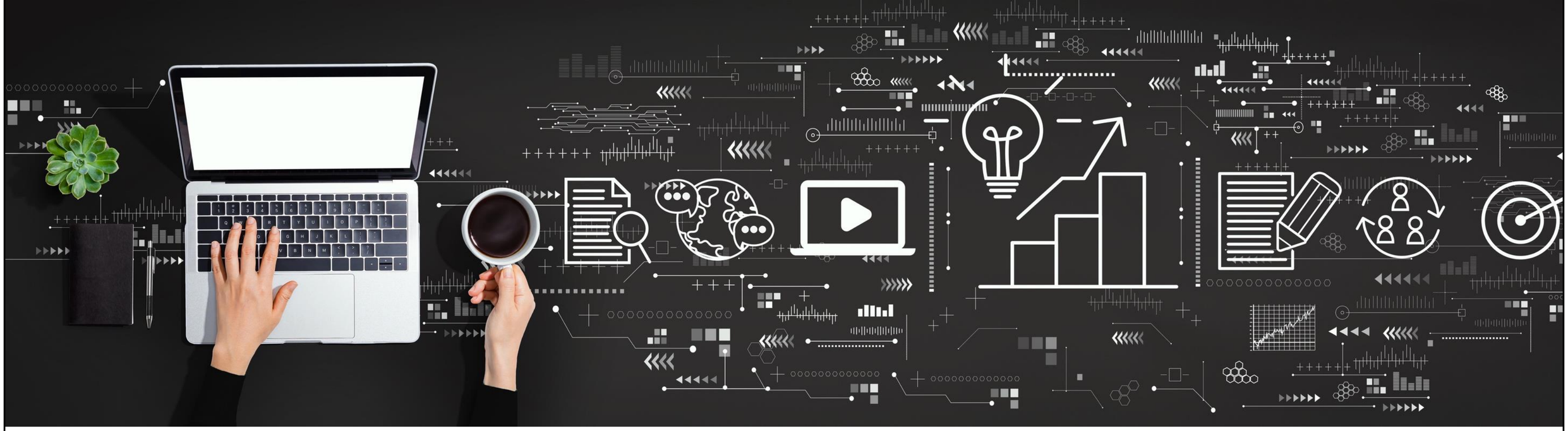


From Keywords to Context: How Google Ads Uses AI Intent Signals in 2026

sponsored by:

ysbec
YORK SMALL BUSINESS ENTERPRISE CENTRE

DME

by Maryam Golabgir

Quick Reminder
for this webinar

DME

This Presentation Will Take Around 40 Minutes

You can always watch the presentation again when you wish

If you have any questions, please let me know!

Hello. I'm **Maruam**



Hi, I’m Maryam Golabgir, the founder and Chief Amazement Officer of Digital Marketing Experts. I’m passionate about helping businesses grow through innovative, sustainable digital strategies that deliver real results.

My background blends creativity with technical expertise—I’m a digital marketer, programmer, and website strategist. Over the years, I’ve developed deep experience in social media marketing, website development, search engine optimization, paid advertising, and video/mobile marketing. I believe that a successful digital strategy requires not just vision, but also data-driven insights to guide every decision. My mission is to help small and medium-sized businesses compete, thrive, and stand out in today’s fast-moving digital world.

You can learn more about our work at www.digitalmarketingexperts.ca or connect with me on LinkedIn

