FREE GUIDE · SEO TIMELINES

How Long Google Takes to Notice Your Changes

Every change you make waits in one of four queues: hours, days, weeks or months. Here's which one, how long, and what to do when nothing happens.

12
timelines from Google

3
checks if a page won't index

1
Claude prompt to find stuck pages

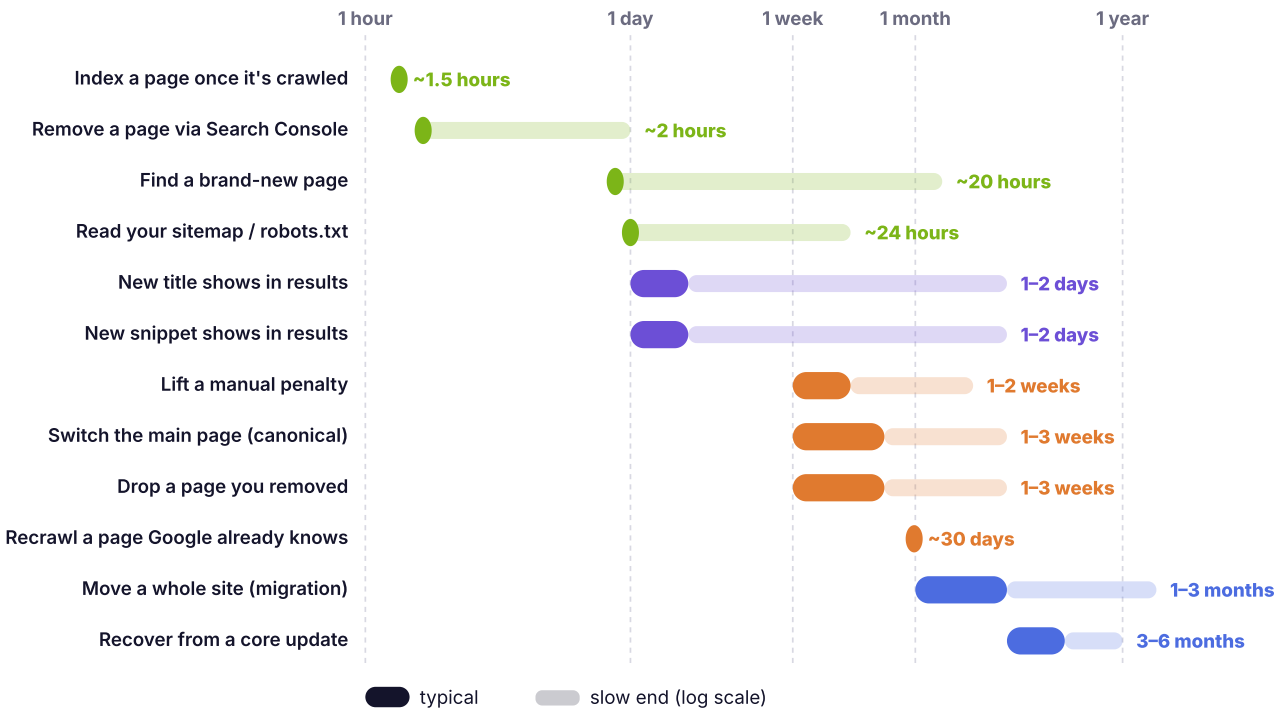
Based on timings shared by Gary Illyes (Google) at Search Central Live, Oct 2026.

Growth by CC
Organic growth, explained simply

THE BIG PICTURE

Four queues, one timeline

Solid bar = typical time. Faded bar = how long it can stretch when things go slowly.



Hours

- Index a page once it's crawled — **~1.5 hours**
- Remove a page via Search Console — **~2 hours**
- Find a brand-new page — **~20 hours**
- Read your sitemap / robots.txt — **~24 hours**

Days

- New title shows in results — **1–2 days**
- New snippet shows in results — **1–2 days**

Weeks

- Lift a manual penalty — **1–2 weeks**
- Switch the main page (canonical) — **1–3 weeks**
- Drop a page you removed — **1–3 weeks**
- Recrawl a page Google already knows — **~30 days**

Months

- Move a whole site (migration) — **1–3 months**
- Recover from a core update — **3–6 months**

QUEUE 1 OF 4

Hours



Index a page once it's crawled

when nothing goes wrong

~1.5 hours

Remove a page via Search Console

24 hours at worst

~2 hours

Find a brand-new page

slow end: weeks, or never

~20 hours

Read your sitemap / robots.txt

a sitemap can take up to 14 days

~24 hours

🔍 **Why it takes this long:** Fast things are mostly **mechanical**: once Googlebot has your page, indexing is quick. The slow part is getting Google to **find** the page — that's why internal links and sitemaps matter.

