

Personalize the content you see on Search, Discover, and News

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Tailor the content you see, save Preferred Sources, and customize audio briefings with new features across Search, Discover, and Google News.

Whether you're following big global headlines or exploring niche local interests, it should be easy to find the sources and topics that matter most to you. Today, we're introducing new personalization features across Search, Discover, and Google News that give you even more control over your experience, while helping publishers build stronger, direct connections with their readers.

See more of your favorite sites with ease.

We're releasing a new interactive "Preferred Sources" button that publishers can embed on their pages. When readers click this button, it adds the site as a Preferred Source on Google and immediately directs them back to where they left off on the publisher's page. Readers more easily find their favorite publications in Top Stories, AI Overviews, and AI Mode, while publishers gain a more seamless way to connect with readers across Google. So far, people have already selected more than 600,000 unique sources.

If you're a publisher, you can find the new "Preferred Source" button code in our Google Search Central documentation to get started.

Tailor your Discover feed, in your own words.

Soon it will be as easy to tune your Discover feed as it is to text a friend. Want to see kitchen reno ideas (eco-friendly only)? Videos about weekend road trips (but no camping)?

In the coming days in the Google app, you'll be able to tap any three-dot menu in your feed to tell Google the exact topics or links you want to see more (or less) of, in your words. Your feed will adjust on the fly, and remember your requests. By letting you refine your tastes in real time, Discover can connect you with content that genuinely matches what you care about right now.

Customize your audio news.

If you prefer listening to your news on the go, we're making it easier to customize your daily audio briefings in the Google News app on Android.

You can now curate your briefings by choosing specific topics, along with clear source attribution and links out to full articles, so you can more easily explore what matters most to you. Plus, thanks to the wide range of publishers participating in our news AI pilot program, you'll get deeper dives into key stories in the briefing.

These new personalization features make your Google experience uniquely yours. And with the new Preferred Source button, it's a breeze to stay connected to the sites you like most.

<https://blog.google/products-and-platforms/products/search/personalize-search-discover-news>