

CHECKLIST · MARKETING

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

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- ☐ **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.
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