💡 **What to do**

- New page? Link to it from your homepage or a popular page the same day.
- Submit it in Search Console → URL Inspection → Request indexing.
- Keep your sitemap updated and listed in robots.txt.

QUEUE 2 OF 4

Days



New title shows in results

slow end: weeks to months

1–2 days

New snippet shows in results

slow end: weeks to months

1–2 days

🔍 **Why it takes this long:** Titles and snippets update after the page is **recrawled and re-processed**. Important, frequently crawled pages update in a day or two; rarely-visited pages can take weeks.

💡 **What to do**

- Changed a title? Request indexing for that URL.
- Don't keep editing every day; give it 2–3 days before judging.
- Google may still rewrite your title. Make it match the page's H1 and content.

QUEUE 3 OF 4

Weeks



Lift a manual penalty

much longer for dormant sites

1–2 weeks

Switch the main page (canonical)

months if signals conflict

1–3 weeks

Drop a page you removed

slow end: months

1–3 weeks

Recrawl a page Google already knows

an edit can sit unseen for a month

~30 days

🔍 **Why it takes this long:** Google re-visits pages it already knows roughly **once a month**. So a fix on an old page may sit unseen for weeks unless you nudge it (request indexing, link to it from fresh pages).

💡 **What to do**

- After fixing a canonical, make every signal agree: canonical tag, internal links, sitemap URL, redirects.
- Removed a page? Return 404/410 or a 301 redirect, and remove it from the sitemap.
- Manual penalty? Fix every issue first, then file one detailed reconsideration request.

QUEUE 4 OF 4

Months



Move a whole site (migration)

slow end: a year or more

1–3 months

Recover from a core update

or wait for the next core update

3–6 months

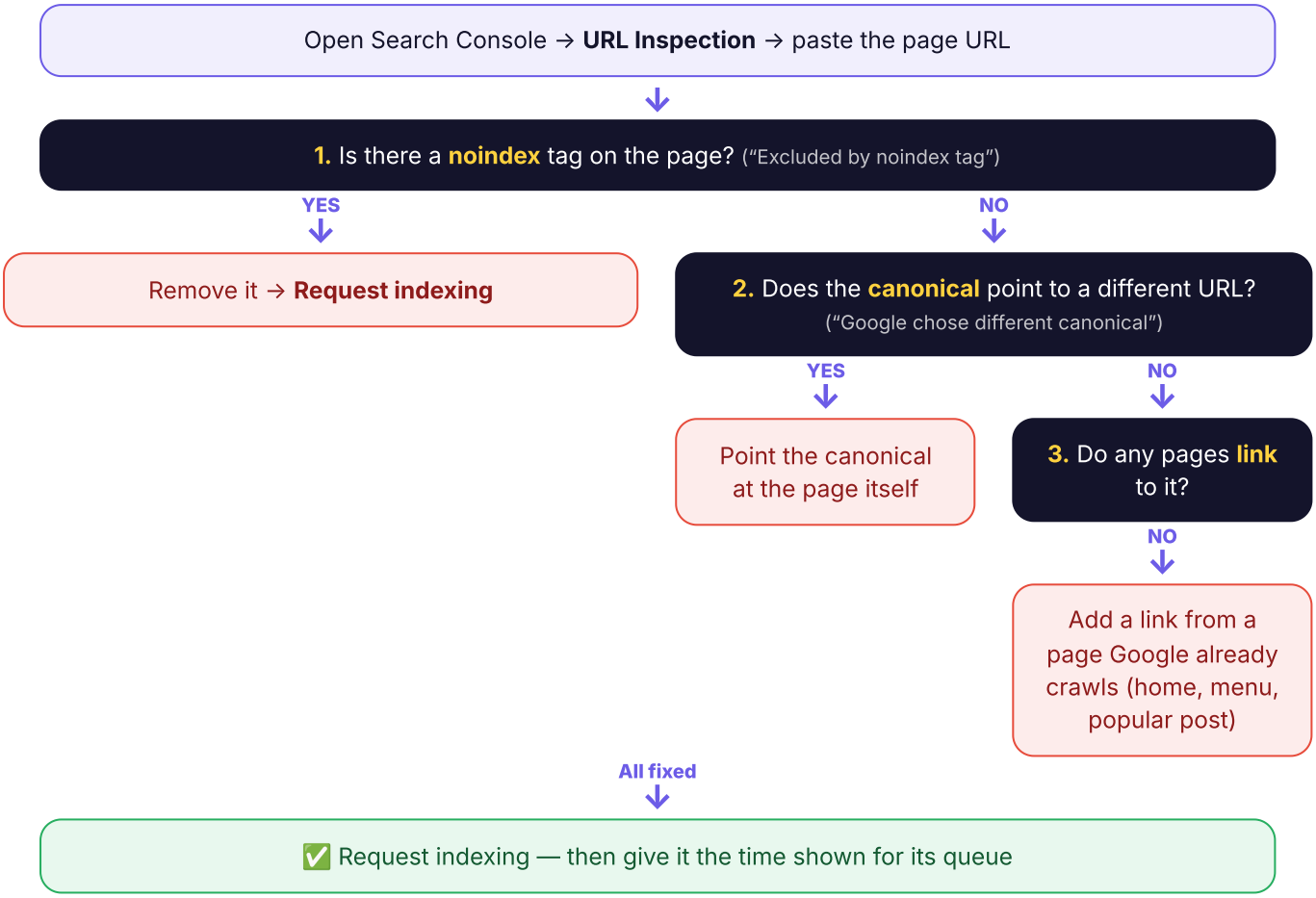
🔍 **Why it takes this long:** Big changes need Google to **re-evaluate the whole site**. Migrations settle over months; core-update recovery often only shows at the next core update.