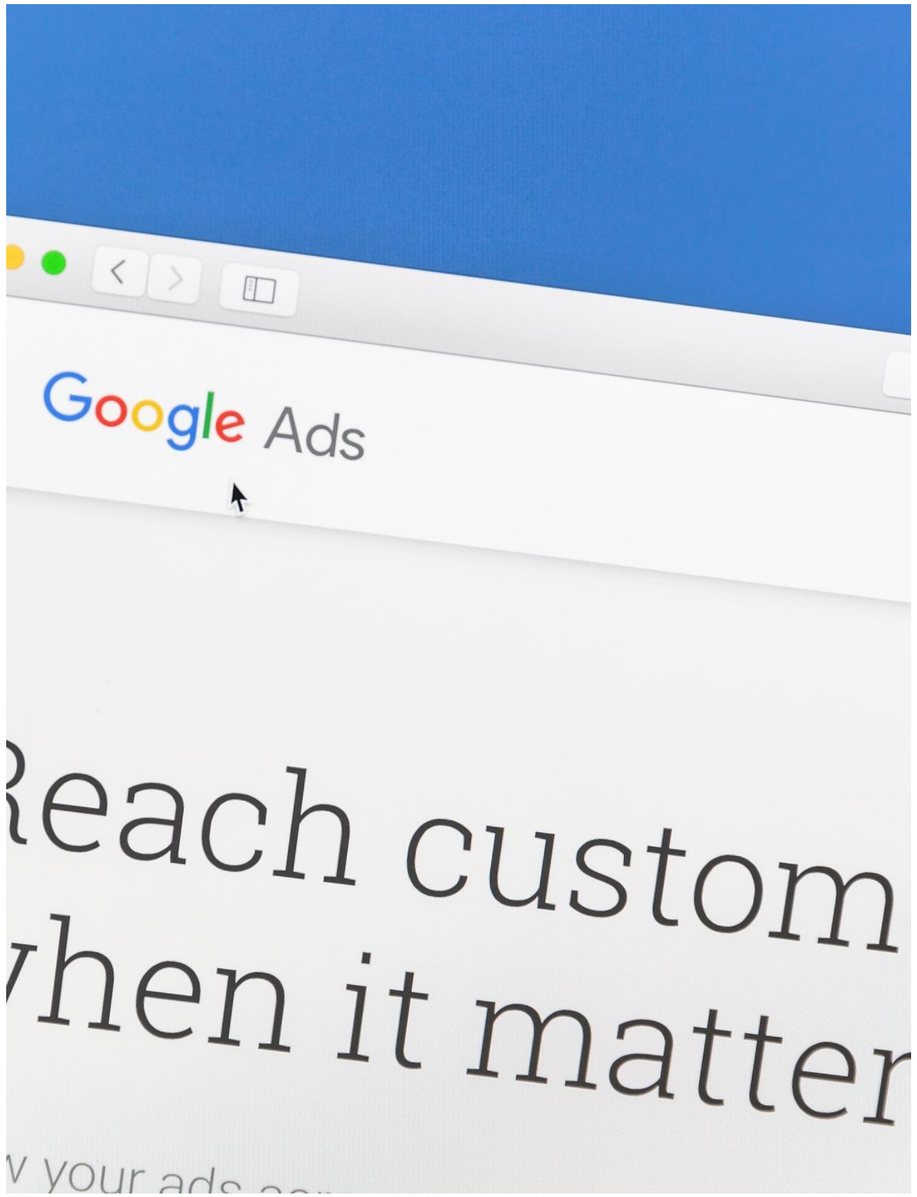
Maryam Golabgir

Chief Amazement Officer

Keuwords are not dead.
But theu are no lonaer kina.

Google predicts intent using:

- Search history
- Behavior patterns
- Location context
- Device signals
- Audience data



The Intent Shift

Example:
Two people search “running shoes.”

User A
Researching reviews

User B
Ready to buy

Same keyword.
Different intent.
Google knows the difference.

