

Google announced it will no longer use country-specific domains, such as google.co.uk or google.co.tu, for search queries. All users will now be redirected to the unified global domain google.com, regardless of their region. This decision is linked to improvements in technology that allow Google to display localized search results based on the user's location, without relying on domain extensions.

Country domains (ccTLD) were historically used to provide relevant results for specific countries, but now Google relies on geolocation. For example, a user in India accessing google.com will see results tailored to their region. The company emphasizes that this change only affects the browser address and does not impact search functionality or adherence to local laws.

This move may be tied to cost optimization, as maintaining multiple domains can be expensive. Google assures users they will not notice any difference in search performance. However, some experts suggest that consolidating domains will simplify the company's infrastructure management, especially amid antitrust investigations in the US and Europe.