

FREE GUIDE. NO EMAIL NEEDED.

HOW TO SET UP GOOGLE PREFERRED SOURCES YOURSELF

Your readers can tell Google they want more of your site. This guide shows you how to ask them, with the exact code, three install options and real screenshots from sites we run.

mechanics in 6,434 cities. Every listing shows the shop's phone, reviews and hours, and the phone rings the shop direct.

[Search your ZIP code](#) to compare shops near you, or check what a [mobile mechanic costs](#) if you would rather have the work done in your driveway.

Like this? Add MechanicRank to your Google sources

Sources

We opened each of these on October 10, 2026.

- [The Money Guy Show, the 20/3/8 car buying rule guide](#)
- [The Money Guy Show, car](#)

needs more fact and a matching tune. The install is mechanical, but the tune and the checks after are what make it safe.

Here's What We Cover 6 steps ✓

Read our guides a lot? [Star Supercanic as a source in Google](#) and our new posts show up more often in your Top Stories.

What We Saw



Rules for your state are on the state pages, such as [California](#), [Florida](#) and [Illinois](#).

BACK TO TOP

[Want JailBails first in Google? Set us as a preferred source →](#)

Questions Families Ask

Does bail go down the longer you stay in jail? +

Do you get money back after bailing someone out of jail? +

UPDATED OCTOBER 2026 · FACTS FROM GOOGLE'S OWN DOCS AND BLOG

01 WHAT PREFERRED SOURCES IS

Google lets any signed in reader pick the sites they want to see more of. Google calls them preferred sources. When a reader picks your site, your new posts are more likely to show up for them in Top Stories, marked with a "preferred" badge. Since May 27, 2026, the same badge can show on your links inside AI Overviews and AI Mode.

It is not a ranking boost for everyone. It only changes what that one reader sees. But that reader already likes you, and Google says people are twice as likely to click a preferred source.

FACT	WHAT GOOGLE SAID	WHERE
Click rate	People are twice as likely to click through to a preferred source	Google blog, May 27, 2026
Size in May	More than 345,000 unique sources picked	Google blog, May 27, 2026
Size in August	More than 600,000 unique sources picked	Google blog, Aug 20, 2026
Where it shows	Top Stories everywhere Search runs, plus AI Overviews and AI Mode	Search Central doc
Button	An embeddable "Preferred Sources" button for publishers	Google blog, Aug 20, 2026

News from Google

Innovation & AI

Products & platforms

Company news

Feed

Q

:

Newsletter

Home

Products & Platforms

Products

Search

New ways to find your favorite sources and original content in AI Search

May 27, 2026

4 min read

We're bringing Preferred Sources to AI Overviews and AI Mode and launching more new ways to help you find high-quality content and firsthand perspectives.

Google's May 27, 2026 post that brought Preferred Sources into AI Overviews and AI Mode.

02 CHECK YOUR SITE CAN BE PICKED

Do these three checks before you touch any code. Each one takes a minute.

1. Only Whole Sites Count

Google only lists domains and subdomains. A blog that lives in a folder does not count on its own.

ADDRESS	CAN READERS PICK IT?
<code>www.example.com</code>	Yes
<code>news.example.com</code>	Yes
<code>www.example.com/blog</code>	No. Readers pick <code>example.com</code> instead

