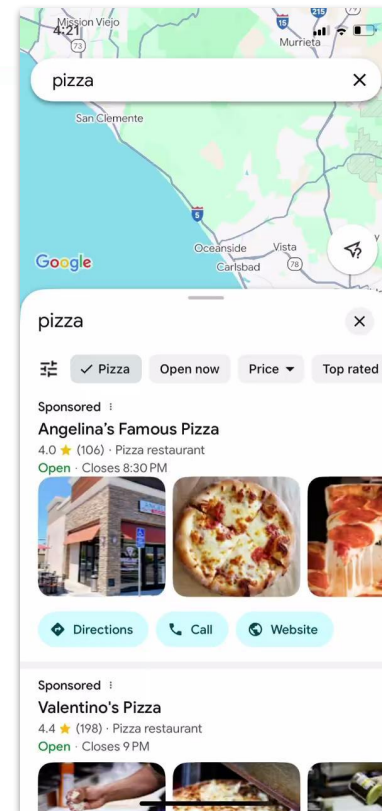
Provides the user an option to start their search journey based on business photos related to their query rather than traditional informational results.

Where does this feature appear?

Typically appears in the #1 or #4 position of Maps (app) search results for industries where customer experience is a factor (food & beverage, beauty supply, toy stores, home & garden, apparel, etc).

Why we like it.

Any industry with a photo Google finds relevant to the search result may appear in this feature. It provides an opportunity for businesses to be highly visible for a product or service they might not normally be associated with.



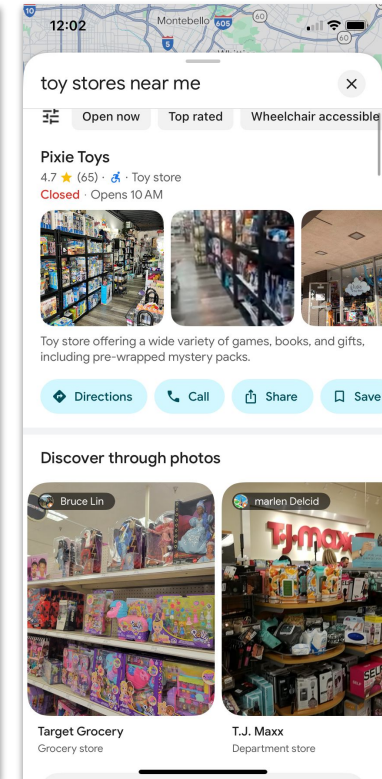
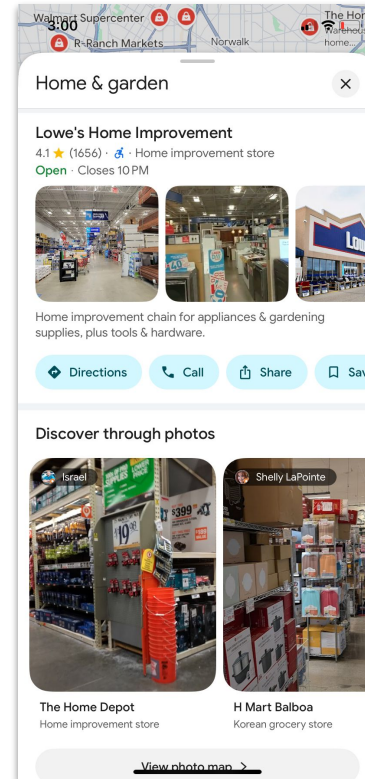
Beyond the Local Pack

DISCOVER THROUGH PHOTOS



How to Optimize for this Feature:

- Identify photos that best represent the search query you want to appear for.
- Use Google Vision AI to identify how Google interprets the photo. Pick the photos where Google has identified the desired keywords with a high certainty (approx. 80% or higher).
- Post the photo to Google using a non-business account (i.e. as a customer). *Unfortunately Google is only highlighting photos posted by customers currently.*



Beyond the Local Pack

SHORT VIDEOS

What does the feature do?

