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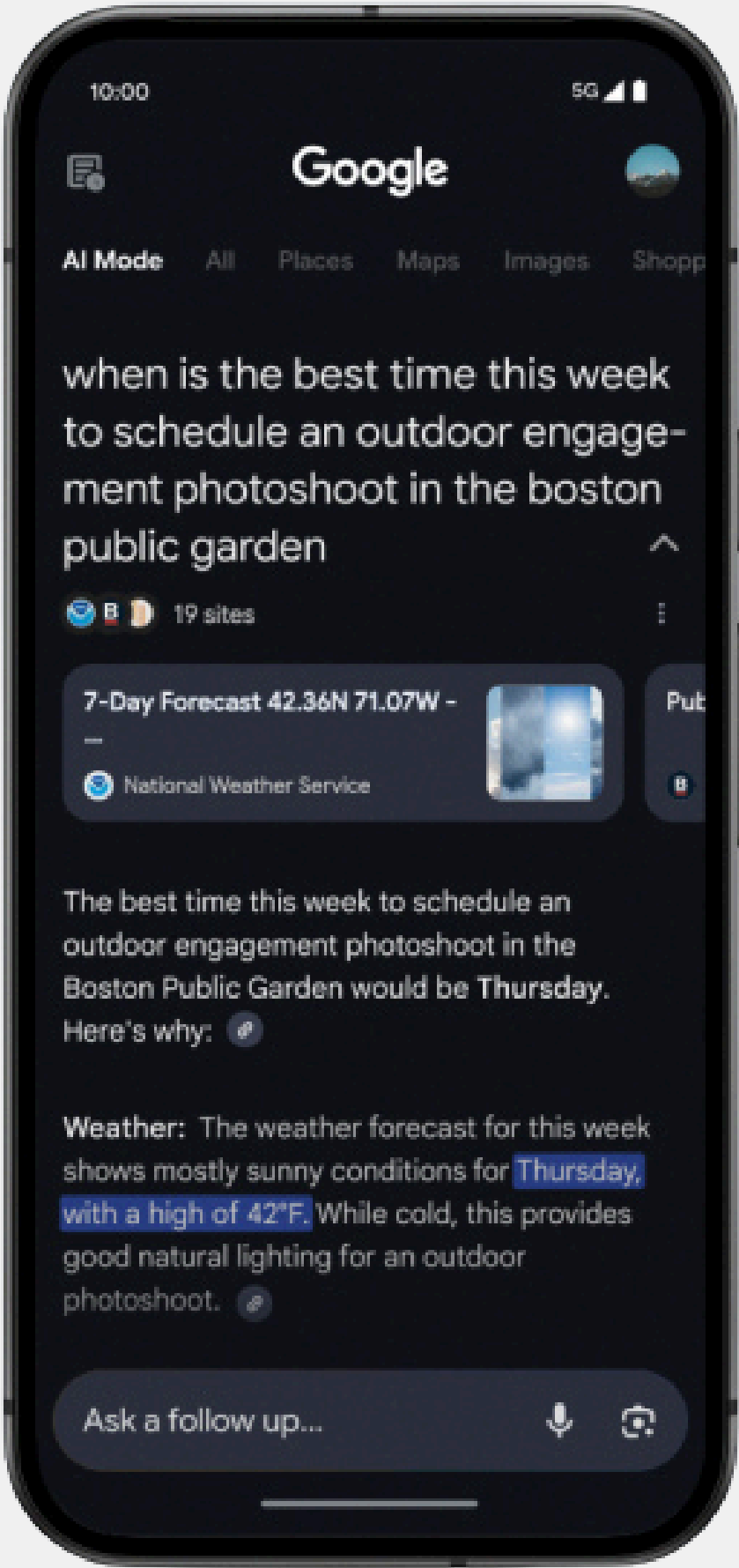
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ANALYTICS



Google is transforming Search with AI Mode.

Google begins testing AI
Mode while rolling out
Gemini 2.0 AI Overviews.

Google has introduced **AI Mode** a new AI-powered search experience that provides more advanced reasoning, comparisons and multimodal capabilities.



What AI Mode looks like on mobile search.

Source: Google

How does it work?

It uses a “query fan-out” technique, running multiple related searches simultaneously to deliver broader and deeper insights than traditional search results.

Search with text, voice, or images.

AI Mode supports
multimodal search, letting
users interact in different
ways, including voice and
image-based queries.

Who can access AI Mode?

Right now, Google One AI Premium subscribers get early access through Search Labs but more users will be added soon.

What about website links?

Unlike traditional search, AI Mode intelligently surfaces relevant web pages, but will this reduce website traffic? Google says no, but only time will tell!

The future of
search isn't coming.

—

It's already here.
Are you ready?

**Imagine
better.**