CHECKLIST · MARKETING

Google warns another core update is coming in December

Published 25 November 2026. Read the full story, sources and any updates at digitaladvisors.com.au/journal/google-december-2026-core-update-preannounced/

- [ ] **Record the November finish date.** Note 24 November 2026 (US time; 25 November in eastern Australia) in your traffic reports as the end of the November core update.
- [ ] **Compare a full week after 24 November.** In Search Console, compare the week after the November update finished with a week before it started on 10 November (US time).
- [ ] **Save that comparison before December's update starts.** Export or screenshot it so a later December change doesn't blur the picture.
- [ ] **Watch the Search Status Dashboard.** Check status.search.google.com for the day the December 2026 core update actually starts rolling out.
- [ ] **Note where you rank for longer questions.** In Search Console's queries report, write down the average position of your longer, question-style searches before December. Google says the update covers this kind of search.
- [ ] **Hold off on big rewrites.** Google says small ranking drops don't need drastic changes, so wait for both updates to settle before reworking pages that already perform.

NOTES

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