



How to Use Profiles in Web Browsers



Contents

What are Browser Profiles?.....	3
Why would I want to use profiles?.....	3
Which Web Browsers Support Profiles?.....	3
Safari.....	4
Google Chrome.....	10



The latest edition of Apple's Safari comes with a new feature of managing profiles. Although profiles are not new to some web browsers such as Chrome, Firefox, Opera or Microsoft Edge, Safari's version of profiles has some nice features and are easier to access than others.

What are Browser Profiles?

A browser profile is a collection of settings, bookmarks, history, and other information that is associated with a particular user or identity in a web browser. Each profile has its own separate storage and settings, so that different users can have their own personalized browsing experience on the same device. For example, Safari, Firefox or Microsoft Edge, will allow you to create multiple profiles to manage different work and personal accounts. This can be useful if you need to switch between different accounts for work or personal use, without having to log out and log back in each time. In Google Chrome, you can create multiple profiles for different users and each profile will have its own set of bookmarks, browsing history, and other settings. This allows each user to have their own personalized browsing experience without affecting the other users' profiles.

Why would I want to use profiles?

If you are one of the many users who have 20 personal and work tabs open at any given point, you may be a candidate for using profiles. Think of how you browse during the course of the day. You may have a tab opened to Apple support, Google, Duck Duck Go, your favorite band, Facebook and the multiple tabs goes on. Wouldn't it be easier to separate these tabs into categories such as work, hobbies, social media or research? Consider this, in one household where many people may share a computer. Web browser profiles are a good way to keep everyone's browsing apart. But it's probably a better idea to use separate user accounts in macOS, if you want any privacy or security. But nothing's stopping you from using multiple profiles to keep things organized.

Which Web Browsers Support Profiles?

It may be easier to list the ones that do not support profiles. We will cover Safari and Google Chrome and give you examples on how to use profiles in these web browsers.



Safari

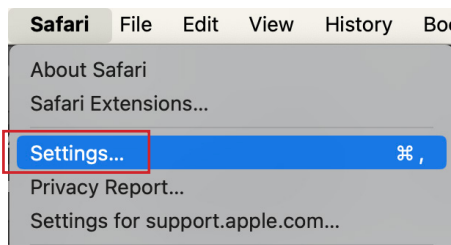
Profiles was introduced in Safari version 17. If you use the same Apple ID, profiles will automatically sync between all of your devices that are using Safari 17 or later and you have Safari turned on in the iCloud section of Apple ID settings.

