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FREE GUIDE

Google November 2026 core update: the Black Friday SEO checklist

Tick each box to keep your holiday pages findable while Google's November 2026 core update rolls out, without panic changes.

WHAT THIS ADDS

The risk this month is not the update itself, it is what owners do in a panic during the rollout. The update can run until about November 24 and Black Friday is November 27, so the useful work this week is checking that your holiday pages are indexed and say everything a customer asks, not rewriting a site that might recover on its own.

Today: make sure your key pages can be found

- ☐ Open Google Search Console for your site.
- ☐ URL Inspection on your holiday sale page. Not indexed? Click Request Indexing.
- ☐ URL Inspection on your best product or service page.
- ☐ URL Inspection on your contact or booking page.
- ☐ Check none of these pages has an accidental noindex or nosnippet tag.

This week: answer the full question (our take)

- ☐ Real prices written in plain text on the page, not only in an image or PDF.
- ☐ Normal hours and holiday hours.
- ☐ Shipping cut-off date for holiday delivery.
- ☐ Return policy.
- ☐ Service area or delivery area.
- ☐ A short Q&A with the questions customers really ask you on the phone.

Structured data

- ☐ Price, rating and opening hours in your structured data match what the page shows.
- ☐ When sale prices change, update the page and the structured data together.

During the rollout

- ☐ Do not react to day-to-day ranking moves.
- ☐ Do not rewrite pages that are already doing well.
- ☐ Do not buy a "quick fix" for AI Mode. Google says no special optimization is needed.
- ☐ Check the Google Search Status Dashboard until the update shows as complete.

After the update completes

- ☐ Add seven days to the completion date and set a calendar reminder.
- ☐ In the Performance report, compare the week after completion with November 3 to 9.
- ☐ Check top pages, top queries and search type (AI Overviews and AI Mode traffic is under Web).
- ☐ Small drop: no drastic changes.
- ☐ Big, sustained drop: ask if the site is helpful, reliable and people-first, get an outside opinion, compare with the pages now ranking above you. Delete content only as a last resort.

Sources

Google Search Status Dashboard: November 2026 core update (November 10, 2026). Google: Gemini 4 Hydrogen in Search (November 12, 2026). Google Search Central: Google Search's core updates; AI features and your website.

DO THIS

This week, open Search Console, run URL Inspection on your three most important pages and make sure each one is indexed. Then add your holiday hours and shipping cut-off date to those pages in plain words, and wait a full week after the update completes before judging your traffic.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. $49/month per business, $149 Agency, and we move your contacts over for you.

Fynl.io does the busywork around a change like this in plain words: you say what you want, and the AI drafts your holiday hours, FAQ answers and product page copy using your own Claude or ChatGPT API key, with no markup on top.

Sources

- Google Search Status Dashboard: November 2026 core update — https://status.search.google.com/incidents/WLxcJyC6jMWMfryxsKMc
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- Google Search Central: Google Search's core updates — https://developers.google.com/search/docs/appearance/core-updates
- Google Search Central: AI features and your website — https://developers.google.com/search/docs/appearance/ai-features