Google

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.

Google	Images Groups News Froogle Local Google Search I'm Feeling Lucky	Classic Home Sign More ::: Advanced Search Preferences Language Tools
Personalize your	Top Stories edit 🛛	Weather edit
Google homepage Already personalized? Sign in	Calcutta Telegraph - all 1335 related » Bomb explosion in Beirut wounds 3 Xinhua - <u>all 482 related »</u> US defant after London attacks BBC News- all 715 related »	Happy, TX 93°F / 33°C Today Sat Sun Scattered Clouds Wind: S at 15 mph 94° 68° 97° 66° 96° 66°
To save your page you must Sign in	Go to Google News »	Humidity: 26%
Oops? Start over		assuage: to soften; to ease, or lessen.
Quote of the Day edit 🗵		
Patriotism is the last refuge of a scoundrel. - <u>Samuel Johnson</u>		

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:

Google	Google Search I	m Feeling Lucky	Advanced Search Praterences Language Tools
Gmail edit 🛛	Stock Market	edit 🛛	Weather edit
Inbox Hide preview Ticketmaster - Don't miss U2 - Tic 5:14 am Carrie - Evite: Reminder for Matt's Jul 21 cirqueclub - Advance Ticket Sale I Jul 21	AAPL 44.00 <u>GOOG</u> 302.40 <u>INTC</u> 26.75 <u>MSFT</u> 25.68 DJIA 10651.18	-11.54 (-3.68%) -0.28 (-1.04%) -0.76 (-2.87%)	San Jose, CA 70°F / 21°C Partly Cloudy Wind: N at 7 mph Humidity: 56% 84° [61° 90° [61° 88° [60°
Top Stories edit IS One dead in Breinit car explosion BBC News - all 389 related > DKC Pole Issue Pictures of Bomb Suspectis (Undered) UK Pole Issue Pictures of Bomb Suspectis Undered > Diomherg - all 1156 related > Uddicar(system of lustice) CNN - all 5737 related > US defant after London attacks BBC News - all 703 related > US defant after London attacks BBC News - all 703 related >	NASDAQ 2179.74 Delayed at least 15 min otherwise indicated. <u>Dis</u> Movies Showimes for 95126 ⊾ Charlie and the Chocolat Rated PC ****☆ \$2 reviews Wedding Crashers Thr 5 ****☆ \$2 reviews ****☆ \$2 reviews	<u>edit</u> X <u>e Factory</u> 1hr 46min Əmin - Rated R	Quote of the Day edit Patintism is the last refuge of a scoundrel. - - Samuel Johnson - Word of the Day edit [- assuage: to soften; to ease, or lessen.
	Google Labs - Discuss - e2005 ce	8 8 8 8	1

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

Google	Google Search I'm Feeling Lucky	Advanced Search Preferences Language Tools
Gmail edit 🕅	eHow.com: How To Article edit X	Weather
Inbox Hide preview	How to Get a Cat Out of a Tree	San Jose, CA
Ticketmaster - Don't miss U2 - Ti 5:14 am		70°F/21°C Today Sat Su
Carrie - Evite: Reminder for Matt': Jul 21	Stock Market edit 🗵	Partly Cloudy O
cirqueclub - Advance Ticket Sale Jul 21	AAPL 44.00 +0.71 (1.64%)	N at 7 mph
	G00G 302.40 -11.54 (-3.68%)	Humidity: 56% 84° [61° 90° [61° 88°]
Top Stories edit	INTC 26.75 -0.28 (-1.04%)	Quote of the Day ed
Bomb explodes on restaurant-lined Beirut	MSFT 25.68 -0.76 (-2.87%)	Patriotism is the last refuge of a scound
street Houston Chronicle - all 387 related »	DJIA 10651.18 +23.41 (0.22%)	 Samuel Johnson
UK Police Issue Pictures of Bomb	NASDAQ 2179.74 +1.14 (0.05%)	
Suspects (Update4)	Delayed at least 15 minutes unless otherwise indicated. Disclaimer	Word of the Day ed
Bloomberg - all 1204 related »	onemas indicated. Disclamen	assuage: to soften; to ease, or lessen.
Filibuster Of Roberts Unlikely	SI.com edit X	
CBS News - all 5729 related »	Top 10 sports highlight clips of all time	Movies
Wu, Baird battle campaign to extend Patriot		Showtimes for 95126 >
Act The Daily Astorian - all 711 related »	Lockout over: NHL approves new labor deal	Charlie and the Chocolate Factory 1hr 4
Go to Google News »	TO hints he would be willing to leave Philly	Rated PG
	The Motley Fool edit	Wedding Crashers 1hr 59min - Rated R
CNET News.com edit	This 40-Bagger Makes a Splash	***** 43 reviews
Lenovo wrestles back top PC spot in Asia	optionsExpress Back on the Expressway	The Island 2hr 18min - Rated PG-13
This week in video tech	Bud's Messy Urinals	★★★☆☆ 21 reviews
Windows watchers eye their new Vista		
	Fast Company edit X	
	First Impression: Creatively Crooked	
	FC Now: FC Now BlogJam 2005	
	FC Now: Delivering the Profits	
	TO NOW, Derivering the Profits	
	Google Labs - Discuss - Privacy Policy - Help	

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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