CHECKLIST · MARKETING

Google is bringing ads into AI Mode answers in Australia

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- [ ] **Check which campaigns can match to AI answers.** In Google Ads, list your Search campaigns using broad match or AI Max, plus any Shopping and Performance Max campaigns. Exact and phrase match only show for clear searches to buy.
- [ ] **Read your search terms report weekly.** Look for long, question-style searches triggering your ads, and add negative keywords for any that won't bring customers.
- [ ] **Check your website copy is current.** Google says the AI explainers shown with some ads can draw on your website, and advertisers can't edit them.
- [ ] **Tidy your Merchant Center feed.** If you run Shopping ads, make sure product titles, descriptions, images and prices match your website.
- [ ] **Watch cost per conversion over the next few weeks.** AI Mode results are blended into your normal reports, so compare with the same weeks last year before changing budgets.

NOTES

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