FREE FIELD SHEET · Nº 075
ISSUED 12 OCT 2026

KEYWORD GOALS

AI-SUGGESTED GOALS OVERRIDE CHECKLIST

Check AI-suggested Google Ads goals and assets before you hit accept

CHECKS	DO FIRST	PARTS	COST
17	4	5	Free



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Google is testing an AI step in Google Ads setup that suggests a campaign goal and assets based on what you type in. Before you accept any of those suggestions, run through this checklist to make sure what the AI picked actually matches what you want the campaign to do.

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TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/goals-75

PART 1 OF 5 — 4 CHECKS

What changed

- [ ] 1.1

Google is testing an AI step in Google Ads setup that suggests your campaign goal and assets

Google confirmed this is a current test, reported by Search Engine Roundtable based on a screenshot shared by Dima on X.

- [ ] 1.2

The setup screen asks "What's your goal for this campaign?" and includes a large input box

In that box, advertisers describe their campaign in their own words before the AI responds.

- [ ] 1.3

The screen states "Google AI will suggest goals and assets based on your input"

This means both the campaign goal and the ad assets (not just one or the other) are generated by AI from whatever you type into the box.

- [ ] 1.4

This is a test, not a confirmed full rollout

Google confirmed the test is happening, but the source does not state that this is available to all advertisers or that it is a permanent feature yet.

PART 2 OF 5 — 3 CHECKS

Before you type your input

- [ ] 2.1 DO FIRST

Write down your real campaign objective in one sentence first

Decide on paper or in a notes app whether you want sales, leads, website traffic, app installs, or awareness before you open the goal box, so the AI's suggestion has something fixed to be checked against.

- [ ] 2.2

Write down the one metric that defines success for this campaign

Examples: cost per lead under a set amount, return on ad spend above a set ratio, or number of calls. Having this written down lets you judge if the AI-suggested goal actually points at that metric.

- [ ] 2.3

List the exact product, offer, or service this campaign is for

Vague input in the description box is more likely to produce a vague or mismatched goal suggestion, so be specific about what you are advertising before typing anything in.

PART 3 OF 5 — 4 CHECKS

What to check before accepting the suggested goal

☐ 3.1 DO FIRST

Compare the AI-suggested goal word for word against your written objective

If you wrote "generate leads" and the AI suggests a sales or awareness goal, do not accept it. The goal name shown on screen must match your intent, not just sound similar.

☐ 3.2 DO FIRST

Check what conversion action the suggested goal is tied to

A goal can look right by name but be tracking the wrong action (for example, page views instead of purchases). Open the goal details before accepting and confirm the tracked action matches what you actually want counted as success.

☐ 3.3

Check the suggested campaign type matches the goal

Make sure the campaign type the AI paired with the goal (such as Search, Performance Max, or Display) is one you actually intended to run, since the wrong type can waste budget even if the goal name looks correct.

☐ 3.4

Check that the suggested budget or bidding approach lines up with your target metric

Verify the bidding strategy attached to the suggested goal matches the number you wrote down earlier (target CPA, target ROAS, or manual control), not a default the AI picked.

PART 4 OF 5 — 4 CHECKS

What to check before accepting the suggested assets

☐ 4.1 DO FIRST

Read every suggested headline and description line by line

Confirm each line is factually correct about your product or offer, including price, availability, and any claims. Do not accept any line you have not personally read in full.

☐ 4.2

Check that suggested assets do not contradict your written objective

If your objective is leads but the suggested copy pushes a sale or discount message aimed at immediate purchases, edit or remove that asset before accepting.

- [ ] 4.3

Check any suggested images or logos for brand accuracy

Confirm logos, colors, and imagery match your current brand guidelines, since AI-suggested assets may pull generic or outdated visuals.

- [ ] 4.4

Remove or edit any suggested asset you cannot verify as accurate

If you cannot confirm a claim, price, or detail in a suggested headline or description, delete it rather than leave it in and accept it as-is.

PART 5 OF 5 — 2 CHECKS

Final steps before launch

- [ ] 5.1

Save or screenshot the final goal and asset list before publishing

Keep a record of exactly what was accepted so you can compare performance later against what was originally suggested versus what you changed.

- [ ] 5.2

Set a calendar reminder to review performance against your written success metric within the first week

Since this is a newer AI suggestion flow being tested, check early whether the accepted goal and assets are actually driving the metric you defined before you scaled budget.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

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- **Free SEO audit** hamzajameel.com/free-seo-audit/
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SOURCES

1. https://www.seroundtable.com/google-ai-ads-goals-and-assets-42269.html