Google GEO and LLM causing issues with business profiles

breakdown of the situation and potential solutions

By webmaster@daytekdigitalagency.com Aug 1, 2025

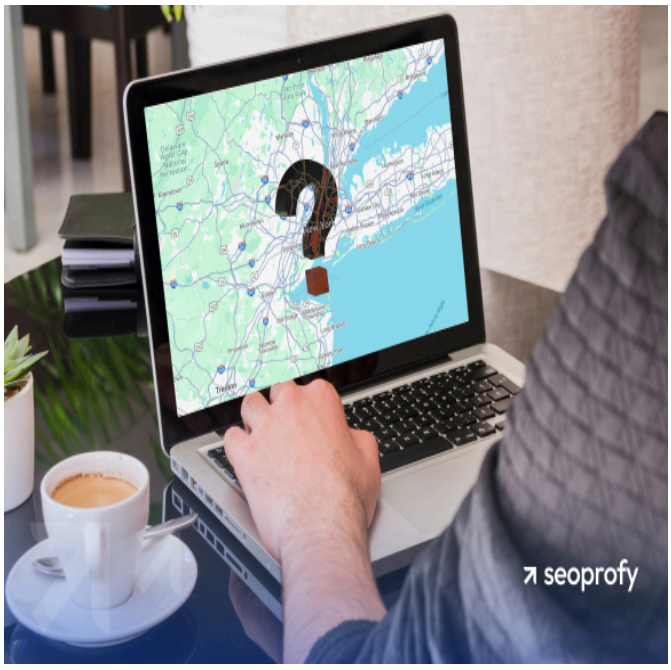
Alogorithml Update. Photo credit: iStock

Generative AI is changing how businesses connect with their audiences

Large language models (LLMs) are changing how people search for information online, challenging traditional search engines and reshaping how brands connect with their audiences. The digital landscape is in constant flux, but the rise of LLMs is significantly transforming how consumers find brands. Once driven by apps, search engines, and browsers, the web now has a new front door: LLMs.

The Google Business Profile and its manifestation on Google Maps is no longer a simple directory listing. It is a rich, interactive, and increasingly "zero-click" marketing channel. This is the new frontier of what some are calling Geo Generative Engine Optimization, where success is defined by how well your brand's physical experience is represented in a digital, map-based environment. A user looking for a restaurant or a retail store can now see photos, read dozens of reviews, check popular times, ask questions, and view special offers, all within the map interface. The decision to visit is often made before they ever consider clicking through to a website.

Unexpected Ranking Fluctuations?



The little things matter

Local search optimization is a must for businesses operating in a specific area, especially if you want to show up on Google Maps.

Advances in technology

Once driven by apps, search engines, and browsers, the web now has a new front door: LLMs.

In the middle of this foray are the business owners who are being impacted by Google's significant presence and development in the geospatial technology (GEO) sector, particularly through platforms like Google Maps, Google Maps Platform, and Google Earth.

Let’s dive into what GEO is, the difference between SEO, and the potential impacts of Google's GEO and LLM advancements on Business Profiles - and ways to address associated challenges.

What exactly is GEO and how does it differ from SEO?

Generative Engine Optimization (GEO) is about making sure your content gets picked up by AI tools like Google AI Overviews, ChatGPT, Perplexity, and Claude. These tools don’t just list links—they pull answers directly from websites. GEO helps your content show up in those answers by focusing on clear, accurate, easy-to-understand information. While traditional SEO still matters for getting clicks, GEO makes sure your expertise is seen—even when users skip the links and go straight to the answer.

SEO is about convincing search engines to rank a page highly for a keyword, with the goal of earning a click. **GEO**, on the other hand, focuses on getting language models to quote, paraphrase, or reference a specific fact or snippet within an answer box or chat response. The ranking signals evolve—from backlink quantity to factual accuracy, structured formatting, alignment across knowledge graphs, and the ease with which small, self-contained content chunks can be extracted.

“LLMs have grown in capability, fundamentally transforming how customers engage with content online and reshaping how they access the web.”

— Jason Tabeling, Solutions for Further

Femprenuers Reshaping. Photo credit: Shutterstock

Challenges posed by GEO and LLM

While Google utilizes AI and machine learning to maintain accurate information, there can be inaccuracies, particularly outside urban areas. Additionally, the collection and use of location data raise privacy concerns, especially regarding sensitive information, and necessitates ongoing vigilance and regulation.

As AI Overviews answer questions directly in search results, users often get what they need without clicking through to websites. This reduces measurable traffic, making it harder for businesses to track ROI using traditional metrics like pageviews and bounce rates.

“Traffic is already shifting. Companies without an AI visibility strategy are seeing double-digit traffic decreases from search engines, as users get their answers directly from AI.” *Werner, Forbes.com*

- **Location accuracy**: Incorrect or outdated address information can lead to your business being displayed at the wrong location or not appearing at all on Google Maps.
- **Generative AI inaccuracies**: LLMs might generate incorrect or misleading information about your business, potentially impacting your reputation.
- **Competition and visibility**: LLMs may recommend brands, potentially elevating some businesses while making it harder for others to stand out, especially if they don't have a strong online presence and authoritative content.
- "Trust Transfer": LLM responses, which are perceived as conclusions rather than suggestions, can solidify user trust in the recommended businesses, making it even more important for businesses to secure a positive presence in these responses.

