

3 new ways we're improving Search profiles for publishers

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New features like multi-account management and an updated article view make it easier to highlight your content and reach your audiences.

Today, we're introducing updates to Search profile to help publishers better highlight their content and connect with their audiences on Google. Search profiles give you a customizable, verified home base to consolidate your social accounts, latest articles, and links in one shareable space.

Here's what publishers can do with our new Search profile update:

1. Manage multiple brands from one account.

Some media organizations manage the digital presence of many different publications. With new multi-account support, you can now claim and manage Search profiles for all of your sub-brands from a single login, so you can access and update your profiles, without having to juggle multiple accounts.

2. Showcase your work with enhanced article views.

We've updated the display of articles in Search profiles to make it easier for people to discover and dive deeper into your content. Image thumbnails are now optimized to help your articles look their best, and we've increased the length of headlines, improving readability and helping your latest work stand out.

3. Get access for your publication.

More U.S. publishers and creators are now eligible for Search profiles. We've lowered the eligibility threshold to 10,000 followers across YouTube, Instagram, X, or TikTok.

Ready to get started? Log in to your Search profile to try these new features today, or learn more about how to set up your profile in our Help Center.

<https://blog.google/products-and-platforms/products/search/3-new-ways-were-improving-search-profiles-for-publishers>