A. Profiles in Safari on macOS

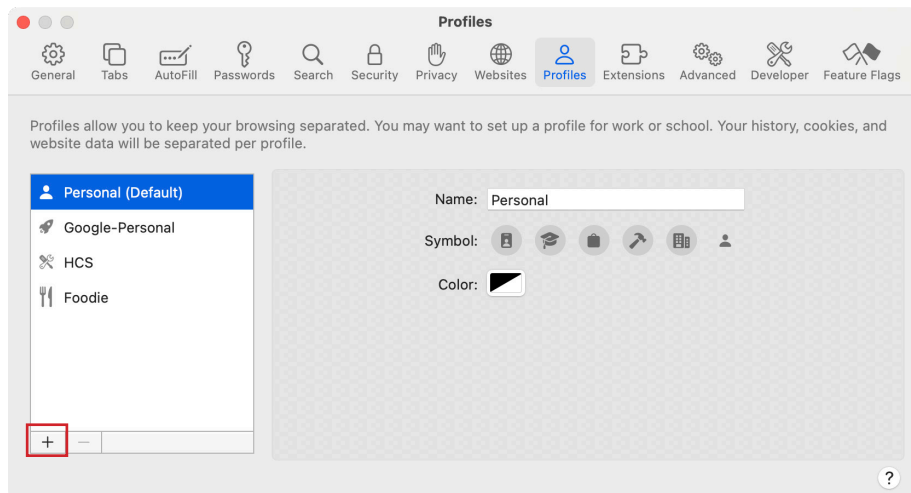
1. Launch Safari



2. Go to Safari > Settings

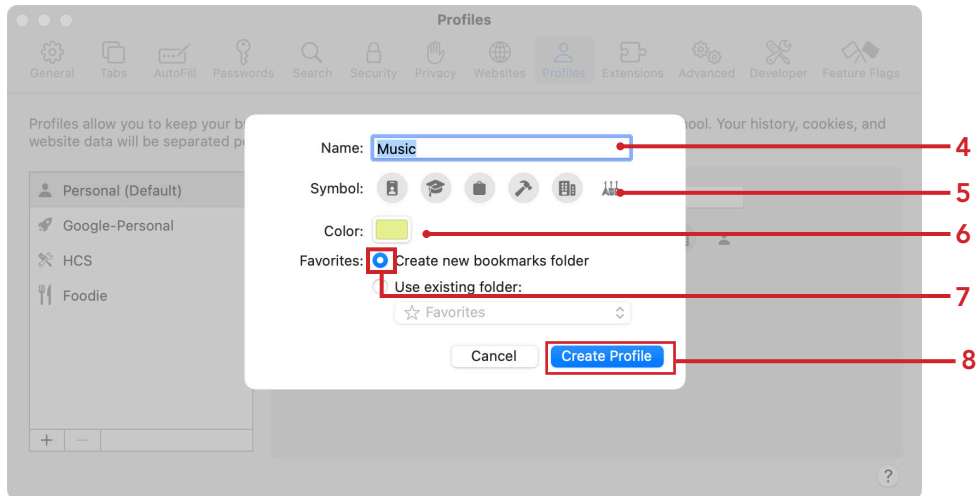


3. If this is your first profile you will see Start Using Profiles. Otherwise Click Add (+).



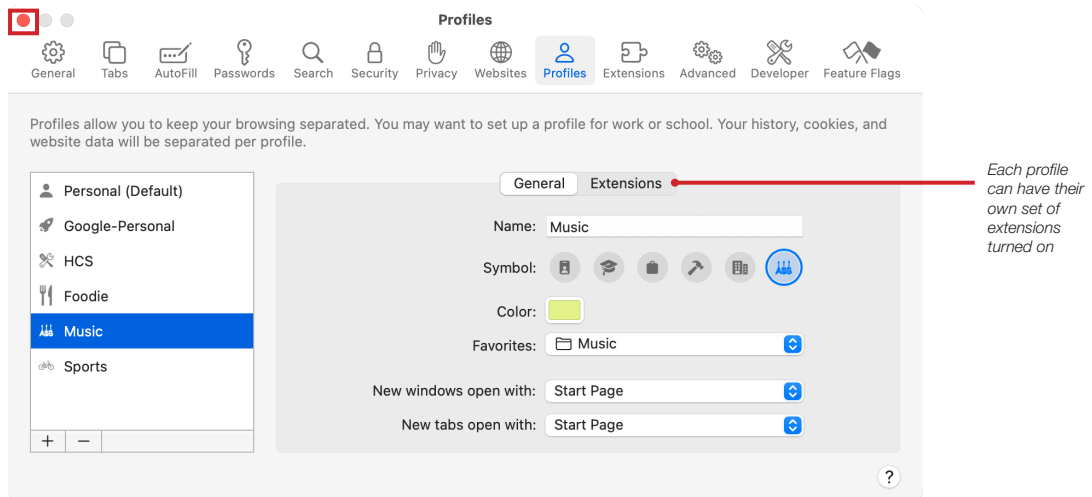


4. Enter a name, for this example, we are naming this profile, Music.
5. Select a symbol.
6. Select a color.
7. Select the radio button for Create new bookmarks folder. A new folder will have the same name as this profile. Bookmarks saved to the favorites folder appear in the Favorites bar for this profile.
8. Click Create Profile



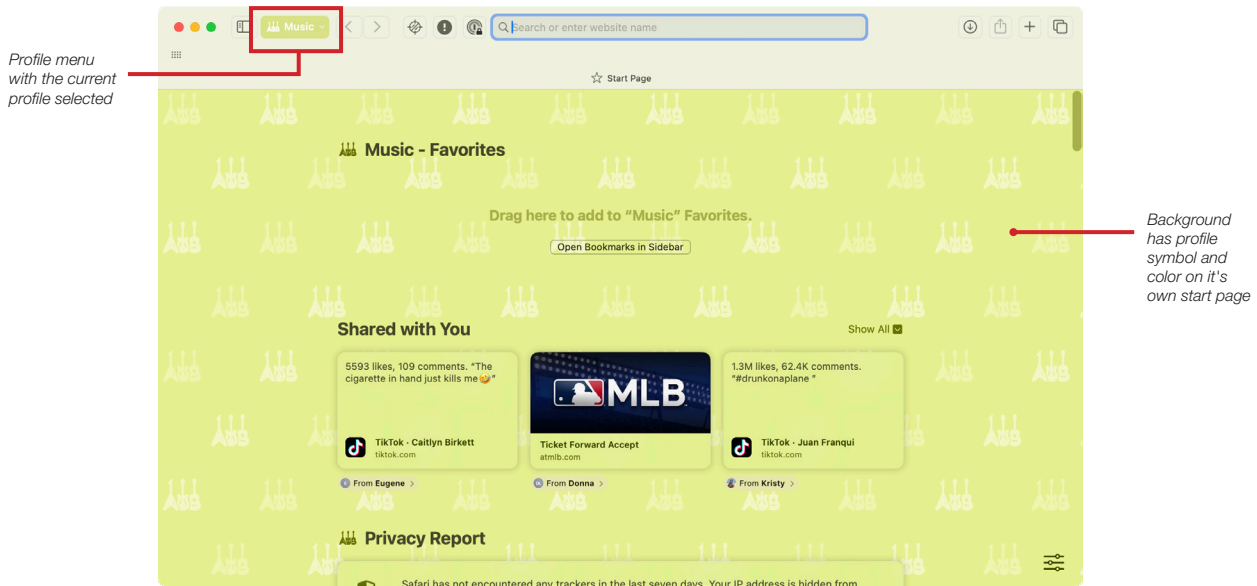
9. After the profile is created you will be brought back to the Settings window. Here you can make changes to the profile you just created, create more profiles add extensions you may need.

