Opt out of AI Overviews or AI training? Google's generative AI controls explained

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Short answer: to opt out of AI Overviews while staying in ordinary Google Search, Google's documentation points to the Search generative AI control in Search Console, while Google-Extended in robots.txt separately limits training and grounding for certain other Google AI products. Google added a controls guide and an attribution guide to Search Central on 24 November 2026. It matters because the two choices are independent and picking the wrong one can cost visibility without achieving your goal.

TL;DR The short version

- To opt out of AI Overviews while staying in ordinary Google Search, Google points to the Search generative AI control in Search Console.
- Google-Extended in robots.txt is a separate control that limits training and grounding for certain other Google AI products; Google added guides for both on 24 November 2026.
- The two choices are independent, so decide your goal first, since the wrong one can cost visibility without achieving it.

Read online, listen to it, or change the text size: https://blogs.iictp.org/google-generative-ai-controls-ai-overviews-opt-out-explained

What are Google's generative AI controls?

Google describes two main uses of crawled content: training, which teaches future foundation models before they are deployed, and grounding, which looks up fresh information from the Search index when answering and links to supporting pages. The new page lists the controls that let a site manage training, non-Search grounding and Search generative AI grounding separately.

How each control works

- **Search generative AI control** (Search Console settings): decides whether your content is used for grounding or shown, links included, in generative features such as AI Overviews and AI Mode. Google says it does not affect model training and is not a ranking signal elsewhere in Search.
- **Google-Extended** (robots.txt): limits training and grounding for certain commercial generative AI products. It does not affect inclusion or ranking in Search.
- **GoogleOther** (robots.txt): blocks a generic crawler used for non-Search purposes such as one-off research crawls.

- **nosnippet, data-nosnippet, max-snippet** (HTML or X-Robots-Tag): control previews, including in AI Overviews and AI Mode.
- **noindex:** removes the page from Search entirely.

What is new compared with earlier guidance

The controls themselves are now collected in one table of goals and settings. Google also says it intends to support the shared machine-readable AI training preference, using the user agent __usage_ai-training, in early 2027. The companion attribution page explains how supporting links are chosen. Our earlier article covers the shared training control proposal.

What Google reports about sources and links

- Search generative features use a customised Gemini model integrated with core ranking and quality systems.
- For AI Overviews, ranked results are examined first and their snippets are given to the model. The model may also run related searches, known as query fan-out.
- Automated checks test whether claims are supported by the sources used and linked.
- Only pages that are indexed and eligible to show a snippet can appear as supporting links, and the site must be included in the generative AI features setting.
- Search Console has a Generative AI performance report for visibility.

Limitations and open questions

- Opting out of generative features also removes the links those features would have shown. Google's page gives no estimate of the traffic effect.
- Google-Extended does not remove your pages from AI Overviews.
- The pages describe intended behaviour; they are not an independent audit of attribution accuracy.
- Rules for other search engines and AI assistants are separate. Sources were read on 26 November 2026. Products, rules and standards change, so check the linked originals before you rely on any detail.

How to choose and apply settings

1. Write down the goal for each content type: visibility, no AI features, no training, or full removal.
2. Export current Search Console data, including the Generative AI performance report, as a baseline.
3. Apply the matching control: the Search Console setting for AI features, robots.txt for Google-Extended, meta tags for passages.
4. Test one section of the site first where you can, and note the date of each change.
5. Search your key queries, open the AI answers that cite you, and report wrong attribution through the feedback link under the response.

What it means for SEO and content teams

- Treat this as a business decision with legal and revenue owners, not a technical default.
- If you syndicate content, ask partners to block indexing of their copies so they are not credited instead of you.

- Use data-nosnippet for passages that should not be quoted, such as paywalled text, together with paywalled structured data.
- Avoid changing page dates unless the content changed substantially, which Google's guidance also advises.

Frequently asked questions

- **How do I opt out of AI Overviews?** Set the Search generative AI control in Search Console to exclude your site from those features.
- **Does blocking Google-Extended hurt rankings?** Google says its status is not used as a ranking signal and does not affect inclusion in Search.
- **Can I keep one paragraph out of AI Overviews?** Google lists data-nosnippet and snippet limits for controlling what is shown and used.
- **What if an AI answer credits another site for my work?** Google points to canonical and syndication fixes, or a copyright request where content was copied without permission.

Related reading

- The shared AI training control for robots.txt
- Query fan-out in Google Search
- Identify Google Search traffic in analytics
- AI Practitioner certification

> Related credential: AI Practitioner. Explore the exam facts and syllabus.

Sources and further reading

1. Google Search Central. Control how your content is used for generative AI at Google. Added 24 November 2026. developers.google.com/search/docs/fundamentals/gen-ai-controls
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