

JANUARY 2025

NEWSLETTER



**ELEVATE YOUR
LOCAL SEO IN 2025:
THE ULTIMATE GUIDE
TO OPTIMIZING
GOOGLE MY
BUSINESS**

**GOOGLE SEARCH
GETS SMARTER
WITH NEW AI
MODE ROLLOUT**

**NOW YOU CAN
EXPORT GOOGLE
SEARCH CONSOLE
PERFORMANCE
REPORT 24-HOUR
VIEW**

1

Elevate Your Local SEO in 2025: The Ultimate Guide to Optimizing Google My Business

As the digital landscape evolves, local SEO continues to play a pivotal role for businesses aiming to capture nearby customers. In 2025, having a strong presence on Google My Business (GMB) is no longer optional—it's essential. Let's explore how you can leverage your GMB profile to dominate local search results this year.

Why Local SEO Matters More Than Ever

Local SEO focuses on boosting your business's visibility in a specific geographic area. With mobile searches and "near me" queries on the rise, businesses must adopt hyper-local strategies to connect with nearby customers. Google My Business serves as the cornerstone of these strategies, offering tools to enhance visibility and build trust with potential customers.

Key Steps to Optimize Your GMB Profile in 2025

Optimizing your GMB profile ensures you rank higher in local searches and stay competitive in your market. Follow these steps to maximize your profile's impact:

1. Build a Strong Foundation with Complete Profile Information

Your GMB profile is your digital storefront, and its completeness directly affects your local search rankings.

What to include:

- **Business Name:** Match it with your branding across platforms.
- **Address:** Ensure accuracy to help customers find you easily.
- **Phone Number:** Use a local number to boost relevance.
- **Business Hours:** Keep them updated, especially during holidays.
- **Website Link:** Direct users to a landing page or your homepage.
- **Categories:** Choose primary and secondary categories that accurately describe your business.

Consistency is critical—ensure this information aligns with details on your website and other listings.

2. Add Engaging Visual Content

Visuals play a huge role in attracting and engaging customers. Profiles with compelling photos receive more views and interactions.

Recommended visuals:

- Exterior and interior shots of your location.
- Photos of your team and products.
- Event images or behind-the-scenes content.

High-quality visuals make your business relatable and appealing, boosting both engagement and rankings.

3. Prioritize Reviews and Reputation Management

Customer reviews can make or break your online reputation. Actively managing reviews is a crucial element of Local SEO in 2025.

How to manage reviews effectively:

- Request reviews from satisfied customers after positive experiences.
- Respond to all reviews—thank happy customers and address negative feedback constructively.
- Use customer feedback to identify areas for improvement.

Positive reviews enhance credibility and improve rankings, while engaging with all feedback shows you value customer opinions.

4. Use Google Posts for Dynamic Updates

Google Posts allow you to share updates, promotions, and news directly on your profile. This keeps your business top of mind for customers and signals activity to Google.

Examples of Google Posts:

- Limited-time offers or discounts.
- Updates about new products or services.
- Announcements for upcoming events.

Regularly adding posts helps maintain a fresh and engaging profile.

5. Highlight Attributes and Unique Offerings

Attributes allow you to showcase specific features of your business. These details make your profile stand out and improve its relevance in niche searches.

Examples:

- Accessibility features (e.g., wheelchair-friendly)
- Amenities (e.g., free parking, pet-friendly)
- Payment options (e.g., contactless payments)

These specifics create a richer user experience and enhance your visibility for specialized searches.

6. Stay Current with Regular Updates

An outdated GMB profile can hurt your reputation and rankings. Routine updates ensure your profile remains accurate and trustworthy.

Best practices:

- Update business hours during holidays or special events.
- Add fresh photos regularly.
- Revise descriptions and posts to reflect current offerings.

Consistency shows customers—and Google—that your business is active and reliable.

Future-Proof Your Local SEO Strategy

Optimizing Google My Business is more than a one-time task—it's an ongoing strategy. By keeping your profile accurate, engaging, and active, you'll stay ahead in the competitive local SEO landscape of 2025.

Action Plan:

1. Audit your GMB profile for completeness.
2. Add fresh, high-quality visuals.
3. Encourage and respond to customer reviews.
4. Leverage Google Posts to keep your audience informed.
5. Monitor and update your profile regularly.

Take charge of your local presence today, and let Google My Business be the key to your success in 2025!

2

Google Search Gets Smarter with New AI Mode Rollout

The introduction of AI Mode in Google Search signals a shift toward integrating generative AI, similar to chatbot functionalities, directly within the core search interface.

AI Mode will allow you to switch between conventional Search and a Gemini variant, therefore offering an experience more akin to conversing with Google's AI agent. Consider it as Google Search meets personal artificial intelligence assistant.

What is Artificial Intelligence Mode and How Will It Be Operational?

The AI Mode tab will be found on the left, next to the standard choices: All, Images, Video, and Shopping. When chosen, Google will send connections to pertinent websites along with an AI-generated response. Under the response, you will also find a search box with an Ask, a follow-up question meant to keep the dialogue active.

