

The 2026 Google Shifts Nobody's Talking About

(But Should)

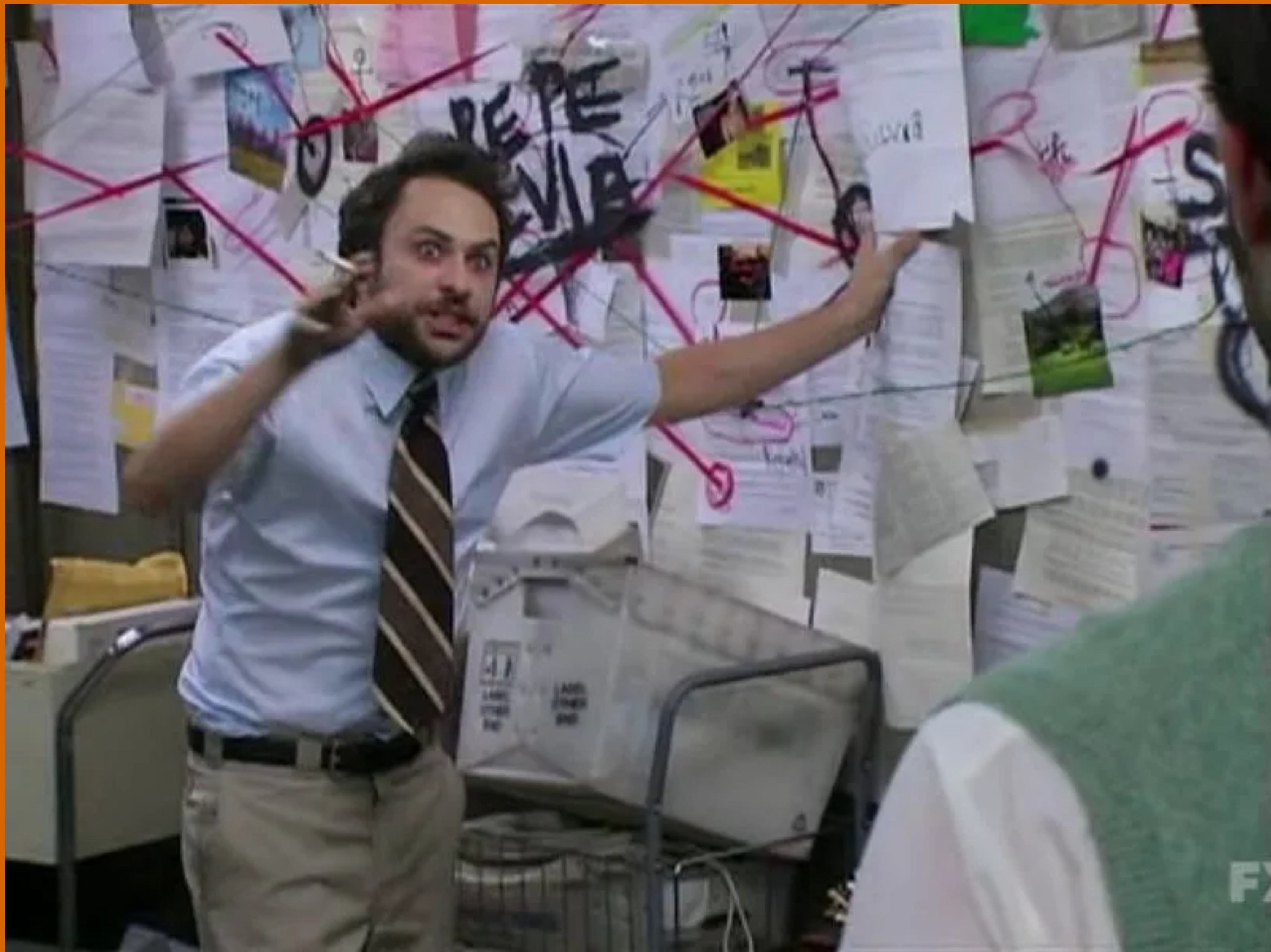


Intro



January





3 Things



The Changing Landscape of Google Marketing



Google Search



Big Idea





LOOKING FOR PRIVATE DINING

ASK A

LOCATIONS ↴

CATERING

.TV

6

LUNCH & DINNER ENTREES

Our meals are big 'ol helpings served up family style with House Salad, Grandma's Corn, Mashed Taters, Buttermilk Biscuits, and Cream Gravy