Close the Settings for Safari



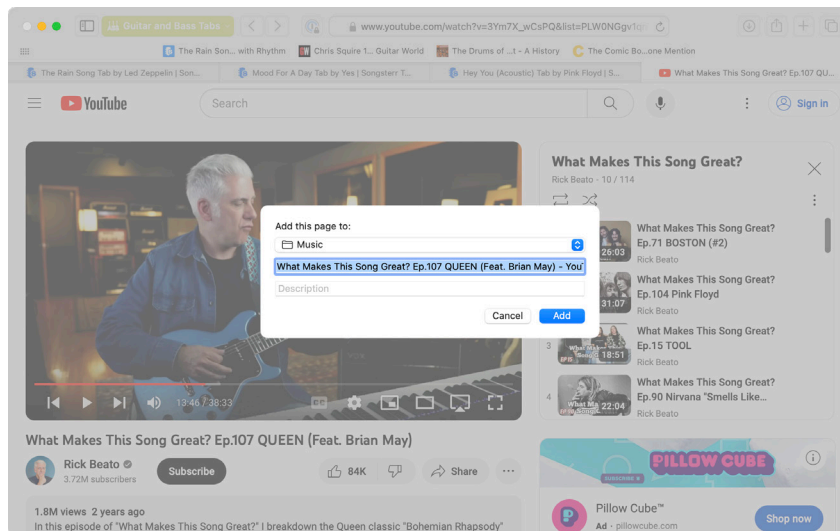


10. Confirm a new browser window appears with the profile name, symbol and color. Notice there is no Favorites Bar listed.



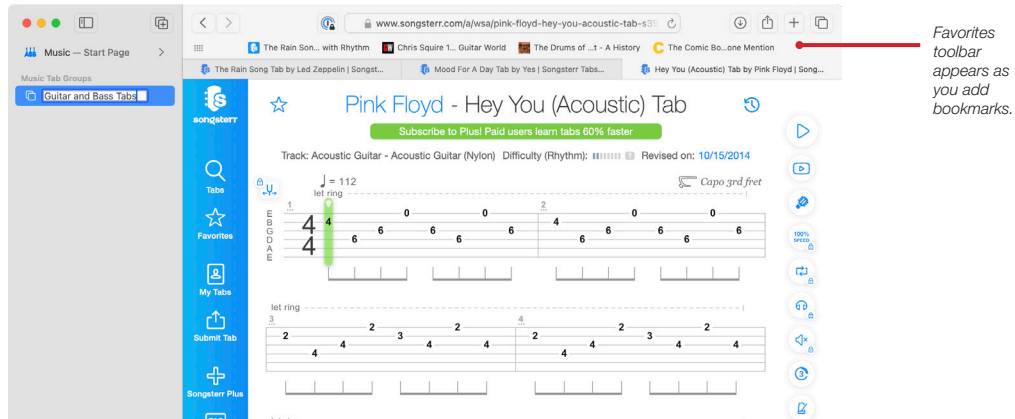
B. Using Profiles in Safari

1. As you start to add bookmarks, you will see them appear along your Favorites Bar. Notice it will add a bookmark to the profile-named folder.