GEO vs SEO signal cheat-sheet

Signal group	SEO emphasis	GEO emphasis
Relevance	Keyword mapping, on-page HTML	Question heading plus concise answer below
Authority	Quality backlinks	Verifiable facts repeated across trusted sources
Structure	Title, meta, H tags	Schema.org FAQPage, key-fact boxes, glossaries
Engagement	CTR, dwell time	Frequency and accuracy of citations in AI answers

Geo vs SEO Signal cheat-sheet. Photo credit: Brendan Paige

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AI tools like Google's AI Overviews, ChatGPT, and others don't always credit the original source, or do so in vague ways. That makes it difficult for businesses to know which content is being surfaced and what's driving awareness or conversions.

Google Analytics (even GA4) is still primarily designed to track click-based behavior—not visibility in AI-generated summaries. That leaves businesses flying blind in terms of knowing how often their content is being surfaced by generative engines.

GEO success often depends on structured data, schema markup, consistency across knowledge graphs, and a deep understanding of AI content parsing. Smaller businesses without in-house expertise may struggle to adapt.

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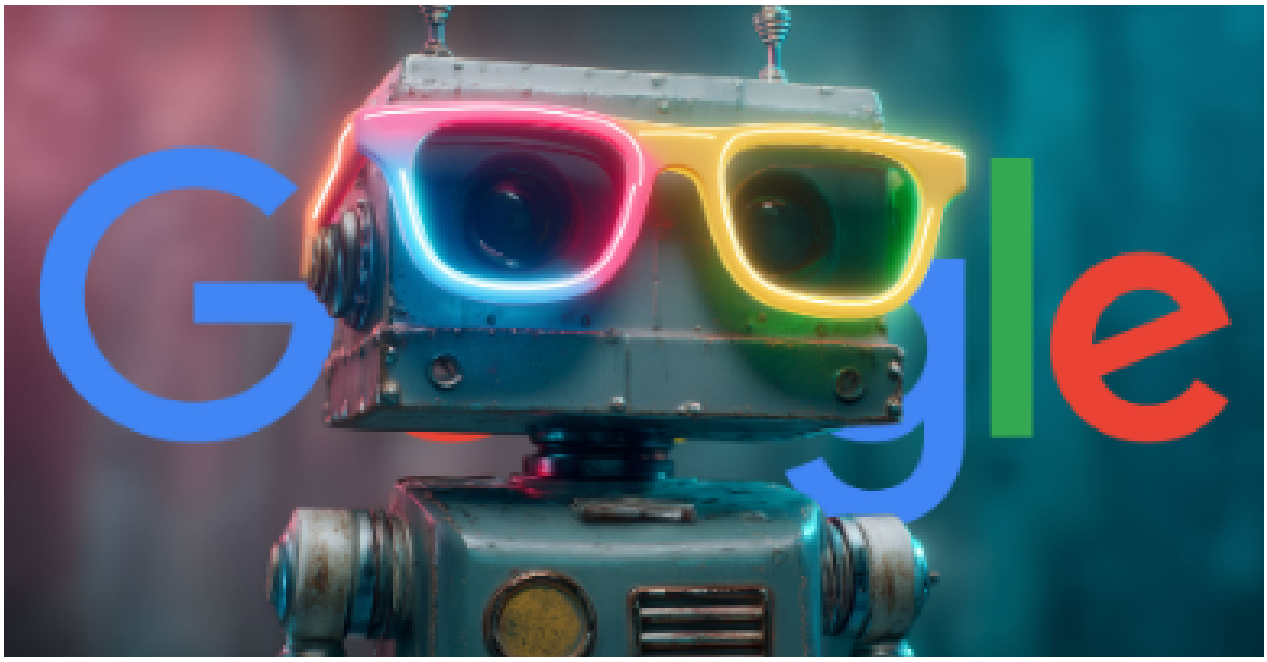
Forbes magazine noticed the changes

“Most business leaders haven’t noticed yet, but the way people find information online has fundamentally changed. A recent Bain & Company study found that 80% of consumers now rely on AI summaries for at least 40% of their searches, reducing traditional website clicks by up to 25%.” *John Werner*



Strategies to address these challenges

Google's continued integration of Location Intelligence (GEO) and Large Language Models (LLMs) like AI Overviews can significantly impact how businesses appear and are perceived in search results. While these advancements offer new opportunities for exposure, they also present potential challenges if not managed effectively.

To address potential issues and optimize your business profile in light of Google's GEO and LLM advancements, consider the following strategies:

- Ensure your Google Business Profile is complete and verified, with consistent information across platforms.
- Optimize for Generative Engine Optimization (GEO) by creating high-quality, factual content to establish authority in your field.
- Utilize structured data to help AI models understand your content.
- Monitor AI outputs regarding your brand and industry, reporting inaccuracies using feedback options.
- Actively manage online reviews by responding professionally.
- Maintain consistent business information across all online platforms.
- Contact Google Support if you encounter persistent issues with your Business Profile.

Insights on AI

Former IBM CEO Ginni Rometty said, “AI won't replace humans, but those who use AI will replace those who don't”.

By implementing these strategies, businesses can better navigate the evolving digital landscape and improve their visibility and accuracy in search results affected by Google's GEO and LLM technologies.

AI in web design and social media marketing is rapidly evolving, so here at Daytek Digital Agency we are fully invested in harnessing those tools to continue creating the best digital products for our clients. Let's build something great together! Learn more

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Why Your Business Can't Ignore Generative Engine Optimization

LLMs are disrupting search - is your brandy ready?

What is the real difference between GEO and SEO and why should you care in 2025?

Has Your Website Been Affected By A Google Algorithm Update?

As AI Use Soars, Companies Shift From SEO to GEO