Fried Chicken (Breast, Wing, Thigh, Leg)	\$19.99
Chicken Fried Steak	\$19.99
Fried Chicken Tenders	\$19.99
Hickory Smoked Chicken (Breast, Wing, Thigh, Leg)	\$19.99
Adult Vegetable Plate	\$11.99
Children's Meal (Ages 6-10)	\$8.99

Children 5 and under - share for free

DOWNLOAD MENU



Search vs. Decision



Why



Decision Fatigue



Generative AI in Search: Let Google do the searching for you

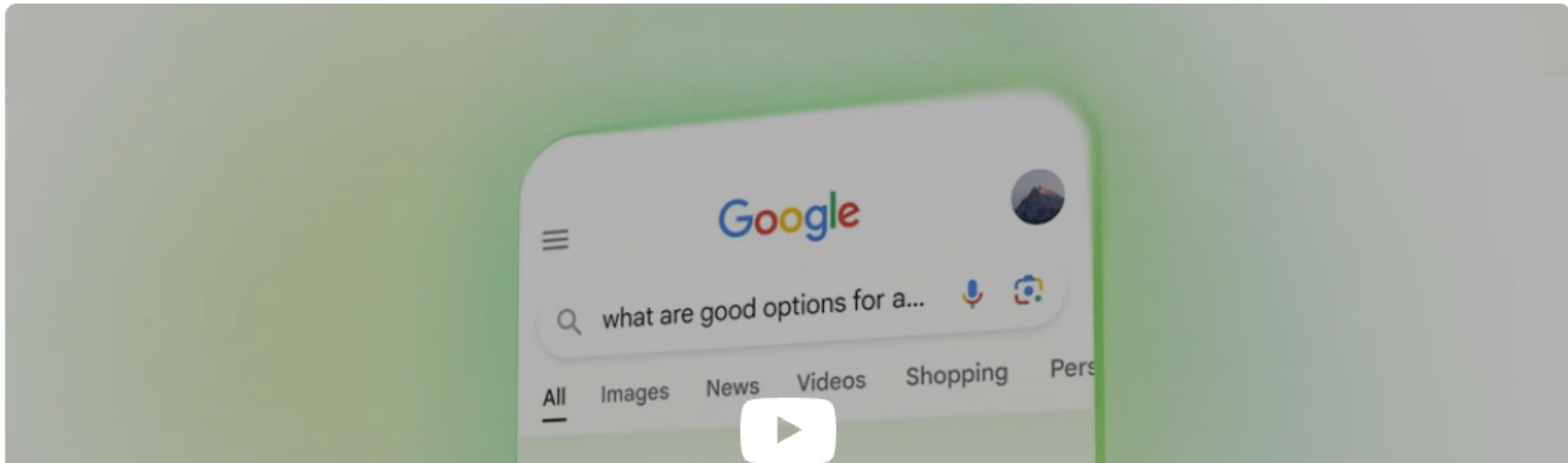
May 14, 2024
8 min read

With expanded AI Overviews, more planning and research capabilities, and AI-organized search results, our custom Gemini model can take the legwork out of searching.



Elizabeth Reid
VP, Search

 Share



The Casino Effect



Protect your connections
and gain IT resilience.

Learn more

OFF-PREM

How Google profits even as its AI summaries reduce website ad link clicks

31 

Google's AI Overviews are wrecking its old ad model, but Google's revenue is increasing with ads based on it

 [Steven J. Vaughan-Nichols](#)

Tue 29 Jul 2025 // 10:28 UTC



OPINION Alphabet, Google's parent company, is making money hand over fist. In its latest quarterly report, Google's revenue grew 14 percent year-over-year to \$96.4 billion. While Google's cloud revenue, \$13.6 billion, with 31 percent year-over-year growth, is growing fast, the bulk of its cash, \$54.2 billion worth, still comes from advertising.

