More ways to connect with the web from Search

Datum	15.10.2026
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Region	Italien
Kategorie	IT und Kommunikation, Technologie, Medien, Werbung und PR

We're updating AI Mode and AI Overviews with clearer inline links, context about sources, timely articles and more to help you explore the best of the web.

Whether you're coming to Search to quickly find information, explore new topics, or discover new voices, we want to make it as easy as possible for you to dive deeper and engage with the content and sources you value. We're seeing people take advantage of tools that give them more choice: the number of people who now use our Preferred Sources feature has grown by more than 7x since the start of the year. Today, we're announcing updates across AI Search to make exploring the web simpler, more visual, and more engaging.

1. Engage with more inline links

Inline links, which are links embedded in words or phrases in an AI response, help you dive deeper into a topic the moment you're reading about it. We've made continued and substantial increases to the presence of inline links in our AI experiences. We're also launching updates to show inline links higher up in responses more frequently, helping to ensure key sources are easily clickable right when you need them.

2. Find exactly the right web page

Sometimes, there are only one or two official places on the web to complete a specific task or get the exact info you need. We'll be testing a new display in Search AI experiences to prominently surface these links in a dedicated section at the top of a response, with context about why each link is useful. With these links and additional context, you can be more confident you've found what you're looking for. This expands on what we already do today to show links front and center when you're looking to go to a particular site.

3. Discover more news and reporting

We're starting to roll out the prominent carousels you see for timely articles in AI Search features to additional locations and languages globally. These carousels also highlight your Preferred Sources, making it easier to find coverage from the websites you value. This feature makes timely articles more visible on a wider range of queries.

4. Dive deeper with prominent links to related articles

Once you've gotten the lay of the land on a topic, you might want to dig deeper on interesting angles – and we want to make it easy to find links that spark your curiosity. So we're making the links that we show at the end of some AI responses more engaging and prominent, with image thumbnails and

a more clickable design.

5. Connect with creators

This week, we started testing clickable creator and publisher names on video results that link directly to their Search profiles in AI Mode. These profiles give you a quick way to learn about creators and their broader work, giving you even more context. Eligible creators and publishers can learn more about Search profiles and how to get started.

These updates help you dive further into the information you’re looking for, and we'll keep refining these experiences based on what works best.

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