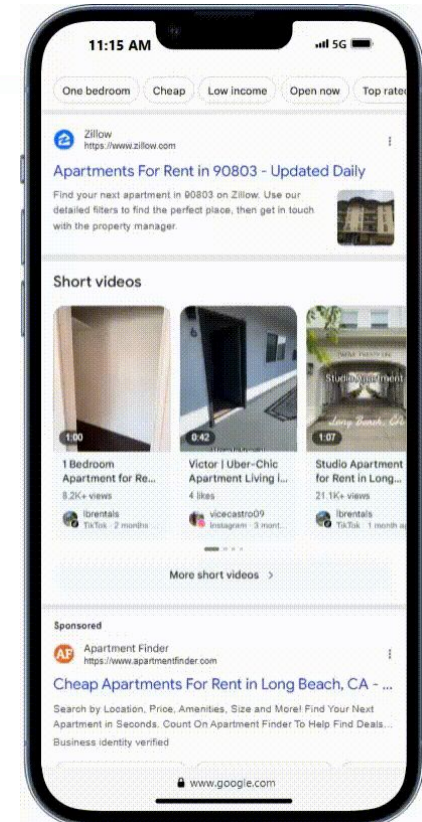
Provides experiential videos related to the local query; sourced primarily from social networks.

Where does this feature appear?

Primarily in mobile organic search results for short-tail searches where relevant local video content related to the search is in inventory.

Why we like it.

Very few businesses are producing local video content, and even fewer are properly optimizing it to appear in Google search results.