What I wonder, though, is whether, even as its quarterly ad revenue hit a new all-time high, this can possibly continue?

You see, Google's move to place AI-generated summaries, aka "AI Overviews," at the top of search results is wreaking havoc on websites. How bad is it? Bad.

According to a new Pew Research Center study,  1 US Google users, when they saw

\$ Loves Speed



Half of consumers use AI-powered search today, and it stands to impact \$750 billion in revenue by 2028—what is your strategy and activation plan for gen AI engine optimization?



McKinsey & Company – Listen to the article: New front door to the internet: Winning in the age of AI search

 SOUND CLOUD

50%

of consumers

20–50%

of traffic at risk

\$750B

of consumer spend

Wondering when AI will fundamentally alter online research, discovery, and search behavior? You're too late. Hot on the heels of the ascent of

DOWNLOADS



Google Ads



Big Idea



Ads > Organic





Within 5 mi

Open now

Top rated

Businesses

◆ Have AI check prices

Sponsored

Milestone Plumbing

4.9 ★ (18.8K) · Plumbers

Open 24 hours · Serves Keller

20+ years in business

Carbon monoxide safety awareness ·...

Call

Book

Message

Platinum Plumbing of DFW LLC

5.0 ★ (1K) · Plumber

Open

20+ years in business

Molberg Plumbing

5.0 ★ (87) · Plumber

Open · Keller, TX · 2.4 mi

7+ years in business

Onsite services

All Source Plumbing TX

4.9 ★ (128) · Plumber

Open · Keller, TX · 2.5 mi

More businesses >

Keywords vs. Intent



Use broad match with Smart Bidding to reach more relevant searches for your business that are expected to perform within your goals.

Why: Broad match is the only match type that uses all of the signals available in Google Ads to understand the intent of both the user's search and your keyword, while having the flexibility to find the most relevant match that is expected to perform for you. Smart Bidding ensures that, for all of the relevant searches you could reach with broad match, you're only competing in the right auctions, at the right bid, for the right user.



Advertisers that upgrade their exact match keywords to broad match in campaigns that use a target CPA can see an average of 35% more conversions.

Keywords vs. Signals



In Google Ads automation, everything is a signal in 2026

Published: February 4, 2026 at 11:00 am | Read Time: 13 minutes

Share



Written by [Sarah Stemen](#)

Table of Contents

- Automation runs on signals, not settings
- What actually qualifies as a signal?
- The auction-time reality: Finding the pockets
- The signal hierarchy: What Google actually listens to
- Beware of signal pollution
- How to detect and correct algorithm drift
- Building a strategy that actually works in 2026 with signals
- The competitive advantage of 2026

Automation performance depends on signal quality. Learn how Google Ads prioritizes signals, how pollution starts, and how to correct drift.

In 2015, [PPC](#) was a game of direct control. You told Google exactly which keywords to target, set manual bids at the keyword level, and capped spend with a daily budget. If you were good with spreadsheets and understood match types, you could build and manage 30,000-keyword accounts all day long.

Those days are gone.

In 2026, platform automation is no longer a helpful assistant. It's the primary driver of performance. Fighting that reality is a losing battle.

[Automation](#) has leveled the playing field and, in many cases, given PPC marketers back their time. But staying effective now requires a different skill set: understanding how automated systems learn and how your data shapes their decisions.

This article breaks down how signals actually work inside Google Ads, how to identify and protect high-quality signals, and how to prevent automation from drifting into the wrong pockets of performance.

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Meet Us In Boston 

Get the newsletter search marketers rely on.

