Local Marketing Plus SEO Advises Businesses to Monitor Rankings During Google?s September 2026 Spam Update

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KELOWNA, BC - September 28, 2026 -
Local Marketing Plus SEO is advising businesses to monitor their Google Search visibility following the launch of Google?s September 2026 spam update, a global ranking update that began rolling out Sept. 24.

According to the Google Search Status Dashboard, the September 2026 spam update began at 9:15 a.m. PDT on Sept. 24. Google reports that the update applies globally and to all languages and may take up to two weeks to complete.

Google Search Advocate John Mueller has also addressed the length of the September rollout. When asked publicly whether this spam update was likely to take longer than several previous updates, Mueller responded, ?Yes, it?s likely to take longer than some of the previous ones.? The statement was reported by Search Engine Roundtable in its coverage of the September 2026 spam update.

While Google provides information about the rollout and its spam policies, Local Marketing Plus SEO recommends that businesses document changes in rankings and traffic during the update rather than making major SEO changes based solely on a few days of movement.

?Business owners can become concerned when an important keyword suddenly moves several positions or website traffic changes,? said Jo Ann McLellan, owner of Local Marketing Plus SEO. ?Our approach is to first determine what actually changed. Check Search Console, confirm important pages are still indexed, rule out technical problems and look at the overall trend rather than reacting to one ranking.?

Google?s Spam Policies for Google Web Search identify practices that can negatively affect a website?s eligibility and visibility in Search. The documented policies include scaled content abuse, doorway abuse, keyword stuffing, link spam and cloaking, among other practices.

Google defines scaled content abuse as generating many pages primarily for the purpose of manipulating search rankings rather than helping users. Importantly, Google states that the policy applies regardless of whether the content is created through automation, human effort or a combination of the two.

That distinction is increasingly relevant as businesses use generative artificial intelligence to assist with website content. Local Marketing Plus SEO has also addressed the relationship between traditional SEO and AI-assisted search in its recent AI Search Visibility Reviews announcement, which examined Google?s guidance for AI Overviews and AI Mode.

Local Marketing Plus SEO recommends using AI as a tool rather than as a substitute for useful, business-specific information.

?Publishing more content is not automatically better SEO,? McLellan said. ?A service page should answer the customer?s questions and accurately explain the service the business provides. Original photographs, firsthand experience, useful service details and local knowledge can provide information that generic content cannot.?

Google?s documented guidance for websites affected by spam updates is to review its spam policies and ensure the site complies with them. Google also cautions that changes may not result in immediate improvement because its automated systems may take time to recognize that a website is complying with those policies.

Mueller has separately advised website owners that worthwhile improvements do not necessarily need to be postponed while an update is underway. During an April 2024 discussion while Google?s March 2024 core update was still rolling out, Mueller wrote, ?If you have noticed things that are worth improving on your site,

I?d go ahead and get things done.? His comments were subsequently documented by Search Engine Roundtable.

Local Marketing Plus SEO separately recommends comparing Google Search Console performance before, during and after the September rollout. Businesses can review impressions, clicks, search queries and landing-page performance while also checking indexing and technical issues before attributing a visibility decline to the spam update.

For local businesses, Local Marketing Plus SEO recommends looking beyond individual organic keyword positions. Google Business Profile visibility, website traffic, calls, leads and conversions can provide additional context when determining whether changes in Search are having a meaningful business impact.

?A ranking decline does not automatically mean a website has received a Google penalty,? McLellan said. ?Businesses need to identify whether the change is associated with the update, a technical problem, changes in competing search results or something on their own website before deciding what needs to be fixed.?

Businesses can follow the September 2026 spam update through the Google Search Status Dashboard and consult Google Search Central?s Spam Policies for Google Web Search for Google?s official guidance.

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Local Marketing Plus SEO

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