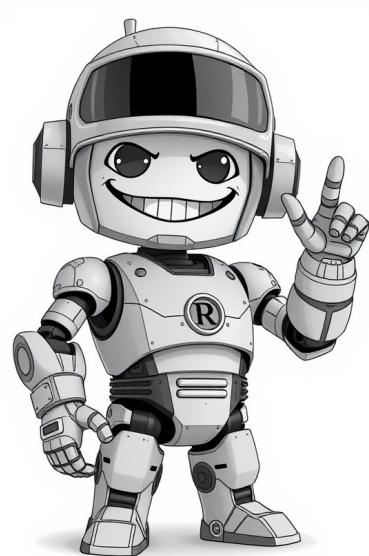


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Date updated: March 20, 2025 Date published: February 10, 2025 Following our announcement in April 2024 last year, Google News is fully transitioning to automatically generated publication pages in late March 2025. This change seeks to improve our existing publisher workflow and simplify our current product experience. To achieve this, all publication pages in Google News will be generated automatically. Google News will no longer use RSS feeds or web locations that were submitted in Publisher Center. As a result, publication pages that were created by publishers manually will no longer appear to users in Google News. Some publications may not have an automatically-generated landing page. Publisher Center will also discontinue nonessential customization features for publication pages in Google News, and the Google News tile will no longer appear in Publisher Center. What does this mean for appearing in Google News and other news surfaces? This doesn't change what content is eligible to appear in Google News and other news surfaces. Content from publishers that adheres to our content policies is automatically eligible for consideration in Google News and across news surfaces. Our systems automatically identify and rank eligible content based on factors like relevance, prominence, authoritativeness, freshness, location, and language. Learn more about ranking within Google News and how news works on Google. Publication landing page sections Once these changes go live in late March, custom sections previously created in Publisher Center will no longer appear on publisher Google News landing pages. We're making this change to reduce steps in the publisher workflow and provide a clearer, more straightforward experience for our users. Updating logos and titles Soon, publishers will no longer be able to use Publisher Center to customize how their logo and publication title appears in Google News. Google News will use site favicons for publisher logos, and site names for publication titles. Publishers can follow these best practices: Logos: Define a favicon to show in Google Search results Publication titles: Provide a site name to Google Search For Google News Showcase and Reader Revenue Manager, publishers will continue to submit logos through Publisher Center. Global distribution settings By default, links to your content in Google News are available to users worldwide. To streamline publisher setup, starting next month, publishers will no longer be able to use Publisher Center to restrict their content from appearing in certain countries, with the exception of News Showcase panels. Users will find content in Google News according to their language and region preferences. Learn how to check or change your Google News settings. News Showcase publishers will be able to use Publisher Center to allow or block users in specific countries from seeing News Showcase panels. Text-to-speech distribution options on Google Assistant News content on the web may be used in Google Assistant's text-to-speech feature to respond to user queries about a specific news topic (example: "Play news about bitcoin") within the US. The Assistant topical news feature where snippets of an article are played on speakers via Text to Speech will be discontinued outside the US soon, and the opt-out settings for use within the US are changing. To block your content from being part of this user experience, you can use the nopageread aloud HTML meta tag on your website. For more information, refer to our Help Center article: Google Read Aloud user agent. Video news on Google News and Google Assistant Similarly, publishers will no longer be able to use Publisher Center to submit YouTube content for consideration in Google News or Google Assistant. As a reminder, publishers can continue sharing their video content on YouTube. YouTube content is also automatically considered for Google Assistant. Post to the help community Get answers from community members In late 2020, an online news experience called Google News Showcase launched. This platform helps participating publishers share their expertise and editorial voice through an enhanced storytelling experience. The platform is also a global content licensing program. Google pays participating publishers to curate quality journalism for an improved online news experience that benefits readers and publishers. Through this experience, publishers, including award-winning newsrooms, can give readers more insight on local, national, and international news to help them understand the stories that matter. News organizations have direct control of their presentation and branding, which provides a way to form deeper relationships with their audiences. Through Google News Showcase, participating publishers can uniquely package the stories that appear in Google's news products, currently Google News and Discover. The platform also offers deeper storytelling and more context with features like timelines within stylized news panels, related articles, and bullets. This approach is different from other Google news products because it focuses on the editorial choices that publishers make about which stories to show readers and how to present them. To help readers discover new content, Google News Showcase offers no-charge access to select paywalled articles on a participating publisher's site that would otherwise only be available to subscribers. This platform has launched in select countries/regions, with more to follow soon. Learn more about Google News Showcase. Post to the help community Get answers from community members Important: Some features are available if you're signed in to your Google Account. If you share a paid story, others may not access it until they pay for it. Computer algorithms determine which stories show up on Google News and in what order. Google News shows some content in a personalized way. Personalization helps Google News quickly and easily show you stories that interest you. Chosen by computers Based on your language and region, algorithms pick subjects for these sections: Full Coverage Sources in Newsstand Search results Your topics Local news Notifications about top news stories Headline news stories, which show up as: In your app: Headlines or "Headlines" stories in your briefing. On Google News on desktop: "Top Stories" stories in your briefing. On Google News on mobile: "Headlines" stories in Top stories . In these sections, people who use the same language and region get news for the same subjects. 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