# Key Learnings For Today

1. **How much time does Google take in order to reflect changes that we made to our website?**

The time it takes for Google to discover and reflect changes made to a website can vary based on several factors, including the frequency of Googlebot crawling your site, the nature of the changes, the site's authority, and the update process of Google's index. Here are a few considerations:

1. \*\*Crawling Frequency:\*\* Googlebot regularly crawls websites to discover new content and changes. High-traffic and frequently updated websites tend to be crawled more often than low-traffic sites. If your site has recently been crawled, changes may be noticed more quickly.

2. \*\*Sitemap Submission:\*\* Submitting a sitemap to Google Search Console can help expedite the indexing process. A sitemap provides a list of all the pages on your site that you want to be indexed. Google uses this information to prioritize crawling and indexing.

3. \*\*Importance and Frequency of Changes:\*\* Critical changes to your website, like major content updates or structural changes, may prompt Google to crawl more frequently. Minor changes might take longer to be recognized.

4. \*\*Website Authority:\*\* Established and reputable websites tend to get crawled more frequently. Newer or less reputable sites might experience longer delays in indexing changes.

5. \*\*Google's Crawl Budget:\*\* Google allocates a certain crawl budget to each website. This budget determines how often and how deeply Googlebot crawls your site. Large websites might experience a longer delay in indexing changes if their crawl budget is exhausted quickly.

6. \*\*Freshness of Content:\*\* Google prioritizes indexing fresh and relevant content. If you regularly publish new content, changes might be noticed more quickly.

7. \*\*Server and Website Performance:\*\* If your website experiences server issues or slow loading times, it could impact Googlebot's ability to crawl your site efficiently.

8. \*\*XML Sitemap and RSS Feeds:\*\* Providing an XML sitemap or RSS feeds for new content can help search engines quickly identify changes and additions.

As a general guideline, minor changes might take a few days to a week to be noticed, while more significant changes could take longer. However, keep in mind that these are just estimates, and the actual time could be shorter or longer based on the factors mentioned above.

To gain better insights into how Google is indexing your site and to receive notifications about indexing status and issues, consider using Google Search Console. It provides valuable data and tools to help manage your site's visibility in Google search results.

1. The above answer is why we need to use indexing API. Since Google didn’t want to show info about jobs which are expired and content which is deleted , it came up with this indexing API

Approach through the website owners can notify google right and when they make some changes to their jobPosting pages.

1. But how does the google know what exactly our website is about ?

There is something called structured data which allows the website owner to label the data that that is being presented in the website.

So now the question is : How does google know what we are talking about if we label data using our own vocabulary.

Example scenario :

Suppose I wanted to create a website regarding movies , here I have a picture of the movie “Avatar “ and I labelled this picture as “Avatar” now this might be a word which means a display picture also but in a different context.

So in order for Google to know what exactly we are meaning here it also needs to know the context and this has to be universal so that all the people has the same meaning for that.

Hence google started using a standard vocabulary mentioned in [www.schema.org](http://www.schema.org) and advised all the developers to follow the same vocabulary.

1. Now let us learn about this structured data and way of including them in the content

There are basically 3 ways of including this structured data which are :-

1. Json-LD
2. Microdata
3. RDFa

Json-LD is more recommended since it’s comparatively easier to write , read and understand.

5. Let us now know more about how to use the structured data for jobPostings.

6. Started Rabbit MQ