

Google Uses AI To Group Queries In Search Console Data via @sejournal, @MattGSouthern

Google announced Query groups in Search Console Insights. The AI feature clusters similar search queries, surfaces trends, and shows which topics drive clicks.

- Query groups uses AI to cluster similar search queries.
- The new card shows total clicks per group and highlights groups trending up or down.
- Query groups will roll out over the coming weeks to high volume accounts.

<https://www.searchenginejournal.com/google-uses-ai-to-group-queries-in-search-console-data/559360/>