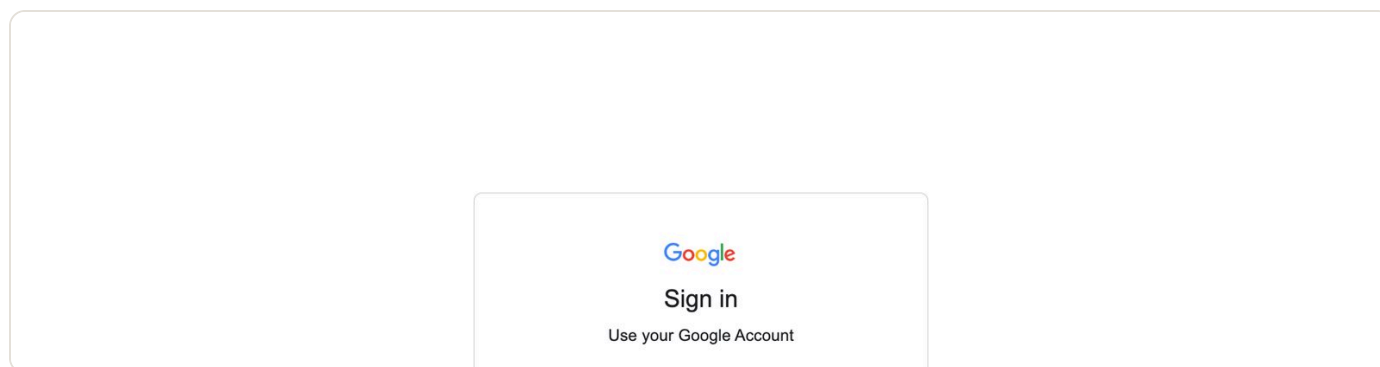
2. Find Your Site in Google's Tool

Open `https://www.google.com/preferences/source` and type your domain in its search box. If your site shows up, you are listed. Google says any site that publishes fresh content is eligible. If you are not listed yet, keep posting and check again later.

3. Turn On AI Features in Search Console

Google's doc says that to show as a preferred source in AI Overviews and AI Mode, your site must be included in Search generative AI features in Search Console. If you ever opted out, opt back in for this to work there. Top Stories does not need this step.

Use the real domain. Look at the canonical tag on one of your posts and use that host. If your posts say `clickflame.com`, your link says `q=clickflame.com`. Never put a path in it.



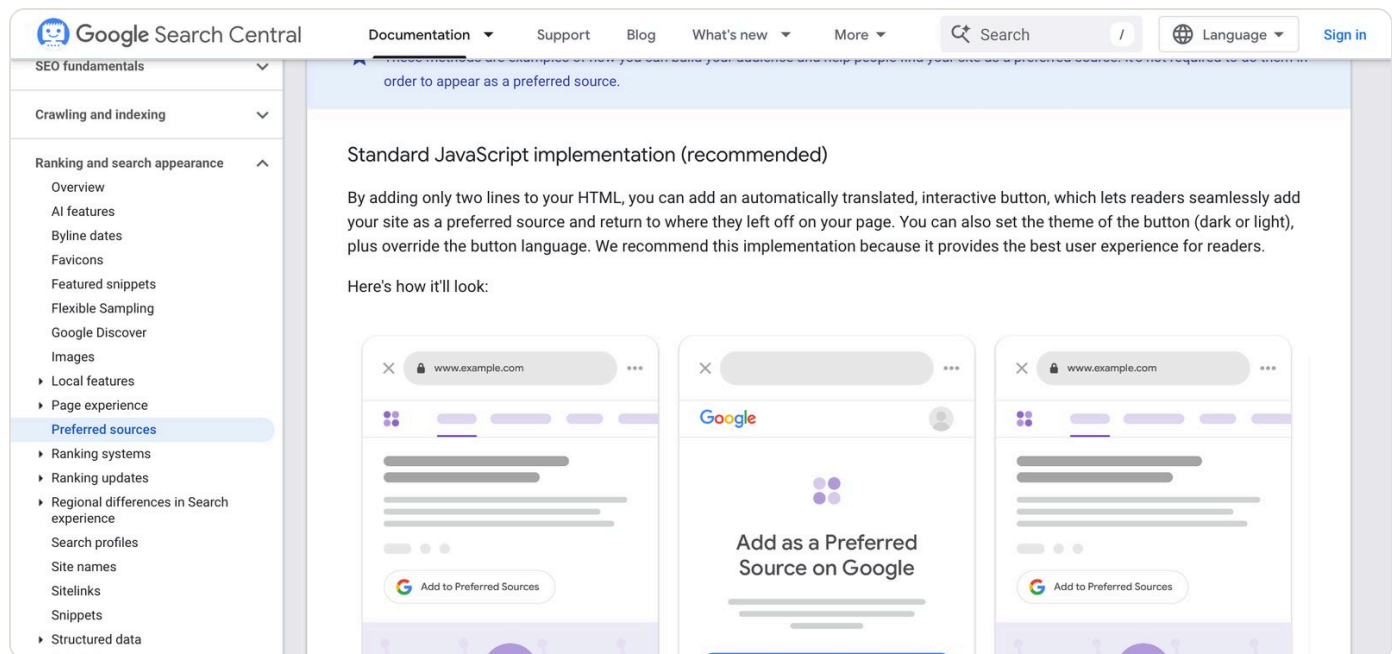
Signed out, the link opens Google's sign in page first. Picking sources is tied to a Google account, so that is normal. Once signed in, the reader lands on your site in the tool.