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Find Your SEO Issues

in 30 Seconds



GBP



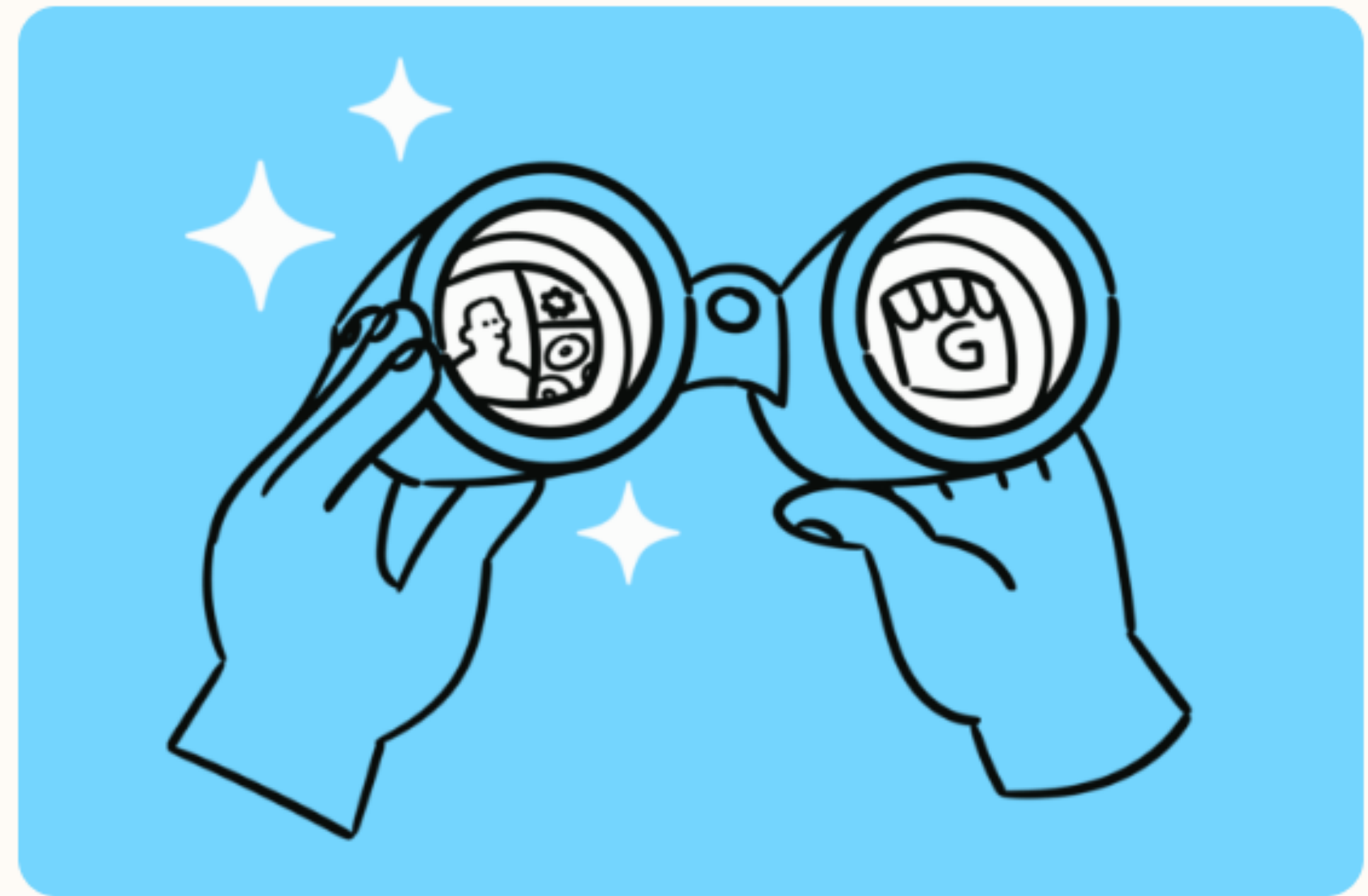
Big Idea



AI Has Made Google Business Profile and The Knowledge Panel Your New Homepage

Google Business Profile

AI & LLMs

By [Brad Wetherall](#)[Share](#)

Search is changing, and if you work in local SEO, you've probably already felt it. Maybe your clients are reporting fewer clicks to their websites. Maybe you're seeing impressions climb (before **Google's parameter changes** at least), but conversions stall. The shift is real, and it's being driven by Google's evolution from a search engine to an answer engine.

I recently spoke at BrightonSEO San Diego, where I shared my experience from working at Google and my years helping clients improve their Google Business Profile's performance. I explained why this shift matters and what local marketers should do about it. Here's a breakdown of the key takeaways.