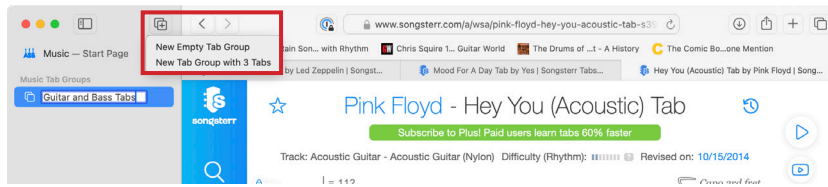




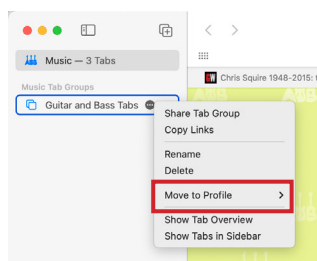
11. When creating a Tab Group, it will be saved under the selected profile.



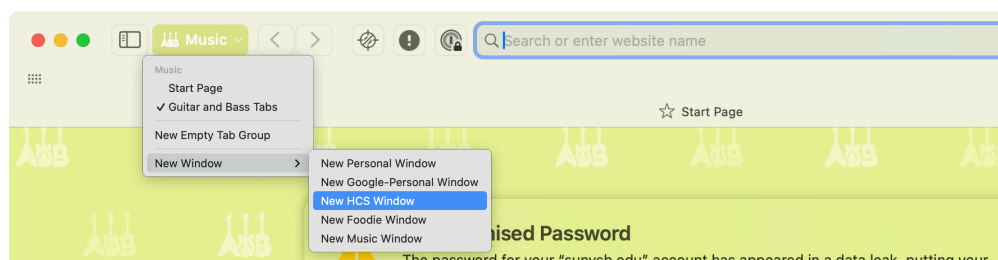
11. Click add New Tab Group (📁). The “New Empty Tab Group” option allows you to organize websites even more. If you have only one tab open you have the option to create “New Empty Tab Group”. From within the sidebar you can also create Tab Groups.



12. Click options (ⓘ) on your Tab Groups where you have the option to move your Tab Groups between profiles. This may come in handy if you accidentally create a tab group under the wrong profile.