03 PICK ONE OF THREE INSTALL OPTIONS

Google gives three ways to ask readers. They all end at the same place. They differ in how much code you add and how much of the look is yours.

OPTION	WHAT YOU ADD	LOADS GOOGLE SCRIPT	YOUR DESIGN	BEST FOR
A. Standard button	One script tag and one div	Yes	Light or dark theme	Fastest install, Google's own look
B. Advanced JavaScript	Script plus your own click code	Yes	Your button, Google's flow	Apps and custom builds
C. Deeplink	One plain link	No	All yours	Any site, any CMS, emails and socials

Google calls option A its recommended way, because the reader adds you and comes right back to your page. Option C works anywhere a link works. We used option C on our sites, and page 06 says why.



What a reader sees, from Google's doc: the button on your page, Google's "Add as a Preferred Source on Google" screen with one Add button, then a note that says they will see more from you.

04 OPTION A: THE STANDARD BUTTON

Two lines. Put the script in your page head, once.

```
<script async src="https://news.google.com/swg/js/v1/publisher.js"></script>
```

Then put this div where the button should show, for example under your byline or at the end of each post.

```
<div google-add-preferred-source-btn></div>
```

Dark Theme

The button is light by default. Add **data-theme** to switch it.

```
<div google-add-preferred-source-btn data-theme="dark"></div>
```

Force a Language

The button follows the reader's browser language. Add **data-lang** to pin it. Google's doc has the list of codes.

```
<div google-add-preferred-source-btn data-lang="en"></div>
```

WordPress: put the script in your theme's header (or a header and footer plugin) and the div in a Custom HTML block, or in your single post template so every post gets it.

05 OPTION B: ADVANCED JAVASCRIPT

Use this when you want your own button, or want to ask at a moment you pick, like after someone finishes a post. There are two ways to load it.

ES Module

```
import { preferredSource } from
  "https://news.google.com/swg/js/v1/publisher.mjs";

preferredSource.init({
  theme: 'light', // "light" or "dark"
  lang: 'en'      // optional
});

const button = document.querySelector('#myButton');
button.onclick = () => {
  preferredSource.addPreferredSource();
};
```

Script Tag, Manual Mode

Add `preferred-sources-control="manual"` so the script does not draw Google's button on its own. Then hook up your button.

```
<script async preferred-sources-control="manual"
  src="https://news.google.com/swg/js/v1/publisher.js"></script>

<script>
  (self.PREFERRED_SOURCE = self.PREFERRED_SOURCE || []).push(
    function(preferredSource) {
      preferredSource.init({ theme: 'light', lang: 'en' });
      const button = document.querySelector('#myButton');
      button.addEventListener('click', () => {
        preferredSource.addPreferredSource();
      });
    });
</script>
```

Code samples from Google's Search Central doc, shared under the Apache 2.0 license. The only change is shorter comments.

