

Local Marketing Plus SEO Advises Local Service Businesses After Google Makes Gemini 4 Hydrogen the Default in AI Mode

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KELOWNA, BC - November 24, 2026 -
Kelowna, BC - Nov. 23, 2026 - Google has made Gemini 4 Hydrogen the default model in AI Mode and is using it for the hardest questions in AI Overviews, a change the company says is available worldwide, including in the United States and Canada. Local Marketing Plus SEO, a British Columbia firm that works with trades and service businesses in both countries, says local companies should make sure their websites and business profiles answer the questions customers ask before they call.

In a Nov. 12 post on X, Robby Stein, vice president of product for Google Search, wrote, "The biggest model upgrade to Search yet has landed." He said Gemini 4 Hydrogen "brings cutting-edge intelligence to all Search users" and added, "It's now the new default model in AI Mode & being used for your hardest questions in AI Overviews."

In a Google Search blog post published the same day, also by Stein, the company said Hydrogen "is now

available globally in Google Search for all users." Google said Search can now handle "even more nuanced and complicated questions," including questions with multiple parts, hard-to-understand typos or highly specific requests, and that responses are meant to address each part of a question.

Google also said Hydrogen improves its query fan-out technique, running multiple searches across the subtopics of a question. The Search blog says that work is "connecting you to a broader range of helpful links than before." Google did not publish figures for how many additional links appear in AI Mode or AI Overviews. Nick Fox, Google's senior vice president of knowledge and information, made a similar point on X, writing that Hydrogen is "available now for all users, globally" and brings a "broader range of links to the web." Google also said answers may include images, structured responses, comparison tables and custom tools.

The model change arrived during Google's November 2026 core update, which the Google Search Status Dashboard says began rolling out on Nov. 10, applies globally and in all languages, and may take up to two weeks to complete. As of Nov. 23, the dashboard still listed the update as active and had not posted a completion date. Local Marketing Plus SEO says the two changes should not be treated as a single event, and that traffic or ranking shifts should not be treated as final while the update is still rolling out.

"Google is saying people may see a broader range of links, but it has not said how many, and it has not promised that any particular business will be included," said Jo Ann McLellan, owner of Local Marketing Plus SEO. "For a local service company in the United States or Canada, the useful work is still to make the basics unmistakable: what you do, where you work, how someone can request an estimate, and whether the details on your website match your Google Business Profile. In response to the announcement, Local Marketing Plus SEO is preparing a written checklist for clients on reviewing service pages and Google Business Profile details, including hours, locations and service areas."* If that's not right, here are two other options:"

McLellan said customers often ask questions that cover more than one point, such as the type of job, the service area and what is needed for a quote. She cautioned business owners not to treat unofficial reports about citation patterns as proof that more social or video posts will get a local business named in AI answers.

Local Marketing Plus SEO recommends that businesses review their service pages, keep hours, locations and service areas consistent across their website and Google Business Profile, and measure results by the quality of incoming enquiries rather than traffic alone. McLellan said Google's announcement does not guarantee more website visits or more calls.

AI Mode has been available in the United States and began rolling out in Canada in August 2025, according to a Google Canada blog post.

Local Marketing Plus SEO works with trades and service businesses in Canada and the United States on

local search, Google Business Profile management, websites and paid search. More information is available at localmarketingplus.ca.

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Local Marketing Plus SEO

Local Marketing Plus SEO is a Kelowna, BC digital marketing company helping businesses across Canada and the U.S. improve visibility through local and organic SEO, Google Business Profile optimization, websites, content strategy and search consulting.

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