



Personalized Search Review Guide

Personalized Search improves your Google search experience so you can:

- Get the search results most relevant to you, based on what you've searched for in the past
- View and manage your past searches, including web pages, images, and news headlines you've clicked on
- Create bookmarks with searchable labels and notes, accessible from any computer

Benefits

Improved search quality – without having to do anything

As you search, you will notice that your results get better and better at giving you the information you're looking for quickly and effectively. Personalized Search orders your results based on what it learns from your search history.

Integrated into familiar Google search experience

You don't need to initiate any action, or set preferences, or specify anything to see better results. Personalized Search is woven into the Google search experience you already know and use.

If you want to see standard, non-personalized results for a specific query, you can turn off the feature for that search via the link on your search results page.

Using Personalized Search

Sign up at <http://www.google.com/psearch>.

Use your Google Account

You'll have to be signed in to your Google Account to use Personalized Search. You'll know you're signed in if you see your Google Account username (your email address) at the top of the Google homepage.

Your Google Account gives you access to various Google services such as Google Groups, Google Alerts, Froogle Shopping List and your Personalized Homepage. If you've used any of these services, you already have a Google Account. (Or if you have a Gmail account, you can use your Gmail username and password to sign in.) You can also create a Google Account at <https://www.google.com/accounts/NewAccount>.

You can view and manage your history and bookmarks, and get personalized results on any computer by signing in to your Google Account.

You can do this in several ways:

- **Sign in directly to Personalized Search**

You can go directly to <http://www.google.com/psearch>. If you're already signed in to your Google Account, you'll go directly to the Google homepage, where you can perform searches to get personalized results. If you're not signed in, you'll be prompted to do so.

