

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.
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