06 OPTION C: THE DEEPLINK (WHAT WE USE)

This is one link. No script. Swap in your domain.

```
https://www.google.com/preferences/source?q=yourdomain.com
```

As a text link:

```
<a href="https://www.google.com/preferences/source?q=yourdomain.com"
  target="_blank" rel="noopener">
  Add us as a preferred source on Google
</a>
```

As an image link, with your own button graphic:

```
<a href="https://www.google.com/preferences/source?q=yourdomain.com">
  
</a>
```

Why We Picked the Deeplink

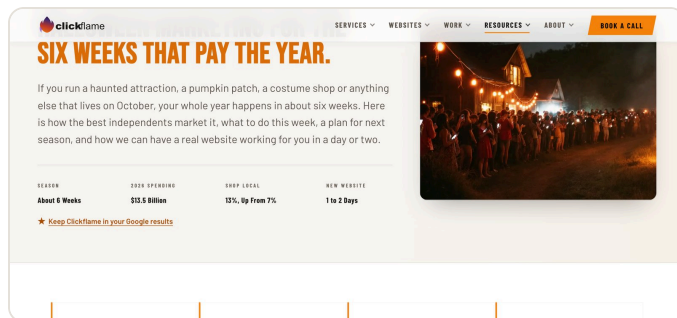
- **No extra script.** Every script you add is one more thing to load before your page feels done. A link costs nothing.
- **Our words, our look.** The button script draws Google's button. A link can be a star line, a pill, a bar or a sentence, in each site's own colors.
- **It works everywhere.** Any CMS, any site builder, an email, a text, a social post.
- **Each site fits its own look.** The same gray widget on every blog looks bolted on. We gave each site its own label, spot and style, so the ask reads like part of the page.

The trade off: with the deeplink, the reader goes to Google and has to come back on their own. The button brings them back for you.

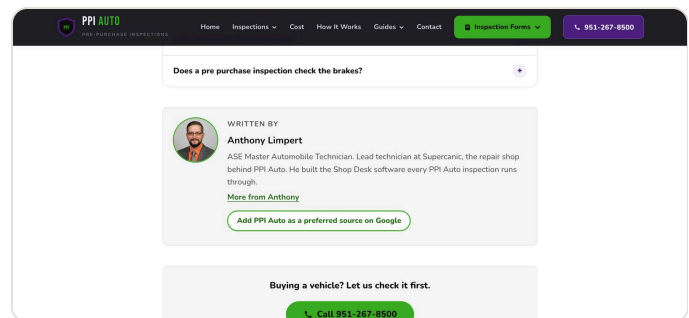
07 WHERE TO PUT IT AND WHAT TO SAY

Put it on the post template, not in each post, so every new post gets it. Then pick one spot and one line that fit your site. Here are the spots we use across our blogs.

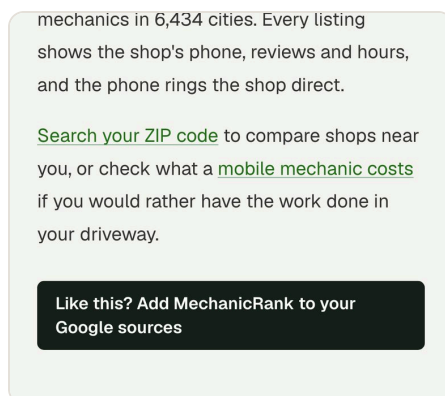
SPOT	EXAMPLE LABEL
Right under the byline and date	Keep Clickflame in your Google results
Just above the sources list	Like this? Add MechanicRank to your Google sources
Inside the author box	Add PPI Auto as a preferred source on Google
Right after the table of contents	Read our guides a lot? Star Supercanic as a source in Google
At the end of the article	Want JailBails first in Google? Set us as a preferred source
After the short answer at the top	Your own line
After the last FAQ answer	Your own line