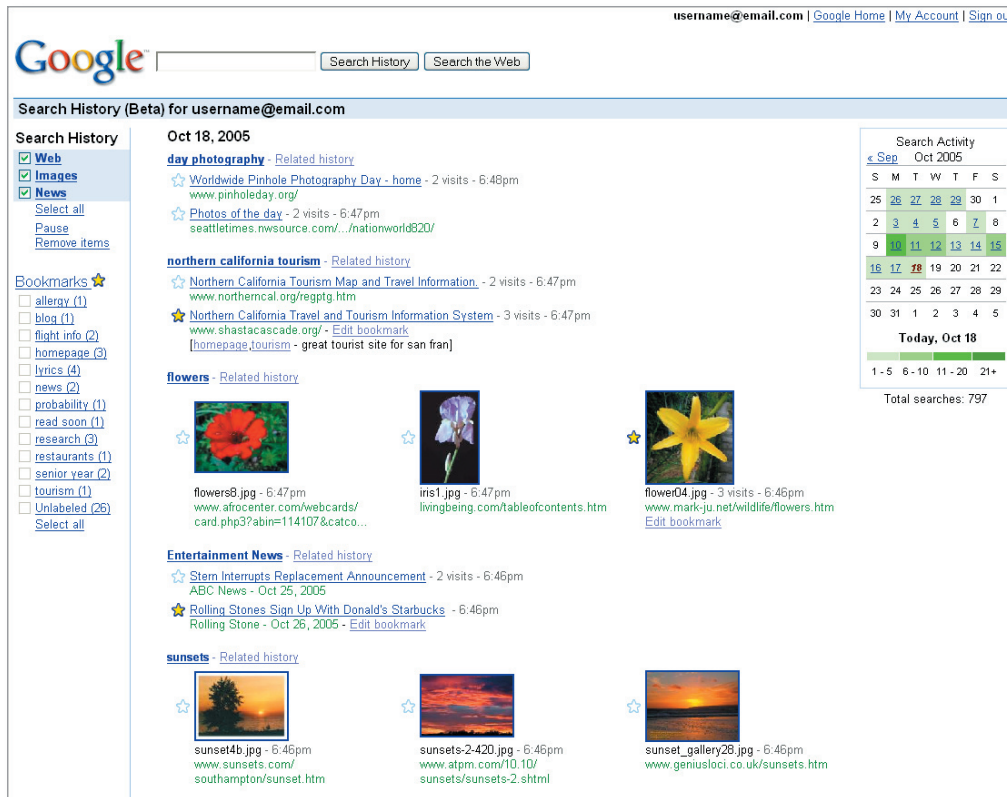
- **Sign in from the Google homepage**

If you have already used Personalized Search on a particular computer, a "Sign in" link will appear on the Google homepage. You can click on this "Sign in" link to sign into your Google Account and get personalized search results.

- **Go through other Google services**

If you're on another computer and are already signed in to your Google Account through another Google service (including Gmail, Google Groups, Google Alerts, Froogle Shopping List, or your Personalized Homepage), there's no need to sign in again; you'll get personalized search results and will see a "Search History" link on the Google homepage.

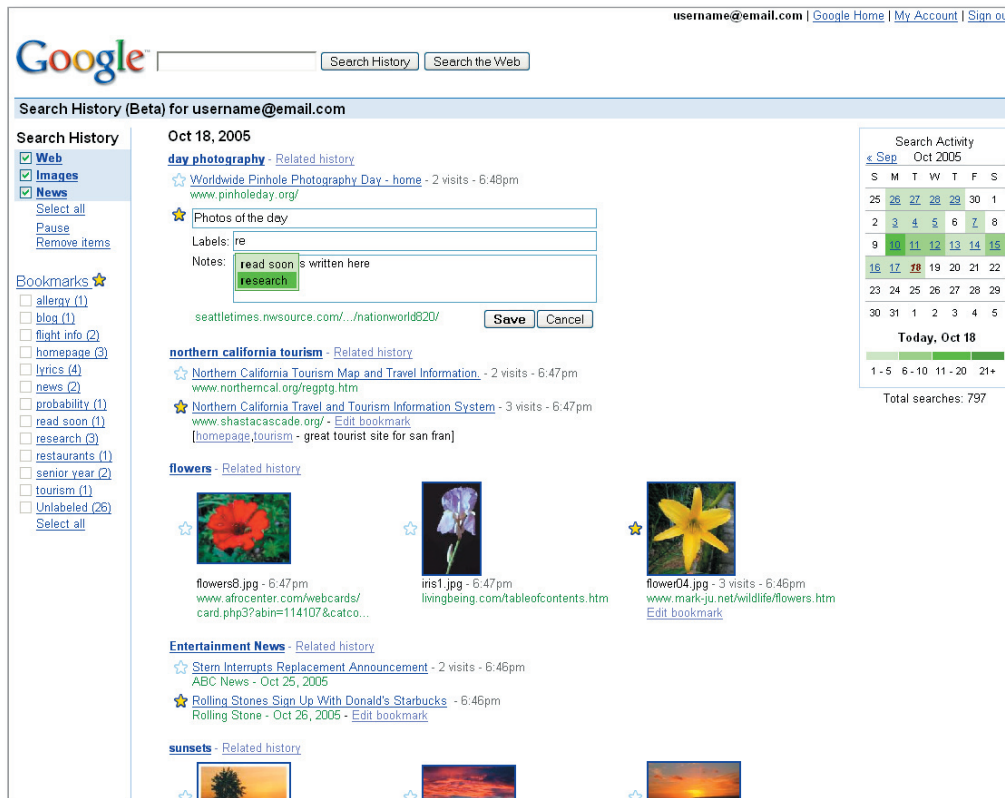
When you click the "Search History," you'll see a page that looks like this:



Using bookmarks

Bookmarks are a set of links to your favorite websites. When browsing your own Search History, just click the star next to one of the search results listed to create a bookmark for that site. Once you've starred a site, you can click the "Edit bookmark" link to add a label or notes for it. You can then view the bookmarks for specific labels using the links on the left side of the page. The labels and notes you create for bookmarks are also searchable.