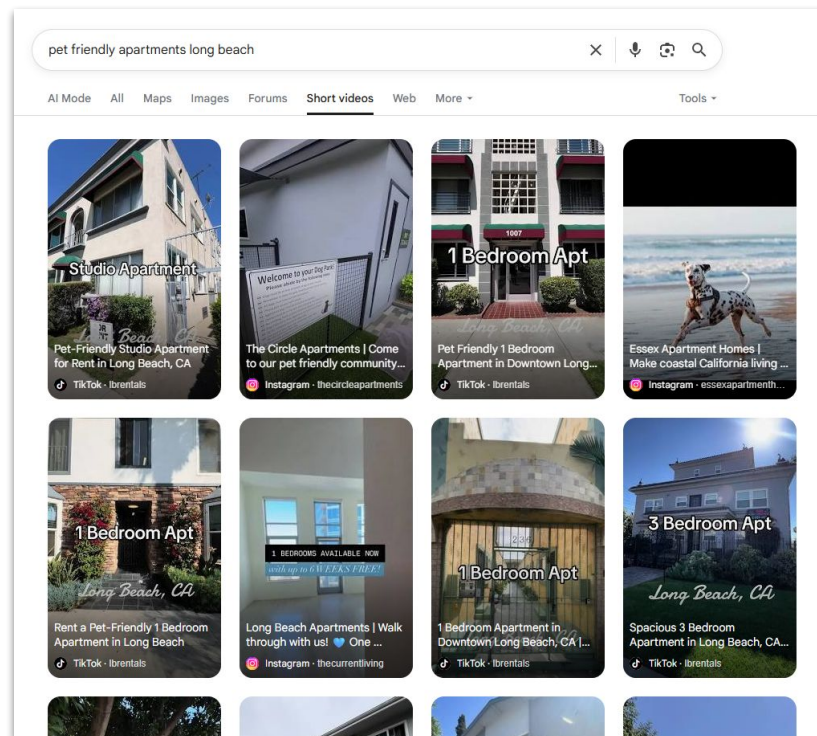
Beyond the Local Pack

SHORT VIDEOS



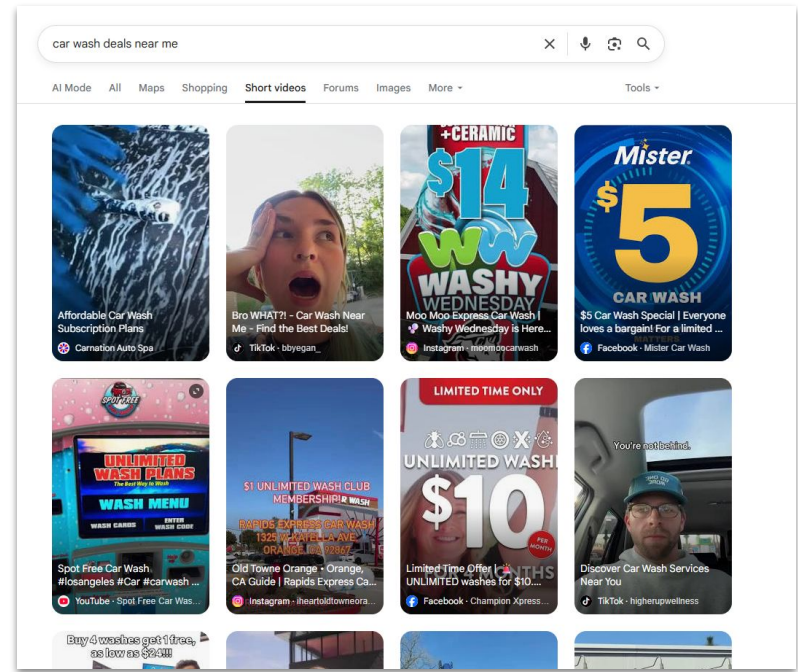
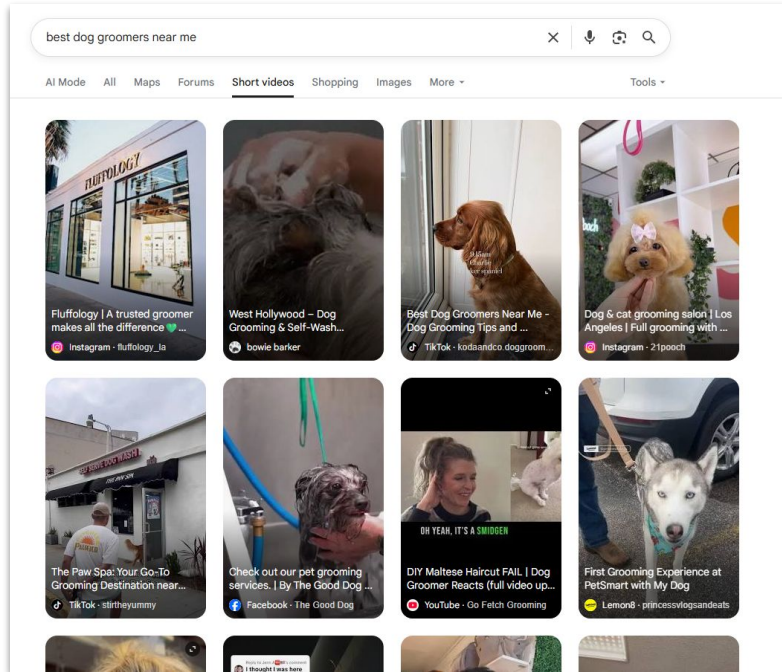
How to Optimize for this Feature:

- The video headline is like the Title Tag of your local page; it is the most powerful signal in your post and should include that “what” and “where” you are trying to get across.
 - What product/service is this about?
 - Where is this product/service available?
- Use the description to provide additional information and context to your video.
- Be sure to show, not just tell. Google can extract a lot of information from your video and will apply tags similar to photos.



Beyond the Local Pack

SHORT VIDEOS



Beyond the Local Pack

AI CURATED LOCAL RESULTS

What does the feature do?

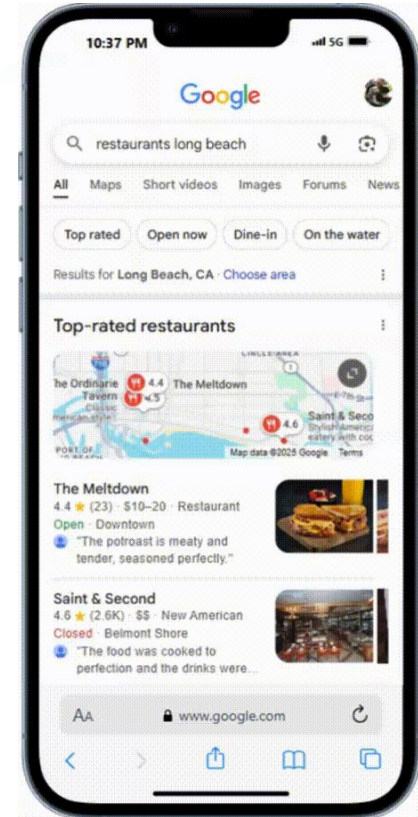
Curated Local Results provides results for additional popular local queries related to the original search query.

Where does this feature appear?

