

CHECKLIST • MARKETING

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

Published 25 September 2026. Read the full story, sources and any updates at digitaladvisors.com.au/journal/google-september-2026-spam-update/

-
- ☐ **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

More free checklists, plus the Friday briefing: digitaladvisors.com.au/newsletter

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

Page 1 of 1