FREE FIELD SHEET · Nº 072
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KEYWORD GUIDE

SEARCH CONSOLE DELAY CHECKLIST: WHAT TO DO BEFORE YOU REACT TO YOUR NUMBERS

In October the Performance report ran over 64 hours behind. Here is how to check your data before you react.

CHECKS	DO FIRST	PARTS	COST
11	2	3	Free



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On 11 October 2026, Search Engine Roundtable reported that Google Search Console's Performance report was running more than 64 hours behind, just after the September 2026 spam update finished rolling out. By 12 October it looked back to normal. If you are checking whether a ranking or traffic change hit your site, the last few days in the report may not be complete yet. Here is what was reported and how to check your data before you react.

ON THIS SHEET

1 What changed — 3 CHECKS
2 What to do when the data looks off — 5 CHECKS
3 How to keep checking without jumping to conclusions — 3 CHECKS

TICK IT ON YOUR PHONE
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PART 1 OF 3 — 3 CHECKS

What changed

- [ ] 1.1

On 11 October, Search Engine Roundtable reported the Performance report was over 64 hours delayed.

This is far longer than normal; the report is usually updated within a few hours.

- [ ] 1.2

The delay came just after the September 2026 spam update.

Search Engine Roundtable noted the lag started post-spam update. On 12 October it reported the report looked back to normal.

- [ ] 1.3

A screenshot taken around 7am ET on Sunday, October 11, 2026 showed the report stuck well behind real time.

This was used as the example of how far behind the data had fallen at that point.

PART 2 OF 3 — 5 CHECKS

What to do when the data looks off

- [ ] 2.1 DO FIRST

Do not diagnose a traffic drop or spike using today's click and impression numbers.

When the report runs late, what looks like a sudden drop or recovery may just be missing or incomplete data, not a real ranking change.

- [ ] 2.2 DO FIRST

Check when the report was last updated before reading any numbers.

Google says most Search Console reports show a last updated date. If it says days rather than hours, treat anything after it as not yet reported, not as zero traffic.

WHERE `Search Console › Performance › Search results`

- [ ] 2.3

Compare against a longer baseline instead of day-to-day swings.

Switch the date range to the last 28 days or last 3 months and look at the overall trend line rather than the last one or two days, which are the ones most likely to be incomplete.

2.4

Cross-check with another traffic source before concluding you were hit.

Look at search traffic in your server logs or an analytics tool for the same date range. If it didn't move, Search Console's clicks and impressions may simply be lagging.

2.5

Wait for the report to fully catch up before making changes to your site based on a suspected drop.

Making content, redirect, or disavow changes based on incomplete data can cause unnecessary work or even harm if the apparent drop turns out to be a reporting delay, not a ranking change.

PART 3 OF 3 — 3 CHECKS

How to keep checking without jumping to conclusions

3.1

Note how far behind the latest data is before you read it.

Search Engine Roundtable says this report usually updates within a few hours, and Google says collected data is normally available in 2 to 3 days. So treat the last few days as still filling in, and revisit them later rather than acting on them now.

3.2

Re-check the same date range a few days later.

Once the report updates, pull up the exact dates you were worried about and see if the numbers filled in differently than what you saw during the delay.

WHERE `Search Console › Performance › Search results`

3.3

Watch for official Google statements on the spam update and reporting status.

Confirm any recovery or ranking change against Google's own update and status pages rather than relying solely on a possibly incomplete Search Console report.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

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SOURCES

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2. https://www.seroundtable.com/google-september-2026-spam-update-done-42235.html
3. https://support.google.com/webmasters/answer/96568