💡 **What to do**

- Migrating? Use 1-to-1 301 redirects, keep the old domain for a year+, and use the Change of Address tool.
- Hit by a core update? Improve content quality site-wide. Quick tweaks rarely help.
- Track progress monthly, not daily.

TROUBLESHOOTING · FLOWCHART

Page still not indexed? Check these 3



🧠 **Other usual suspects:** blocked in robots.txt · page returns an error (4xx/5xx) · thin or duplicate content ("Crawled – currently not indexed") · page missing from the sitemap.

SHORTCUT

Waited longer? Ask Claude.

01 · Connect Google Search Console to Claude

Use a Search Console connector. To check index status, it needs the URL Inspection feature.

02 · Paste this prompt

> “Using my Search Console data, list my pages with zero impressions in the last 28 days. For each one, check whether Google has indexed it.”

Follow-up prompts

> “For the pages that aren't indexed, tell me the reason Search Console gives and the fix for each.”

> “Which of my pages lost the most clicks in the last 3 months compared with the 3 months before? Group them by likely cause.”

> “Find pages that rank in positions 8–20 for any query. Suggest a better title for each one.”

💡 **Tip**

- Run the first prompt once a month. It catches pages that silently drop out of Google.

KEEP THIS HANDY

The “I changed something” checklist

- ☐ Linked the new/changed page from a page Google crawls often
- ☐ Requested indexing in Search Console (URL Inspection)
- ☐ Page is in the sitemap; sitemap listed in robots.txt
- ☐ No noindex tag; robots.txt doesn't block it
- ☐ Canonical points to the page itself
- ☐ Canonical, internal links, sitemap and redirects all agree
- ☐ Removed pages return 404/410 or a 301 redirect
- ☐ Waited the right queue time before changing again
- ☐ Checked again with URL Inspection after the wait
- ☐ Monthly: ran the “zero impressions” Claude prompt

How long should I wait before worrying?

You changed…	Wait at least
A new page went live	2–3 days (then check linking & sitemap)
Title or meta description	1 week
Canonical / removed or redirected pages	3–4 weeks
An old page Google already knows	1 month (or request indexing)
Site migration / core-update recovery	3–6 months

Growth by CC · Organic growth tactics, explained simply. Follow on Instagram for more.

Timings as shared by Gary Illyes (Google) at Search Central Live, Oct 2026, and reported by Search Engine Journal, SERoundtable and PPC Land. Real-world times vary by site.