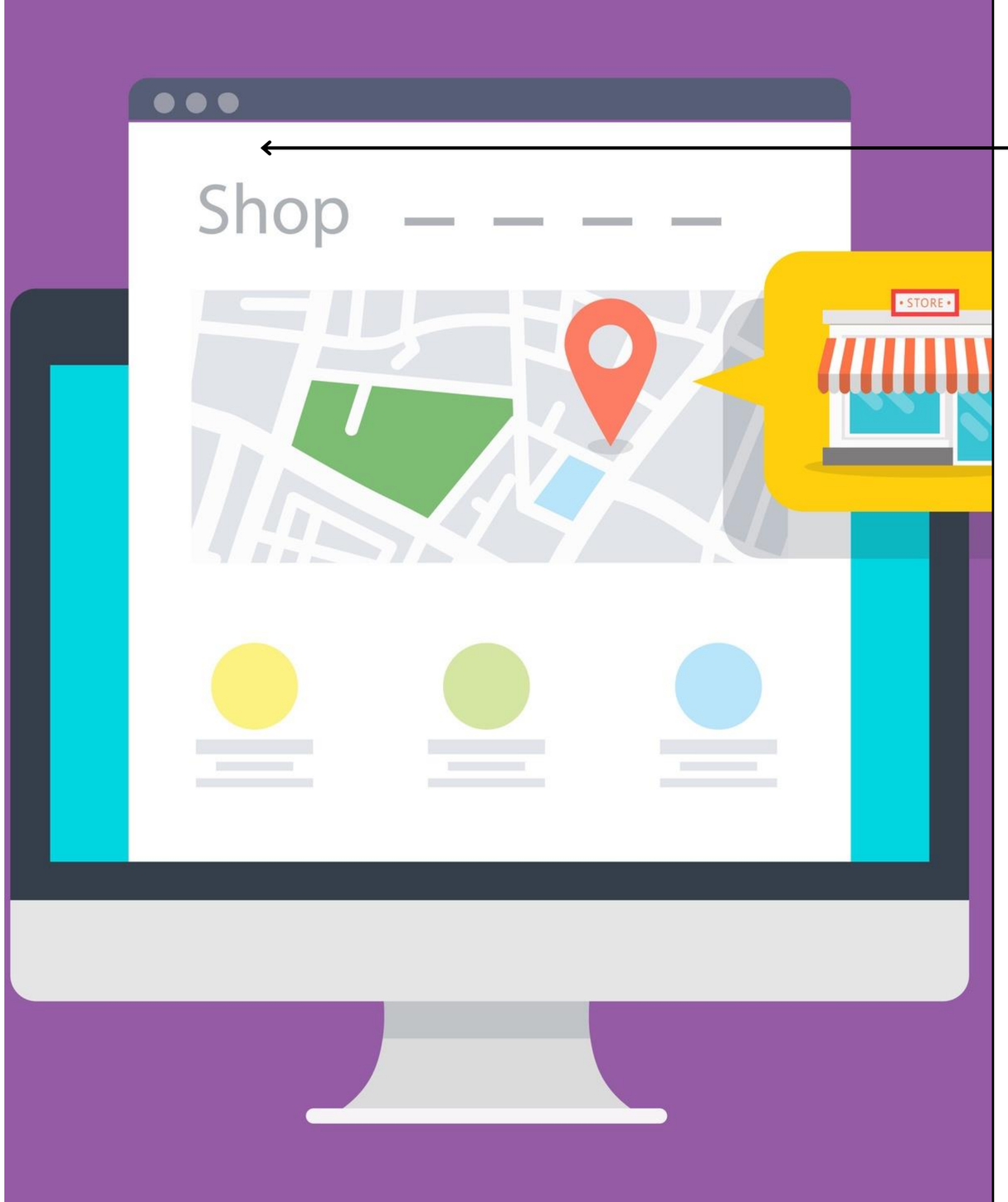


How AI Interprets Behavior

Signals include:

- Previous searches
- Video consumption
- Website engagement
- Cart behavior
- CRM data

Intent modelling drives ad delivery.



Structuring for Intent

Segment campaigns by:

- Awareness
- Consideration
- Conversion

Different messaging.
Different landing pages.
Different budgets.



First-Party Data Power

Upload:

- **Customer lists**
  - **Past purchasers**
  - **High-value clients**

Google finds lookalikes based on real value.



Conversion Signal Depth



Track:

- **Scroll depth**
- **Add to cart**
- **Qualified lead forms**
- **Sales calls**
- **Closed deals**

Shallow tracking equals shallow optimization.

Landing Pages That Clarify Intent

Match user stage:

Research page

Comparison page

Direct purchase page

Misalignment destroys conversion rate.