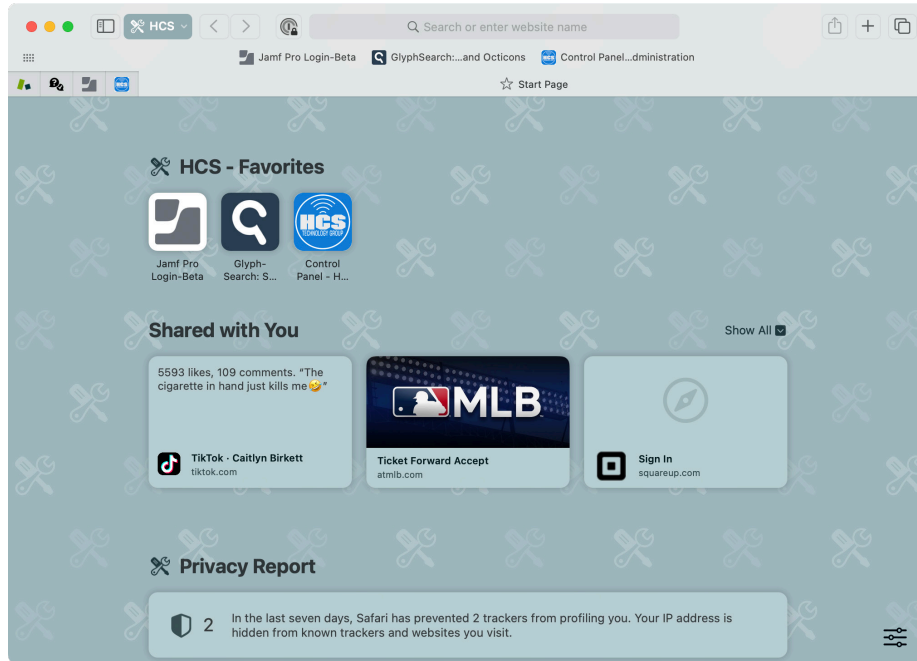


13. Click the Profile menu and select another profile.



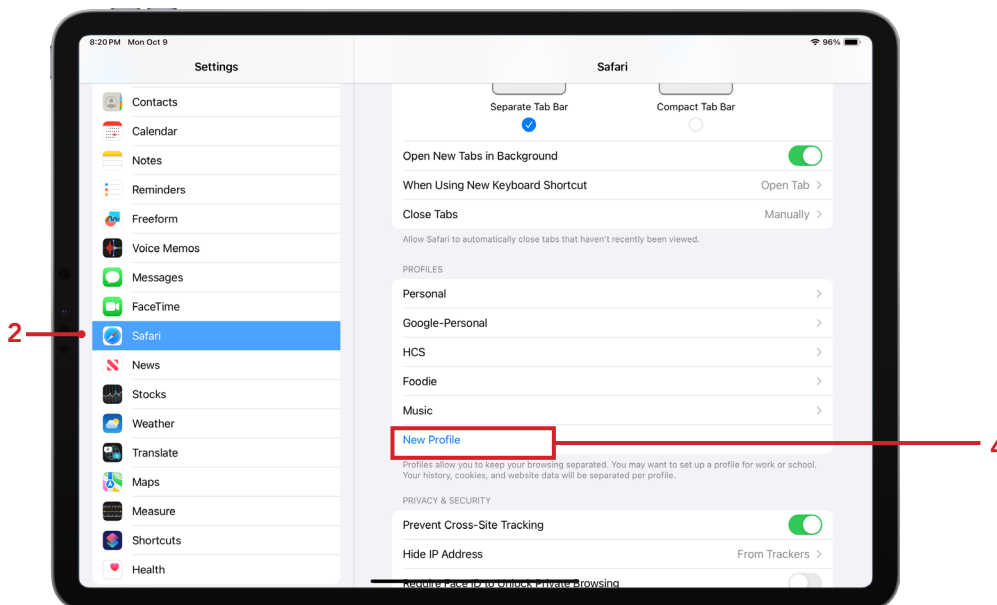


13. Confirm a new window opens with the selected profile. Notice how the appearance change with the selected profile.



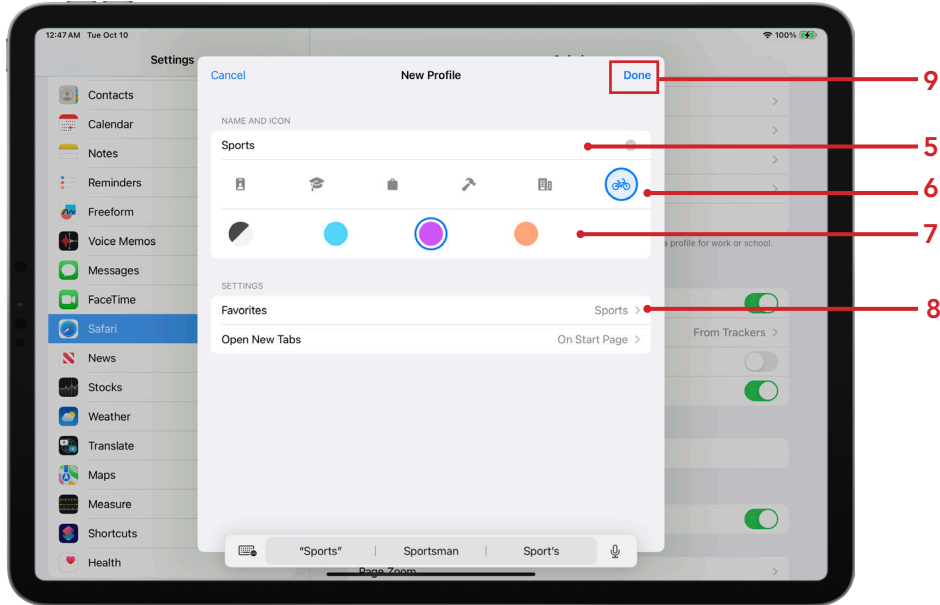
Create a Profile in Safari on iOS/iPadOS