Beta AI Mode: What We Currently Know

Android Authority first noted seeing artificial intelligence mode in a beta version of the Google app earlier in the month. 9to5Google has found code implying you would even be able to ask questions using your voice, a capability that would essentially make your phone an artificial intelligence assistant.

- ▶ **Significant Because** — Sundar Pichai, the CEO of Google, recently predicted that Search will fundamentally alter in 2025. This means you should anticipate changes in user search for goods and services. Understanding evolution will help you to put your products in their route. Keep checking!

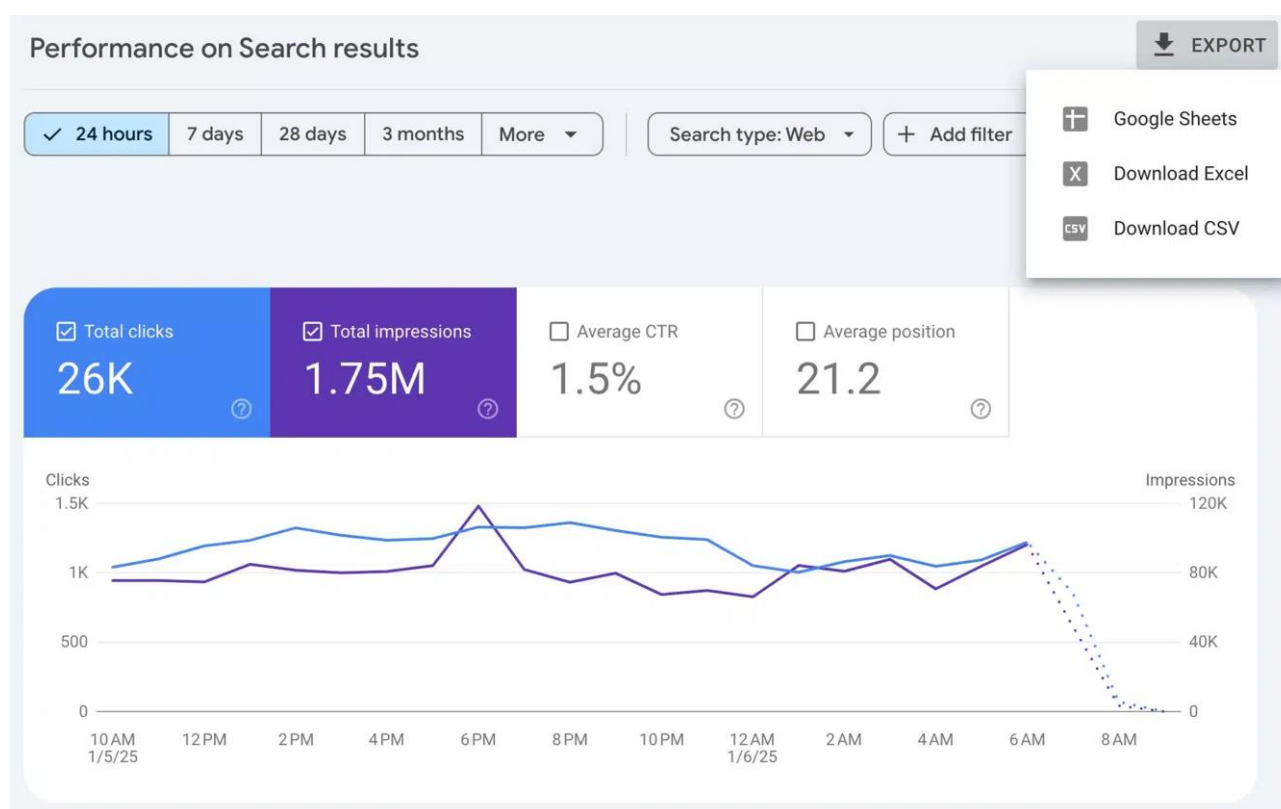
3

Now You can Export Google Search Console Performance Report 24-Hour View

Recently, Google added the new 24-hour view to the performance reports, but there was no easy way to export that data to other platforms. Now, you can easily export hourly data for the past 24 hours from Google Search Console's performance report.

Google used social to announce about exporting the data. In its post, Google said, "Last month, we announced the 24-hour view in the Search Console Performance reports, and we got lots of positive feedback and feature requests. Today, we're making the export button available for that view (one of the most requested features): the ability to export data on an hourly basis for the last 24 hours. Enjoy the new data!"

Google then shared this screenshot showing you can export this data in Google Sheets, Microsoft Excel, or CSV format:



It is good news for businesses that they will be able to use the data outside of the web interface in Google Search Console, as it will be highly beneficial when trying to debug and discover new insights. While you can only export this data for the past 24 hours, it can still be useful to see this data, in almost real-time, from Google Search Console.

Keep an eye on this data, validate it against the other exports, and see how to use it to improve your site and content over time.