Editing your bookmarks looks like this:



The screenshot shows the Google Search History interface for a user named 'username@email.com'. The page title is 'Search History (Beta) for username@email.com'. On the left, there are navigation options for 'Web', 'Images', and 'News', along with a 'Bookmarks' section listing various categories like 'allergy', 'blog', 'flight info', etc. The main content area displays search results for 'Oct 18, 2005'. The first result is 'day photography' with a sub-result 'Worldwide Pinhole Photography Day - home' from 'www.pinholeday.org/'. This result is selected for editing. A form is shown with 'Labels: re' and 'Notes: read soon is written here' (with 'research' highlighted in green). Below this is another result for 'northern california tourism' with sub-results from 'www.northerncal.org' and 'www.shastacascade.org/'. The 'flowers' section shows three image results: 'flowers8.jpg', 'iris1.jpg', and 'flower04.jpg'. The 'Entertainment News' section shows results for 'Stern Interrupts Replacement Announcement' and 'Rolling Stones Sign Up With Donald's Starbucks'. The 'sunsets' section shows three sunset images. On the right, a 'Search Activity' calendar shows the current date as 'Today, Oct 18' with a total of 797 searches.

Using Personalized Search with other Google products

Currently, your search results are personalized only for web search. For Google Image Search and Google News, your searches and the results and headlines you click on are stored in your Search History.

To sign out of Personalized Search

If you share a computer and don't want others to see your search history, we recommend that you always sign out of your Google Account when you're finished. (The link is at the top right of your Google homepage.) Once you sign out, you won't be able to access your search history or receive personalized search results until the next time you sign in to your Google Account.

To stop receiving personalized search results

Anytime you want to get standard results for a search, click the "Turn OFF Personalized Search (beta) for these results" link on the search results page. (This link will only appear when the standard results would be different from your personalized search results. If you don't see the link, it means you're already receiving standard results.)

If you'd like to remove Personalized Search entirely, click "My Account" from the Google homepage and choose "Delete Personalized Search" from the left menu. (You must be signed in to your Google Account to see the "My Account" link.) Or if it's easier, make sure you're signed in and go to <https://www.google.com/accounts/DeleteService?service=hist>.

To stop storing your Search History

If you're doing a search that you don't want stored in your Search History, click the "Search History" link on the Google homepage, then click "Pause." From that point on, your searches won't be saved in your Search History or used to personalize your search results until you go back and click "Resume." Please note that your search results will continue to be personalized based on your previous Search History.

To sign out of Personalized Search altogether, click the "Sign out" link from the Google homepage. You'll then have to sign in to your Google Account to have Personalized Search again store your searches.

To remove items from your Search History

After clicking on the "Search History" link from the Google homepage, click "Remove items." You'll then be in edit mode, and can remove any items you don't want by checking those items and clicking the "Remove" button. There's also a link to clear your entire Search History.

To learn more about removing data from your search history, please read the Personalized Search Privacy FAQ: <http://www.google.com/psearch/privacyfaq.html>.

Keeping Search History private

Personalized Search is accessible only by signing into your Google Account with your username and password. As long as you don't give anyone this information, your search history should remain completely private.

We understand and respect your concerns about your privacy, and encourage you to learn more by reading the FAQ for Personalized Search Privacy at <http://www.google.com/psearch/privacyfaq.html>.

Personalized Search requirements

The Search History feature of Personalized Search requires JavaScript in order to work correctly, so you should make sure JavaScript is enabled in one of these supported browsers:

- Microsoft Internet Explorer 4.0 and newer
- Firefox
- Netscape 6.0 and newer
- Mozilla
- Safari 1.2 and newer
- Opera 7 and newer

Media contact

For more information about Personalized Search, please visit www.google.com/psearch or contact:

Sonya Boralv
Technology PR Manager
650.253.1821
sonya@google.com