CHECKLIST · MARKETING

Google starts a spam update that may take two weeks, and adds visual search data to Search Console

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- [ ] **Note the dates.** The update started 24 September (US time) and may take up to two weeks. Watch the dashboard for completion.
- [ ] **Open Manual actions.** Confirm it shows no issues, and check the message centre.
- [ ] **Open Security issues.** Look for hacked content or malware reports.
- [ ] **Hold major changes.** On our reading, avoid big rewrites, deletions or redesigns mid-rollout.
- [ ] **Compare like with like.** Adapting Google's core update guidance, a week after completion, compare a full week against the week before 24 September.
- [ ] **Review risky pages and links.** Look for near-duplicate suburb pages, paid backlinks and bulk AI-written pages.
- [ ] **Try the multimodal filter.** Check whether image-based searches are bringing anyone to your site.

NOTES

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.