

**Did you
know**



Google is testing a new feature that could change the way we view search results. 🤔

**Google is
experimenting with
verified checkmarks
next to search results.
This feature aims to
highlight trustworthy
sources. ✓**




Apple




https://www.apple.com/

This icon is being shown because Google's signals suggest that this business is the business that it says it is. Google can't guarantee the reliability of this business or its products.

Designed for Apple Intelligence. Display

The verified checkmarks will help users easily identify credible information, combating the spread of misinformation online. 

For users, these checkmarks can make them feel more confident in the authenticity of the information they find through Google Search. 

**For businesses, a
verified checkmark
could mean greater
visibility and an edge
over competitors in
search rankings. 🌐**

How to prepare

- **Verify the ownership of your site on Google Search Console**
- **Verify and claim your shop's website (if applicable) on Merchant Center and keep data updated**
- **Use trusted sources on your website and author content from the experts in your business**

**Imagine
Better.**



Powered by Search



x

passion
digital 