Primarily in mobile organic search results for short-tail food and beverage “near me” and city searches.

Why we like it.

This feature provides insight into popular search queries related to your business that you can then optimize for.



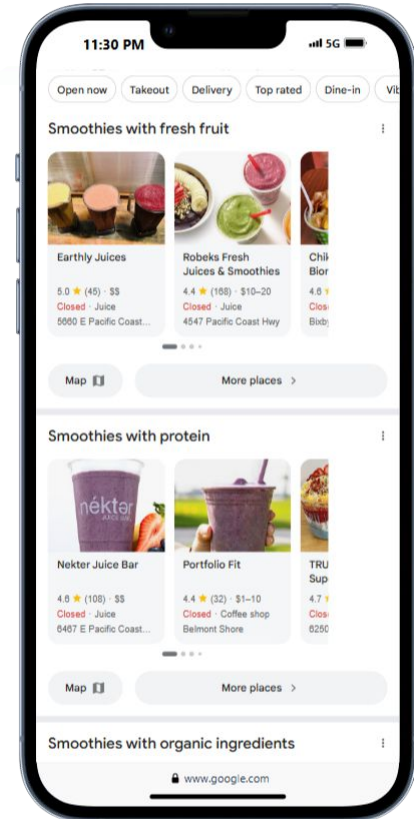
Beyond the Local Pack

AI CURATED LOCAL RESULTS



How to Optimize for this Feature:

- Do a “near me” search for your main category. See what additional search recommendations appear.
- Make sure you are taking advantage of all categories and attributes associated with the search queries (i.e. mark “has outdoor seating” attribute to appear in queries for “restaurants with outdoor seating”).
- Post photos for experiential queries (i.e. post a beach facing photo to appear for “restaurants near the beach” queries).
- For queries where no photos, attributes or additional categories apply (i.e. there is no “fresh fruit” attribute for “Smoothie” shops), utilize Google posts, menus, or local page copy to inform Google .



Beyond the Local Pack

IN STORES NEARBY



What does the feature do?

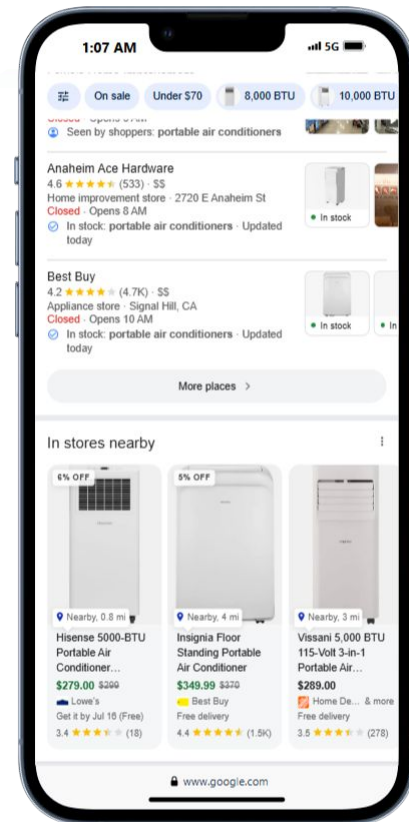
Provides local product results (product information and local business it is available at) for queries where the user is searching for a specific product, or product type, in their area.

Where does this feature appear?

In traditional desktop and mobile SERP results, in “shopping” results, and in the #2 or #4 position in maps results in the mobile app.

Why we like it.

Provides users with visual validation of the product they are searching for along with inform



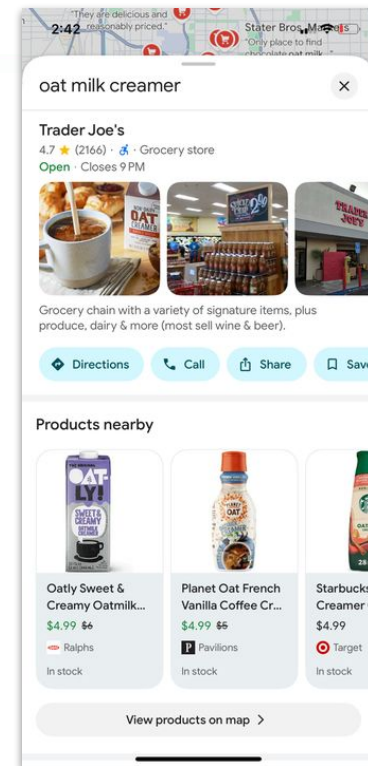
Beyond the Local Pack

IN STORES NEARBY



How to Optimize for this Feature:

- Set-up Google Merchant Center.
- Include product schema on product description pages (PDPs).



