CHECKLIST · MARKETING

AI Overviews and your website: what changes when Google answers the question

Updated 31 October 2026. Read the full story, sources and any updates at digitaladvisors.com.au/journal/ai-overviews-ai-mode-your-website/

- [ ] **Verify your site in Google Search Console.** Google suggests it for finding technical problems, and its Performance report, under the Web search type, is where clicks and impressions from AI Overviews and AI Mode are counted.
- [ ] **Check Googlebot isn't blocked.** Ask whoever manages your hosting or content delivery network to confirm that robots.txt and any bot-blocking setting still allow Googlebot.
- [ ] **Put important content in text.** Google's list includes making important content available in textual form, so check that nothing essential appears only inside an image.
- [ ] **Update your Google Business Profile.** Google names up-to-date Business Profile information among the search fundamentals that still apply to AI features.
- [ ] **Use data-nosnippet for a passage you don't want in snippets.** Ask your web developer to add it to the span, div or section element around that passage.
- [ ] **Report a wrong AI Overview.** Use the thumbs-down icon at the bottom of the overview and choose "Report a problem". Google treats it as feedback and doesn't promise a correction.
- [ ] **Question offers of special "AI Overview" files or markup.** Google says no new machine-readable files, AI text files or special schema.org structured data are needed.

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.