Budget Allocation by Intent



→ **Cold traffic**

Warm retargeting

High-intent search

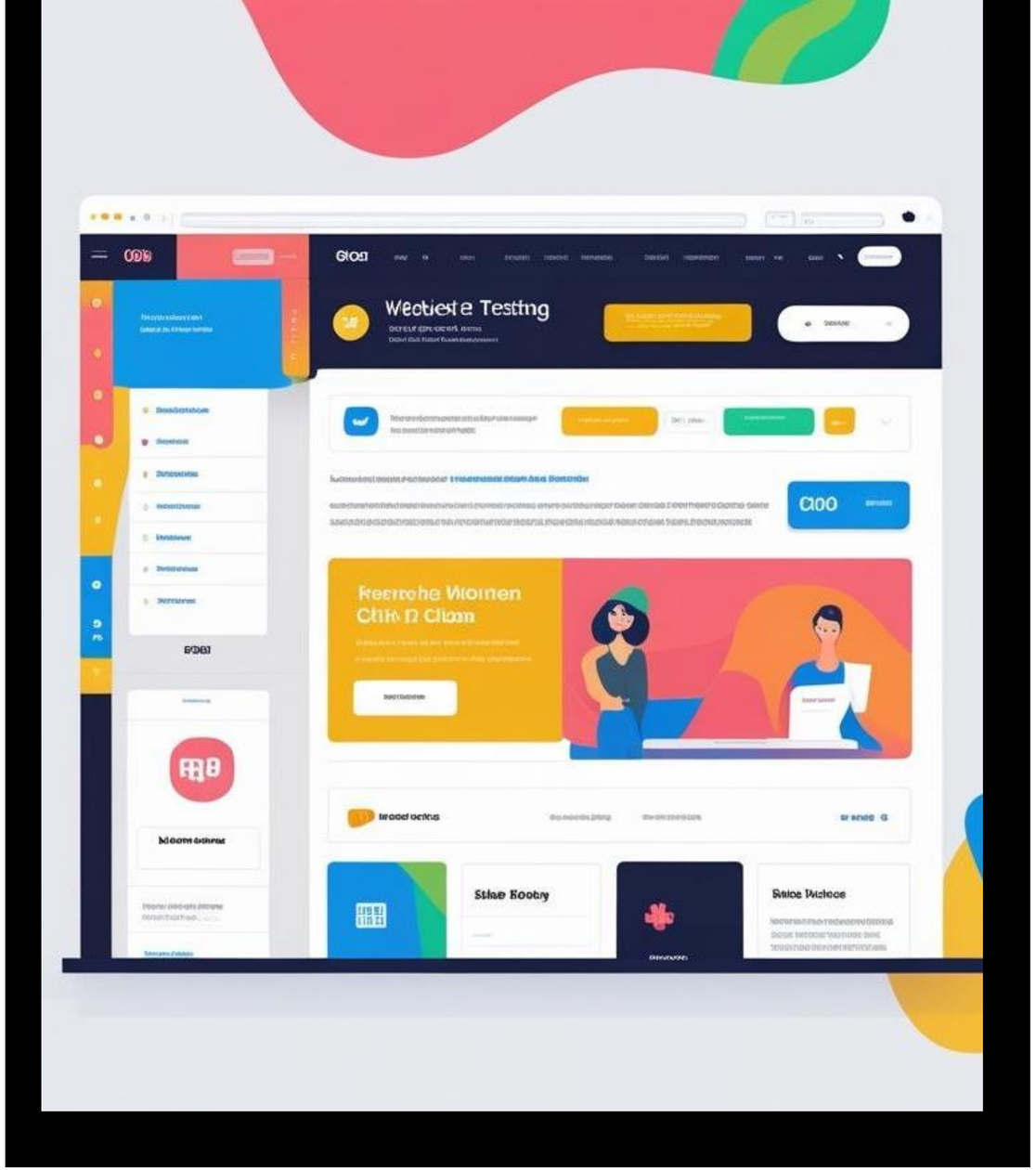
Each deserves separate allocation.

Attribution Evolution

Last click is misleading.

Use:

- **Data-driven attribution**
  - **CRM feedback loops**
  - **Revenue mapping**



The 2026 Intent Framework

Collect data
Structure campaigns
Align pages
Feed revenue back
Scale based on profit



Implementation Steps

Audit signals

Restructure campaigns

Refine landing pages

Import CRM revenue

Test and scale



Google does not reward keywords.
It rewards clarity of intent.
Your job is to make intent obvious.



Any Questions?