Beyond the Local Pack

NEARBY OFFERS & EVENTS



What does the feature do?

Provides the user an option to start their search journey based on business photos related to their query rather than traditional informational results.

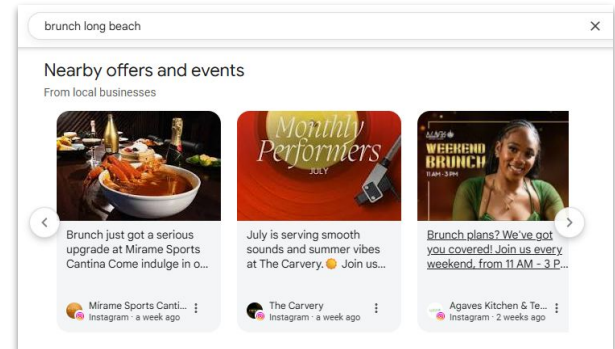
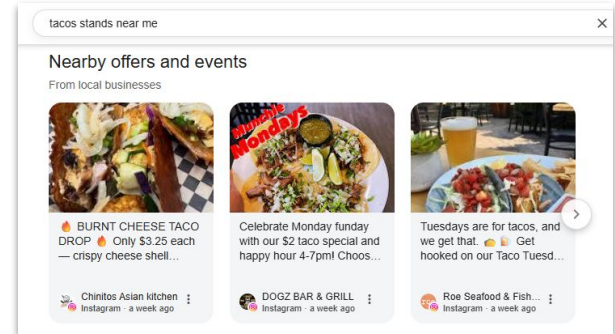
Where does this feature appear?

Feature appears directly below the local pack in short-tail food & beverage searches where AI curated results do not appear.

Why we like it.

Provides an additional opportunity for visibility for businesses that might not otherwise appear for that category.

Attractive to customers in discovery who may be more open to trying a new place out if they can also save money.



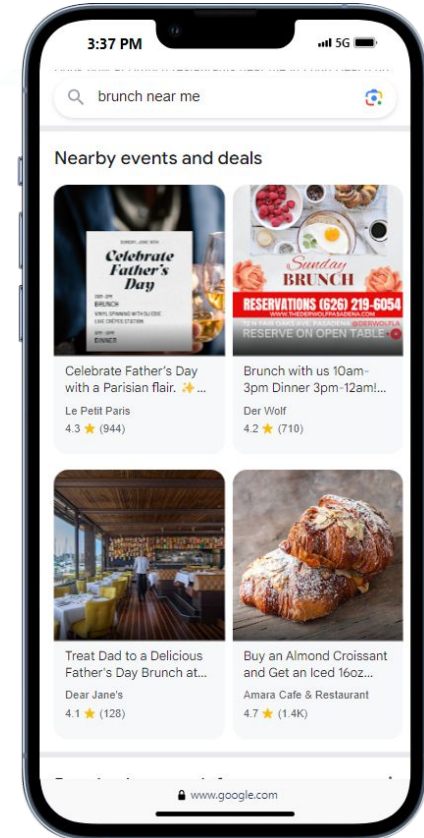
Beyond the Local Pack

NEARBY OFFERS & EVENTS



How to Optimize for this Feature:

- Post offer or event as a Google Offer or Event post. Google will publish regular Google update posts and Social Posts from Facebook, Instagram, X and others, but it's not guaranteed.
- Optimize the post headline to include keywords you want to appear for. Don't just let accompanying image text do the talking. If you
- Make posts timely. Google has stated they give priority to posts that reference national events and holidays.
- Don't let posts get stale. The posts in the Offer & events carousel I displayed in date order starting with the most recent.





Checkbox Optimization

New GBP Categories, Attributes & More...