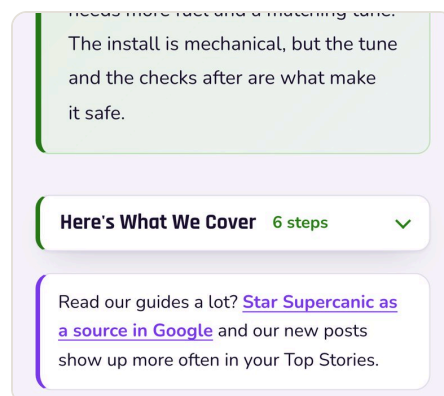
Clickflame: a star link under the byline.



PPI Auto: an outlined pill inside the author box.



MechanicRank: a solid button above Sources.



Supercanic: one line under the contents box.



JailBails: a text link at the end.

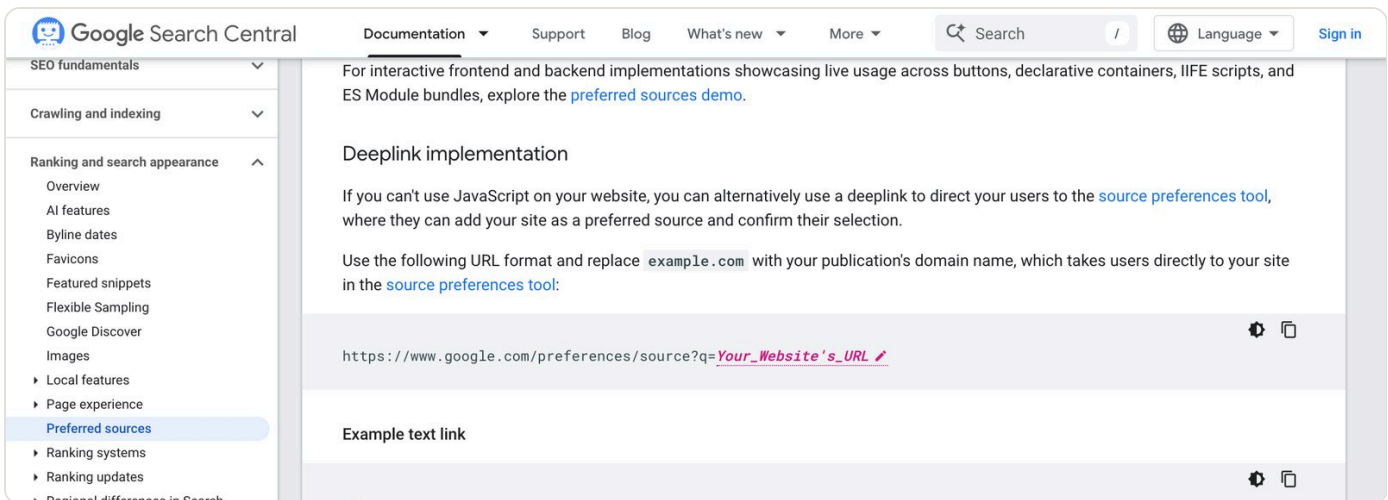
08 MAKE IT READABLE, THEN TEST IT

Design Rules We Hold To

- Text at least 14.5px on a phone, with 4.5 to 1 contrast against the background.
- A tap target big enough for a thumb. No tiny gray link at the bottom.
- One link per post. More than one starts to feel like begging.
- Do not use Google's logo unless you use Google's own button assets. Google offers official button graphics in its doc if you want them.

Test Checklist

- ☐ Open a post on your phone. The link shows without sideways scrolling.
- ☐ Tap it while signed out. Google's sign in page opens. That is expected.
- ☐ Tap it while signed in. Your site shows in the source tool.
- ☐ View the page source and confirm the link says `q=yourdomain.com` with no path.
- ☐ Open two or three other posts. The link is on all of them, because it lives in the template.



Check your link against Google's deeplink section. It shows the URL format and the text and image examples.

