CHECKLIST · MARKETING

Google Ads automation: what AI Max and Performance Max decide, and what you still control

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digitaladvisors.com.au/journal/google-ads-automation-ai-max-performance-max/

- [ ] **Check your primary conversions.** In Goals, make sure only the actions you want more of, such as calls, bookings or sales, are set to primary.
- [ ] **Add brand exclusions.** Exclude competitors' brands you don't want to appear on, in AI Max or Performance Max campaign settings.
- [ ] **Exclude pages that shouldn't get ad clicks.** Add URL exclusions for careers, blog, terms and other pages that don't sell.
- [ ] **Add exact match copies of searches that matter.** If your campaign moved from campaign-level broad match to AI Max, its broad keywords no longer count as exact match.
- [ ] **Review Asset optimisation in Performance Max.** Decide whether to keep final URL expansion and sourced videos on.
- [ ] **Read the search terms report monthly.** Add poor searches as negative keywords.
- [ ] **Diarise 1 February 2027 if you run Dynamic Search Ads.** Upgrade earlier from Campaign settings if you'd rather control the timing.

NOTES

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