

Generative AI performance report (Search)

Note: As of August 31, 2026, we've rolled out these insights to all websites worldwide.

The generative AI performance report shows data about how your site performs in generative AI features on Google Search. You can use this report to:

- See how your organic impressions from Search generative AI features changes over time
- See what pages are getting the highest (or lowest) impressions in generative AI features
- Understand where your generative AI impressions are originating (for example, by device or country)

[Open the Generative AI performance report](#)

Not seeing the report?

This may be because:

- Not all properties have access to the report, as we're rolling out over time.
- Your site hasn't received enough impressions in generative AI features on Google Search.



Note: This may be because you've [excluded your site from Search generative AI features](#). To make your site eligible for display in generative AI features, make sure that you've [included your site in Search generative AI features](#).

What's included

The generative AI performance report includes impressions for the following generative AI capabilities on Google Search:

- [AI Overviews](#)
- [AI Mode](#)

We expect to update this list over time as we develop Google Search. For Google Discover, see the [generative AI performance report for Discover](#).

Note: Search Console doesn't include data from [experiments in Search Labs](#), as these experiments are still in active development.

Configuring the report

The default view of the report shows impression data for your site in the [supported features](#). Impressions are how many times links to your site were shown to a user in a generative AI feature on Google Search. Learn [how impressions are counted](#).

You can modify this view by choosing different dimensions and date ranges.

Choosing dimensions

The dimension defines how the data in the table is grouped. For example, the "pages" dimension groups your data by the page users saw in a generative AI feature in Google Search. You can choose a dimension by selecting the appropriate tab above the table:

- **Pages:** Groups data by the final URL linked by a generative AI feature after any redirects. Just like the performance report, most performance data in this report is assigned to the page's [canonical URL](#), not to a duplicate URL. [Learn more](#).
- **Countries:** Groups data by the country where the search originated.

- **Dates:** Groups your data by days, weeks, or months (based on the selected time granularity). All dates are in Pacific Time Zone (PT).



Note: Date and time works the same in this report as it does in the performance report. For more details on the date dimension works, including time zones and time granularity, see the [performance report documentation](#).

- **Devices:** Groups data by the type of device on which the user is searching: desktop, tablet, or mobile.

Reading the chart and table

Report data is presented in two sections: the chart and the table.

Reading the chart

The chart displays total impressions for your property over the selected time period.

- **Aggregation:** Data on the chart is aggregated by property. For example, if two results from the same site appeared in a generative AI search results feature, they count as a single impression in the chart total. If you add a URL filter, the chart data is aggregated by URL.
- **Preliminary data:** The newest data can be preliminary, meaning it's still being collected and might change in the next few hours. Preliminary data is indicated by a dotted line on the graph.

Reading the table

The table shows data grouped by the dimension you selected (for example, by page, country, or device).

Note that the usual data limitations (1,000 row limitation, time period, etc) for the Search performance report also apply to this report; refer to the [Search performance documentation](#) for details.

- **Aggregation:** Table data aggregation changes depending on the dimension you select. Data grouped by country, device, or date is aggregated by property. Data grouped by page is aggregated by page.
- **Discrepancies:** The chart totals can sometimes differ from the table totals. This is usually due to differences in aggregation (property vs. page). See [troubleshooting and data discrepancies](#) to learn more; the same tips from the usual performance reporting also apply to the generative AI performance report.

More about the data

The generative AI performance report includes data from the [Web search type in the Performance report \(Search results\)](#).

Learn more [about data included in performance reports](#).

Exporting report data

The generative AI performance report provides an export button to download both the chart and table data. Values shown as either ~ or - in the report (not available/not a number) will be zeros in the downloaded data.

Submitting feedback

You can [submit feedback on the generative AI performance report](#). Note that this feedback helps improve Search Console overall, and we generally can't act upon individual submissions.

If you have feedback about other Search Console features, use the feedback link within Search Console. If you have questions about how your site appears in Search, visit the [Search Central help community](#) to discuss with peers.

Need more help?

Try these next steps:



Post to the help community

Get answers from community members