GUIDES

How do you refresh a page that is losing visitors?

By Erik Mäkitalo, founder of Mandalytics · Updated 3 November 2026 · 5 min read

THE SHORT ANSWER

Pages lose visitors when newer pages cover a topic more fully, even if the old page is still correct. A real update, with new facts, a clearer answer and a visible "updated" date, usually brings a page back. Changing only the date does not work. Expect to wait about a month for Google to notice a refresh.

Why do pages lose rankings?

Google prefers pages that look current and complete. When newer pages cover a topic in more depth, an older page slowly slips, even if it is still right. AI tools lean the same way: pages cited by AI tools are about 25% newer on average than Google's normal results, and ChatGPT and Perplexity favour pages updated within roughly the last month.

How do I refresh a page properly?

1. **Start with the pages that used to do well.** Your weekly report lists pages that are losing visits.
2. **Check the facts.** Update prices, numbers, names, screenshots and dead links.
3. **Add what is missing.** Answer the next two or three questions a reader would ask. Add a table or a short list where it helps.
4. **Lead with the answer.** Make sure the first two sentences say what the page offers.
5. **Show the updated date.** Put a visible "Updated" date on the page, but only change it when the content really changed.



Google says a refreshed page takes about 30 days to be recrawled, and recovery after a core update takes three to six months (as reported from Search Central Live 2026).

Does an old date really matter?

Yes, a little. Google wants to send people to sites that are maintained. An old year in the footer or placeholder text is a quick sign that nobody is minding the site, and it costs trust with visitors. Have your developer make the footer year update itself.

How long until I see results?

A refreshed page takes about 30 days to be recrawled, and recovery after a core update usually takes three to six months (Google, as reported from Search Central Live 2026). Be patient, change a few pages at a time and track them in your weekly report.

Frequently asked questions

Is it enough to change the date?

No. Google and visitors can tell. Update the content first, then show the date.

Should I delete old pages instead?

Only if they are out of date and not worth fixing. If other sites link to them, redirect them to a matching page instead.

Want these steps as a weekly to-do list for your own site?

Reading this is already a step forward. Mandalytics checks your website in Google and in AI tools every week, then sends the five tasks that will bring you the most visitors, each with the reason why and the steps to do it. You learn as you go, and every small win brings more visitors, more customers and, in the end, more revenue.

See how Mandalytics works

Where this comes from

- Arvow: Search Central Live Barcelona 2026 takeaways
- QuickSEO: what each AI platform cites
- Google: creating helpful, reliable, people-first content