1. On your device, tap Settings.
2. Scroll to Safari.
3. Scroll to Profiles.
4. Tap New Profile.

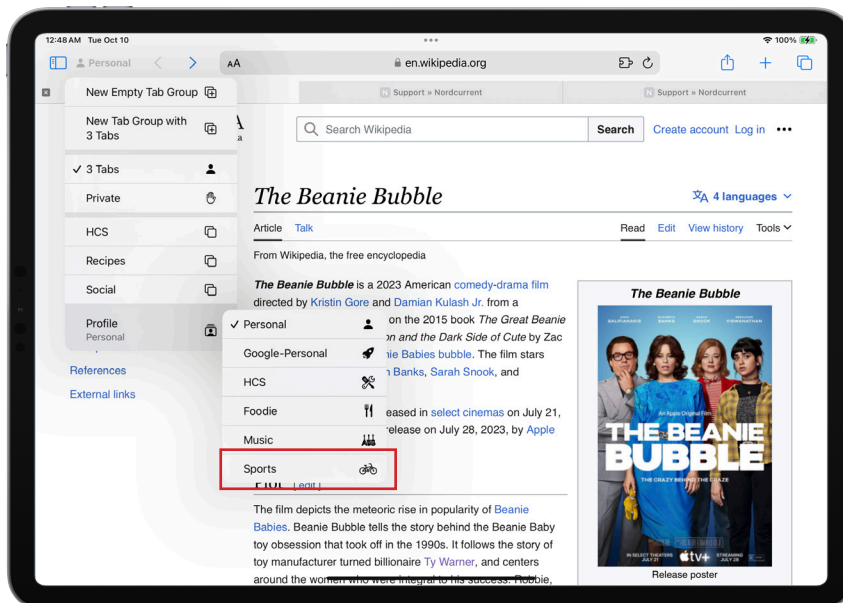




5. Enter a name. For this example, we are naming this profile, Sports.
6. Select a symbol.
7. Select a color.
8. Since we already had a folder named Sports, we will select it as a default folder to store the bookmarks.
9. Tap done.



10. Launch Safari.
11. Tap on the profile menu.
12. Tap Profile. Confirm the new profile appears in the menu.





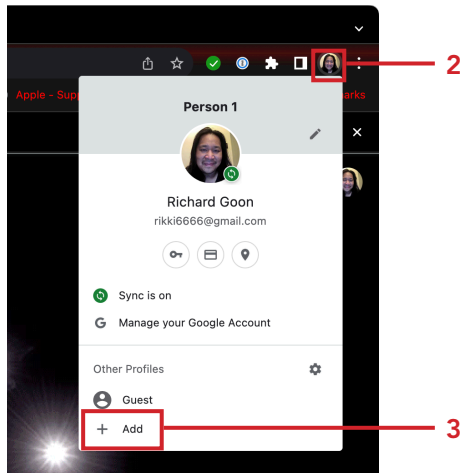
Google Chrome

Profiles in Google Chrome have been around for a while and makes good use when you have multiple Google accounts. You can use this feature to separate your Google work account from your personal account.

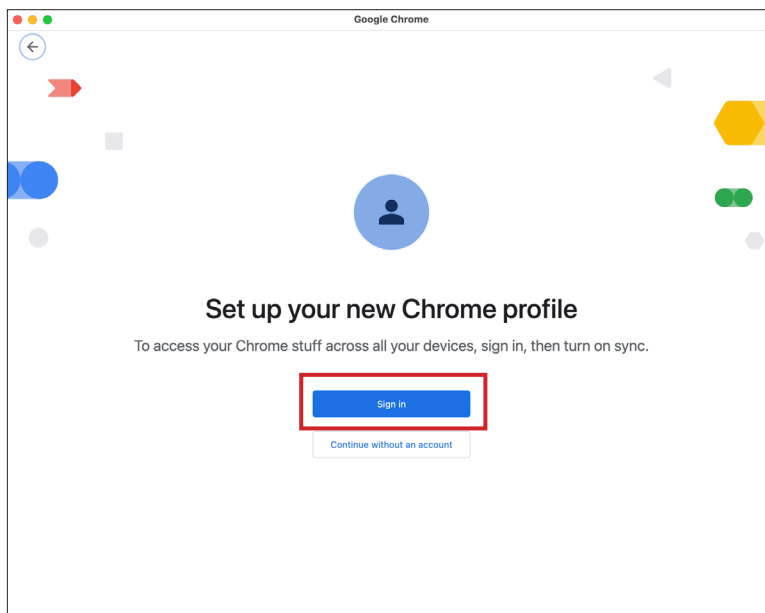
1. Launch Google Chrome.



2. At the top-right, click Profile (👤). In this example, we already have a personal account as a profile.
3. Click Add (+)