Contents

How to Create, Optimize, and



Review Velocity



Texas Health Family Care

4.7 ★★★★★ (224) · Family practice physician

100 Bourland Rd #150 · (817) 753-6250

Open · Closes 5 PM

👤 "Prompt, courteous, professional, truly invested in me and my health."



Website



Directions

North Hills Family Medicine

4.8 ★★★★★ (1.1K) · Medical clinic

300 N Rufe Snow Dr · (817) 431-3800

Open · Closes 6 PM

👤 "Dr. Holland is amazing she listens to my concerns."



Website



Directions

First Keller Healthcare

4.0 ★★★★★ (327) · Medical clinic

891 Keller Pkwy # 101 · (682) 593-4273

Open · Closes 5 PM

👤 "My doctor was great and took the time to listen to my concerns."



Schedule



Website



Directions

More places >





Most relevant

Newest

Highest

Lowest

J

Janet Echols

★★★★★

2 days ago

NEW

T

TOM CASCELLA

17 reviews

★★★★★

Edited 3 days ago

I Have trusted NHFP with my health for most of my adult life,Dr Fuller and his staff have shown compassionate and professional care for my health.
Thank you!

♡

🙏 1

🔗

D

Dave Caldwell

3 reviews

★★★★★

3 days ago

NEW

NHFM is a great facility! I have been going there for a year now and have never had a bad experience. Shelby Holland is always very attentive and takes the time to listen without making you feel rushed. So glad I found this place!

♡

Hover to react

🔗

Sandra McGarry

Local Guide · 266 reviews · 67 photos

★★★★★

Edited 5 days ago

Doctor Fuller and staff are fantastic! 100% the kindest and most caring people I've had the pleasure of meeting. Listening is their priority. Highly recommended.

♡

Hover to react

🔗



Most relevant

Newest

Highest

Lowest



Charles Smith

3 reviews

★★★★★

23 hours ago

NEW



Texas Health Family Care (Owner)

21 hours ago

Thank you so much for taking the time to leave a review! Your feedback is important to us and we are so glad we met your expectations. Thank you again – Katie, Texas Health



Jerry Laster

Local Guide · 42 reviews

★★★★★

a day ago

NEW

Renee M, ANP and Ebony medical assistant are awesome. The phlebotomist is excellent. Great communication and listened to me and we discussed our plan forward. I referred my wife to Renee and Dr. Van Hal. No higher praise from a fellow physician



Hover to react





Texas Health Family Care (Owner)

a day ago

We really appreciate you taking the time to leave us this feedback. Thank you for the support! We are honored to serve our community. –Katie Borders, Texas Health



richard frank

Local Guide · 18 reviews

★★★★★

a day ago

NEW

They are very accommodating and efficient. Candace is awesome!



Hover to react



Review Content



3. Review Recency + Review Language Matter More Than “Star Rating”

Reviews are no longer just conversion copy. They’re a ranking input and a summarization input (AI systems read them and extract themes).

Industry research keeps reinforcing two practical truths:

1. **recency** (a steady stream beats bursts)
2. **content** (what people say about you, not only the score)

For multi-location teams, this means:

- **ask continuously, not seasonally**
- **prompt for specifics** (“What did we help you with?” “Which service did you use?”)
- **respond at scale with clear rules** (especially to negative feedback)



Perfect



Data



AI Mode **All** Images Shopping Maps Videos Forums More ▾ Tools ▾



Your business on Google

215 customer interactions

Profile Strength

[Complete Info](#)



Edit profile



Read reviews



Photos



Posts



Performance



Edit products



Edit services



Bookings



Ask for review...



Profiles



←

Services

⋮

×

Plumber

Primary category

Plumbing leak detection

>

Faucet installation

>

Shower installation

>

Toilet installation

>

Water heater installation

>

Faucet repair

>

Plumbing pipe repair

>

Toilet repair

>

Garbage disposal installation

>

Garbage disposal repair

>

← Edit service details



Service

Plumbing leak detection

Price

No price

Service price (USD)

Service description

0/300

 Delete service

Cancel

Save

What Do You Do?





3 Things



Slides & Contact







The 2026 Google Shifts Nobody's Talking About

(But Everyone's Feeling)



Q/A

