



# Personalized Homepage

## Reviewer's Guide

### [Google Personalized Homepage on Google Labs](#)

Available on Google Labs, the personalized homepage gives users immediate, at-a-glance access to a Google homepage they build themselves. Users can drag and drop the functionality of Gmail and Google News, bookmarks, weather forecasts, movie showtimes, stock quotes, plus feeds from across the web. The personalized homepage does not replace the original Google homepage; users can switch between them by clicking on "Classic Home" or "Personalized Home."

This effort is part of a strategic initiative we at Google refer to as 'fusion,' and an important theme of fusion is personalization. The personalized homepage is one of a number of approaches we're exploring to make information more accessible at a glance. There are several characteristics that differentiate the Google personalized homepage:

- Easy to set up
- Retains a crisp, clean, "Googly" look and feel
- Harnesses the power of Google products
- Includes third-party content

Users can build their own Google homepage by choosing among:

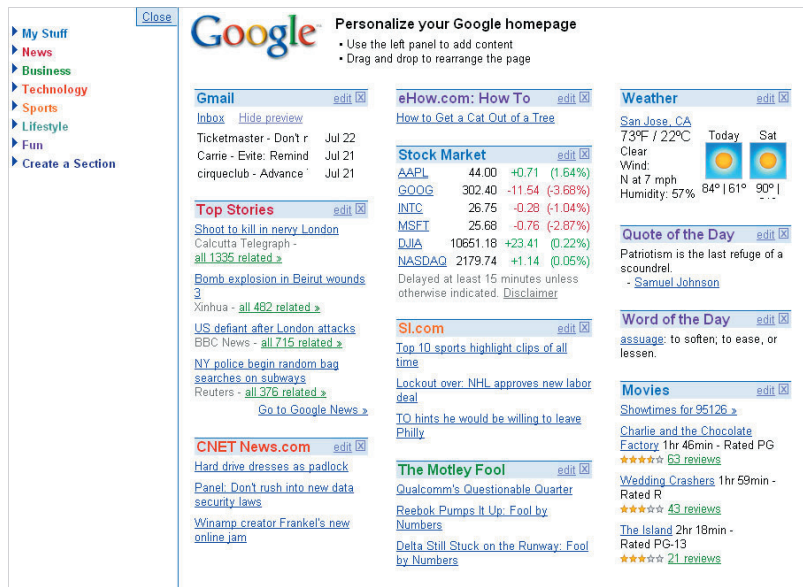
- Gmail – preview new email messages
- Google News – top stories from Google News
- Bookmarks – quick links to favorite websites
- News, Business, Technology, Sports, Lifestyle and Fun sections – headlines from popular sources
- Weather and Movies – local forecasts and movie showtimes
- Stock quotes – specify ticker symbols
- Create a section – content you find from across the web

## Getting started

Click the “Personalize Your Homepage” link on Google Labs, or go directly to <http://www.google.com/ig>. Before logging in, users will see this screen.

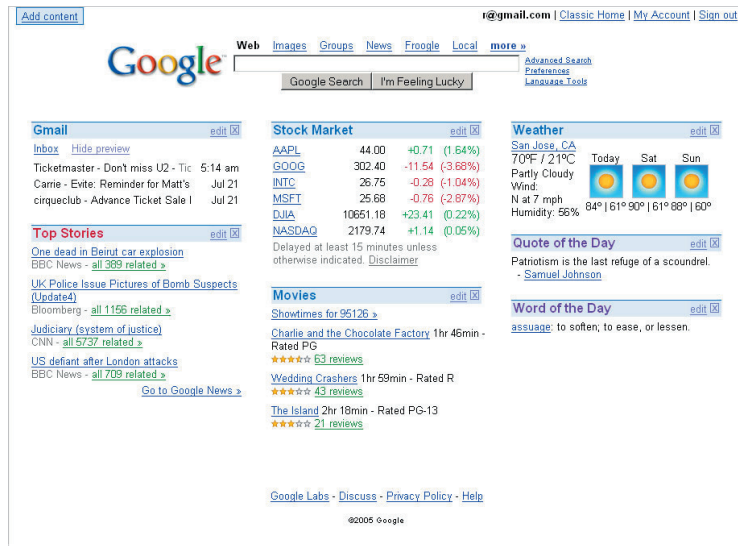


By clicking on the “Personalize your Google homepage” link, users begin to create their own Google homepage by selecting the content sections they’d like to see.

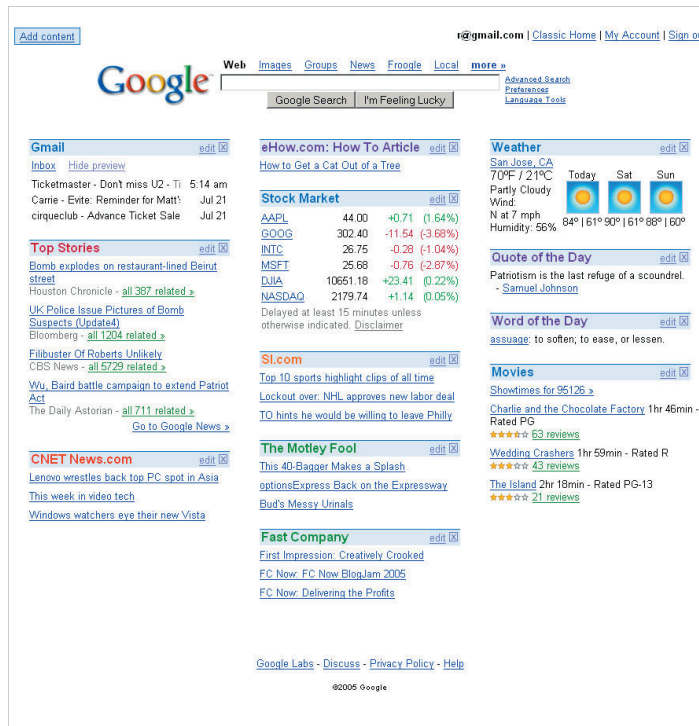


To save their preferences, users can then sign in to their Google Account. They may already have a Google Account if they’ve used services like Gmail, Groups, Alerts, Froogle Shopping List, or My Search History. Or they can create an account by visiting <https://www.google.com/accounts/NewAccount>.

Once signed in, the personalized homepage is displayed. Rearrange the content sections by dragging and dropping (clicking and holding a section's blue bar and dragging to a new location on the screen). This selection can be changed at any time. For example, a user who wants just a few modules could create a page like this:



Someone who wants to include all of the content sections might create a page like this:



We continually evaluate feedback from users to determine what features they might like best. Stay tuned as we roll out more efforts to make personalized information more accessible and useful.

For more information, please visit <http://labs.google.com> or contact:

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