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KEYWORD
TIMELINE

SEO RECOVERY TIMELINE CHEAT SHEET

Check the normal waiting window for crawling, indexing, site moves, and core update recovery before you assume something's broken.

CHECKS	DO FIRST	PARTS	COST
13	4	4	Free



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Google's Gary Illyes shared real timing ranges for crawling, indexing, site moves, and core update recovery at Search Central Live Deep Dive Europe in Barcelona. Use this cheat sheet to check whether your situation is still inside the normal waiting window before you assume something is broken or change your SEO plan.

ON THIS SHEET

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4 If you think you got hit by a core update — 4 CHECKS

TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/timeline-43

PART 1 OF 4 — 2 CHECKS

What changed

- [ ] 1.1 DO FIRST

Gary Illyes gave timing ranges for crawling, indexing, site moves, and core update recovery

He presented these at Search Central Live Deep Dive Europe in Barcelona, as reported by Search Engine Journal.

- [ ] 1.2

The timing ranges cover four separate processes: crawling, indexing, site moves, and core update recovery

Each process has its own normal range, so a delay in one does not necessarily mean a problem with the others.

PART 2 OF 4 — 4 CHECKS

Before you panic about crawling or indexing

- [ ] 2.1 DO FIRST

Check how long it has actually been since you published or changed the page

Compare the elapsed time against the normal range Google gave before concluding crawling or indexing is stuck.

- [ ] 2.2

Look at the page's crawl and index status in Search Console

Confirms whether Google has even attempted to crawl the URL yet, which tells you if you are still inside the normal waiting window.

WHERE `Search Console › URL Inspection`

- [ ] 2.3

Avoid resubmitting the same URL repeatedly in a short period

Resubmitting does not speed up crawling and can waste the limited attention you have to flag genuinely new or changed content.

- [ ] 2.4

Check your site's overall crawl stats before assuming a single page is the problem

A broader crawl slowdown across the site points to a different issue than a single page not being picked up yet.

WHERE `Search Console › Settings › Crawl stats`

PART 3 OF 4 — 3 CHECKS

If you are in the middle of a site move

- [ ] 3.1

Confirm all redirects are in place and return the correct status before checking rankings

Site moves need correctly configured redirects as a baseline; without them, no amount of waiting will fix the transition.

- [ ] 3.2 DO FIRST

Give the move the normal recovery window Google described before judging it as failed

Site moves take time to process because Google has to recrawl and reindex the new URLs across the whole site, not just a few pages.

- [ ] 3.3

Monitor both old and new URLs in Search Console during the transition

Check that the old URLs are dropping out of the index while the new URLs are being indexed, which shows the move is progressing normally.

WHERE `Search Console › Indexing › Pages`

PART 4 OF 4 — 4 CHECKS

If you think you got hit by a core update

- [ ] 4.1

Identify exactly which core update rollout dates overlap with your traffic change

Matching the drop or gain to a specific rollout window confirms whether a core update is actually the relevant factor.

- [ ] 4.2 DO FIRST

Wait out the normal recovery range Google gave before making major changes to the site

Core update recovery does not happen instantly, and reacting too early with big changes can interfere with how Google reassesses the site.

- [ ] 4.3

Avoid making multiple large changes at once while waiting for recovery

Changing many things at the same time makes it hard to tell which change helped or hurt once recovery timing data becomes clear.

- [ ] 4.4

Recheck rankings and traffic only after the full recovery window has passed

Checking too early can lead to premature conclusions about whether the update affected you positively or negatively.

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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