09 SPREAD THE SAME LINK

Google's doc says you can use the deeplink in social posts, email newsletters and promotions too. Easy places to add it:

- The footer of your email newsletter
- A pinned social post that says "want more of our posts in Google? Tap here"
- Your email signature
- The thank you page after someone subscribes or buys

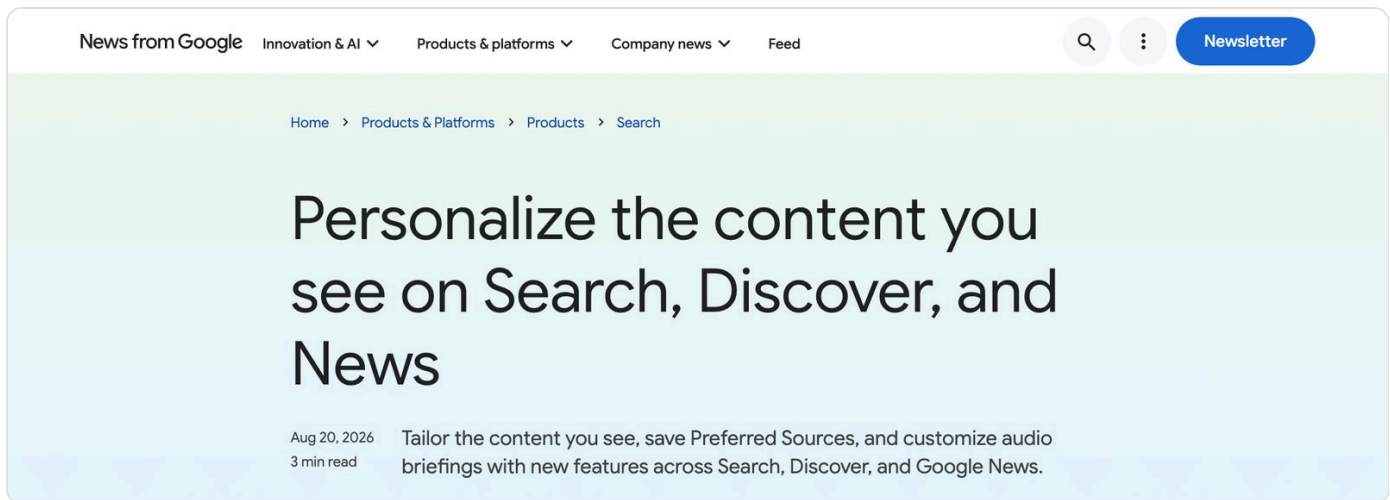
Common Mistakes

MISTAKE	FIX
Linking a folder like <code>q=example.com/blog</code>	Use the domain only
Using a different host than your canonical	Copy the host from your canonical tag
Adding it to one post by hand	Add it to the post template
Expecting a rankings jump for everyone	It only changes results for readers who pick you
Opted out of AI features in Search Console	Opt back in to show in AI Overviews and AI Mode

10 SOURCES

We opened each of these on October 18, 2026.

- Google Search Central, Help your readers find your site through preferred sources in Google Search (last updated September 18, 2026). developers.google.com/search/docs/appearance/preferred-sources
- Google, New ways to find your favorite sources and original content in AI Search, Duncan Osborn, May 27, 2026. blog.google/products-and-platforms/products/search/original-high-quality-content-search/
- Google, Personalize the content you see on Search, Discover, and News, Mrinalini Loew, August 20, 2026. blog.google/products-and-platforms/products/search/personalize-search-discover-news/
- Google source preferences tool. google.com/preferences/source



Google's August 20, 2026 post that launched the embeddable button and gave the 600,000 count.

Screenshots of our own sites and of Google's pages were taken on October 18, 2026. Google's pages belong to Google. This guide is not made by or tied to Google.

This guide is free to keep and share. If you want to see what else we write about search and local marketing, start here.

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