

4 Big Google Updates That Could Impact Your Business

Google isn't just a search engine anymore—it's becoming a smart assistant. From AI-generated answers to real-time info pulled from Instagram and social sites, Google is making big moves. These changes directly affect how customers discover, research, and choose your business. Here's what to know.



1. Your Instagram Posts Can Now Surface in Google Search Results

Public business/creator Instagram posts are being indexed by Google. That means your photos, reels, and captions can rank in search results, just like your website or business listing.

ACTION TIP: Make sure your Instagram is a public Business or Creator account and uses keywords (like your location, specialties and offers) in captions, alt text and hashtags.



3. Google Adds New Chat Options

In 2024, Google removed its native chat feature for Business Profiles. Businesses can now receive messages through text by adding a phone number or link their WhatsApp account for direct customer messaging.

ACTION TIP: Turn this feature on to stay reachable—even after hours. Go to Edit Profile > Contact > Chat to activate SMS or WhatsApp messaging.



2. Google's AI Mode Expands Roll Out

Google's "AI Mode" is now available to even more users. This experimental feature offers more robust AI-generated answers than traditional AI Overviews. It's especially useful for complex or conversational questions like "Where's the best dog-friendly brewery near me?"

ACTION TIP: Add detailed content to your site and profiles that highlights your differentiators and answers common guest questions. You can use formats like FAQs, Q&As, or clearly labeled sections. AI-generated answers pull from trusted, high-quality sources—so make your content clear, useful, and easy to scan.

4. AI Is Answering Questions About Your Business

A new "Learn something specific" box is appearing in Google Search. It lets users ask questions like "Is it kid-friendly?"—and get instant AI-generated answers. This chat-style feature mirrors the "Ask Maps about this place" tool in Google Maps but now appears directly in search results.

ACTION TIP: Keep your Google Business Profile updated, respond to reviews, and answer common questions in your profile and website content.

Scan the QR code!

Watch a short video with real examples of these updates—plus key changes on other major platforms like Tripadvisor and Apple Maps.



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