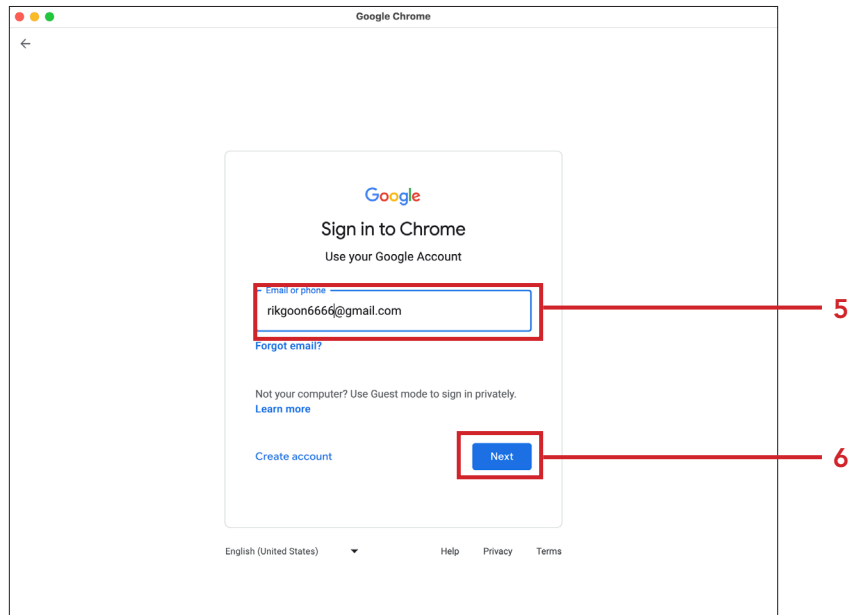


4. Click Sign in.

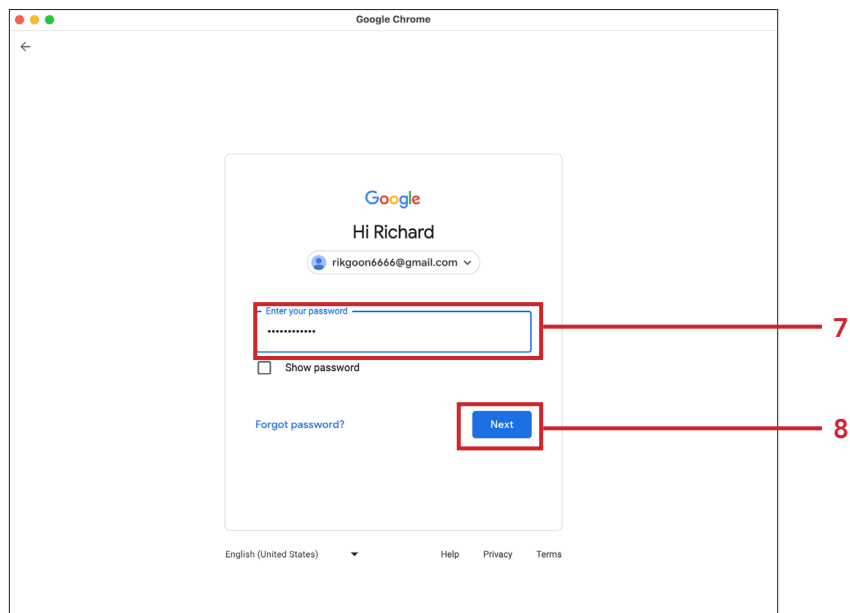




5. Enter your Google account. NOTE: If you choose to sync to your Google Account, your profile name will automatically be your account name.
6. Click Next