New-ish GBP Attributes



Spas:

- Sauna
- Skincare treatments



Car Wash:

- Has car vacuum
- Has free vacuums
- Offers membership
- Has towels

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

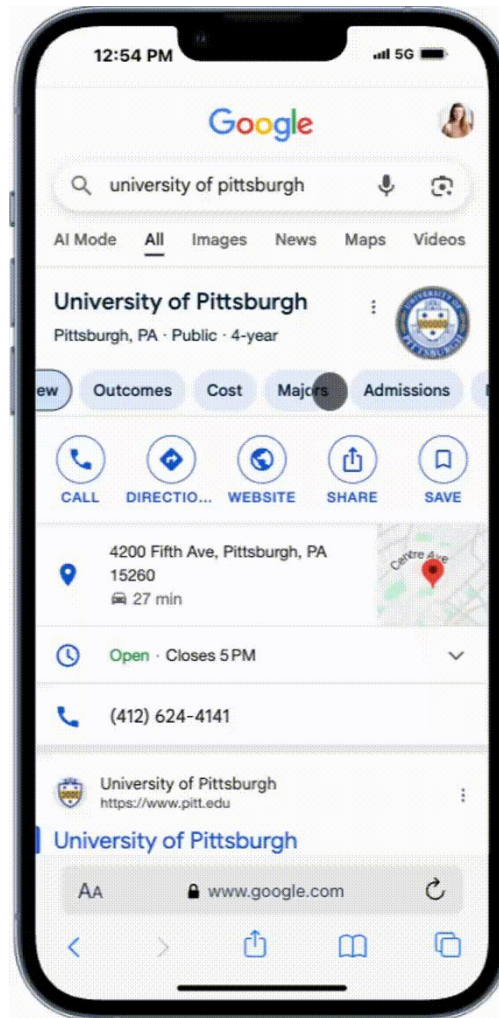


Caught in the Wild

New features we've spied
in Local Search results



The **SEO** Juice





Thanks for Joining!

See you next month!



The **SEO** Juice

NEXT MONTH

- **2025 Local Ranking Factors Update**
What is most important to Google in 2025
- **Q2 Benchmarking**
See how your industry is trending for Q2

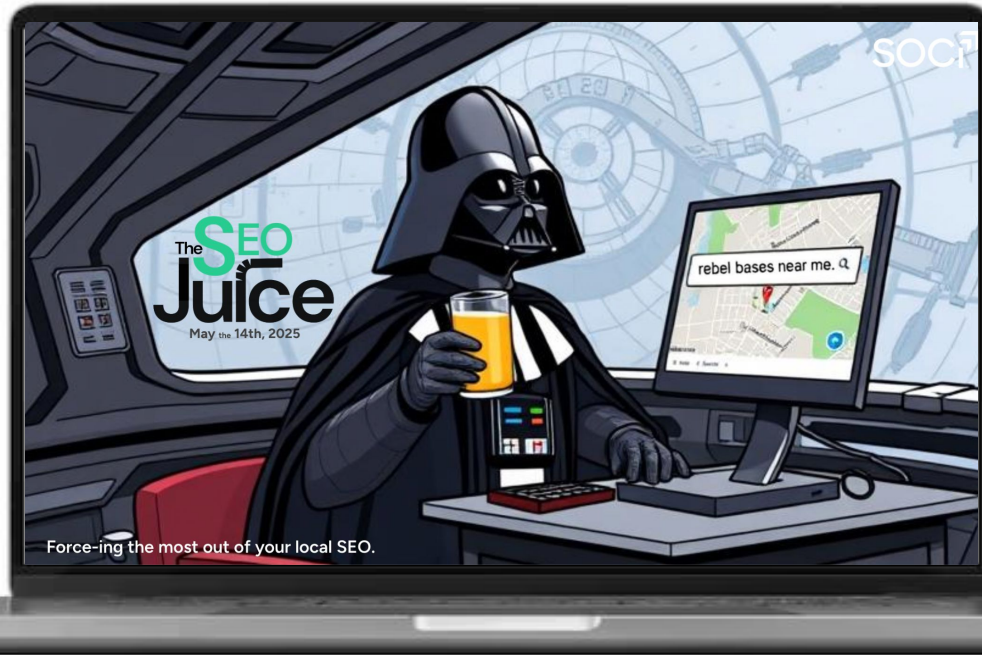
The SEO Juice

Watch On-Demand



Scan or Click

SOCI Customers



Scan or Click

Non-Customers