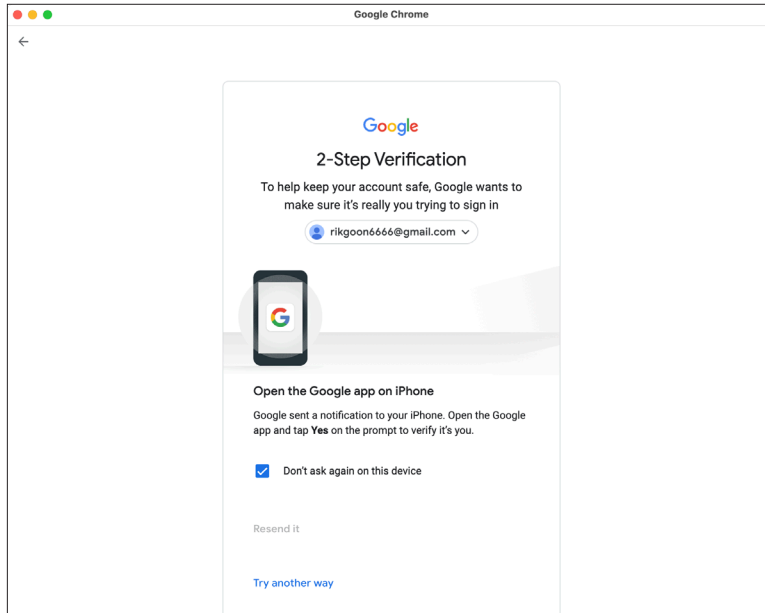


7. Enter the password for your Google account.
8. Click Next

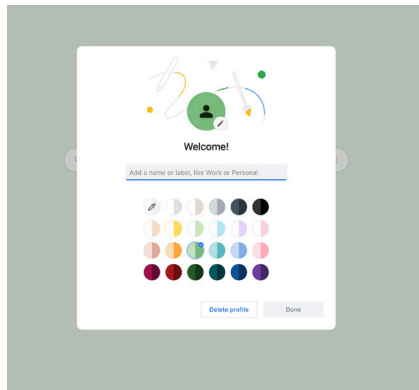




9. If You have two factor authentication, go to your secondary device and approve log in.

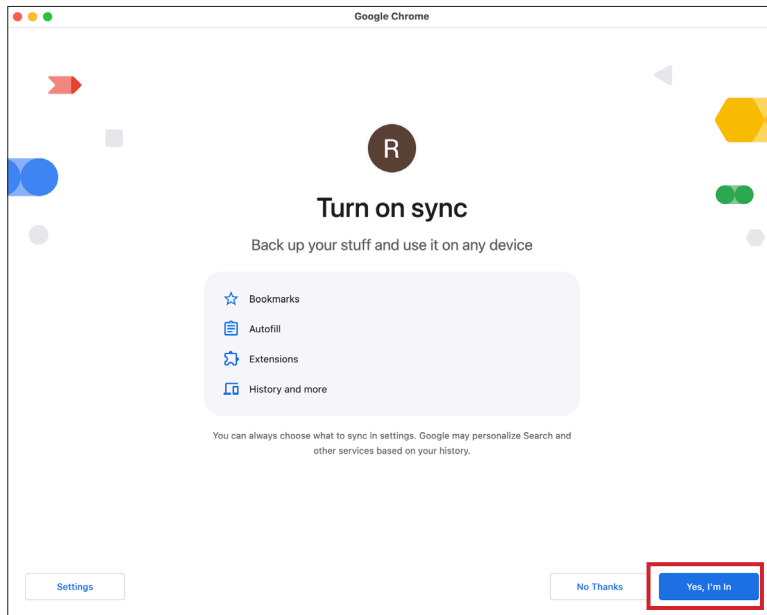


10. Choose Photo and color scheme.

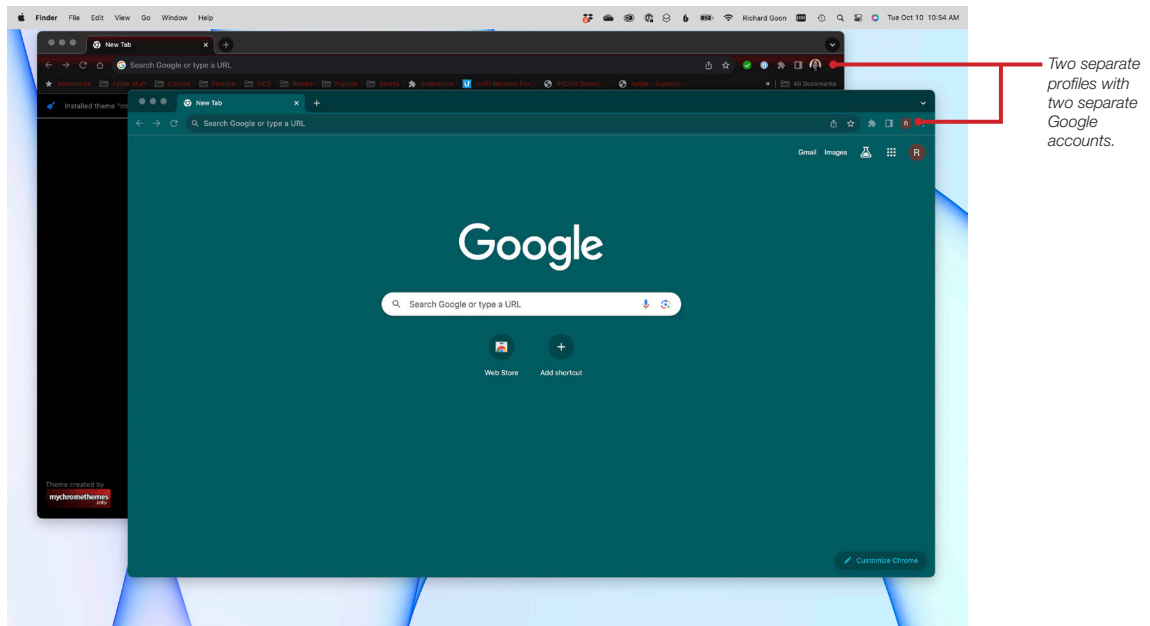




11. If you choose to turn sync on in Chrome with a Google Account for the new profile, your bookmarks, history, passwords and other settings will sync automatically.
12. Click Yes, I'm In.



13. Confirm a new browser window opens with the profile you just created. Confirm that both browser windows shows two different Google accounts.



NOTE: Unlike Safari, Google Chrome only syncs browser data when you are signed into another device using the same Google account.