



Google Reader

Reviewers Guide

Available on Google Labs, Google Reader is a web-based feed reader. It can help users keep up with their ever-expanding reading list of content from across the web. Instead of constantly having to check numerous websites for updates, Google Reader can do that for you. From news sites to friends' blogs, now you can focus on what's most important to you.

Google Reader:

- delivers the latest updates for news and websites you care about
- prioritizes your reading list based on what's most relevant to you
- helps to organize what you read with labels and stars
- enables you to share interesting stories with built-in email and "blog this" capabilities
- includes the most comprehensive feed finder available
- features an easy to use "Googly" user interface

Getting started

Google Reader is available on the Google Labs page at labs.google.com. Users must have a Google Account to get access to Reader, similar to other Google services like Google Groups, Froogle Shopping List and the Personalized Homepage. If you've used any of these services already, you have a Google Account. If you have a Gmail account, you can use your Gmail username and password to sign in. And if you don't yet have a Google Account, create a new one at www.google.com/accounts.

Users can immediately start using Google Reader after signing in.

Finding new content

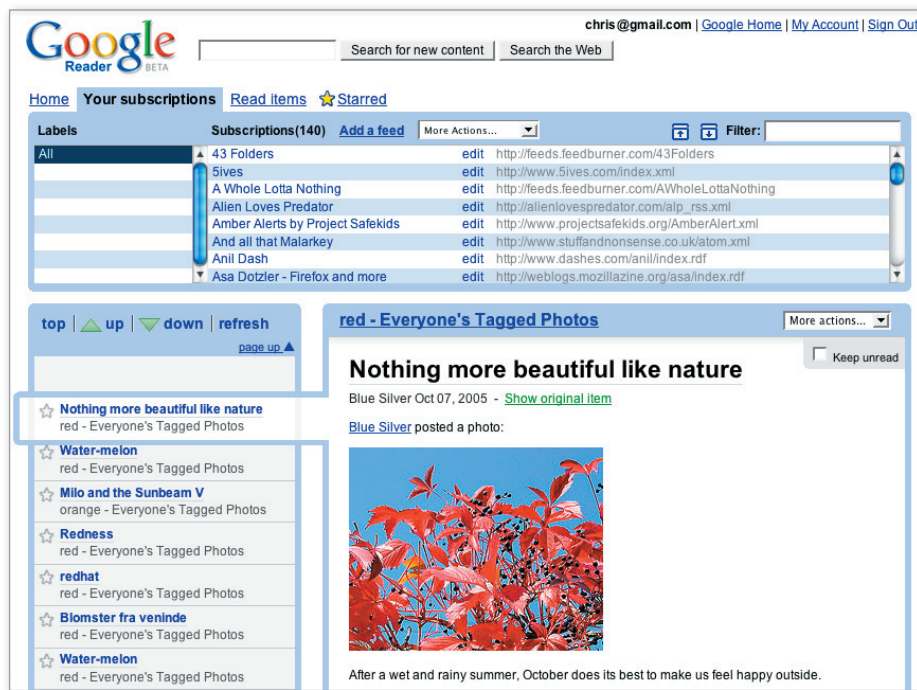
Use the search box at the top of the screen to find new content. There you can enter a specific publication or author (e.g., New York Times or Dave Barry), or a topic or industry (gardening or nanotechnology). Click "Search for new content" to bring back a list of relevant sites from across the web. Then subscribe to the ones you want to add to your reading list.

You can also enter the website address (URL) for a specific RSS or Atom feed. (For example, the feed for the Google Blog is <http://googleblog.blogspot.com/atom.xml>.) Many websites have links to their feeds in their navigation menus.

Your reading list and subscriptions

Your reading list is what appears on the left side of the screen. It includes the latest items from your subscriptions. You can sort your reading list by date or by relevance, which uses intelligent algorithms to learn your content preferences and prioritize accordingly. You can also choose whether to show or hide items you've already read. Even if they're hidden in the reading list, you can always view previously-read items by clicking "Read items" at the top of the page.

Your subscriptions are the set of feeds you want Google Reader to monitor for updates. The latest items will appear in the reading list. Click "Your subscriptions" to edit them or add new ones. You can also click on a specific subscription to read only the items from that site.



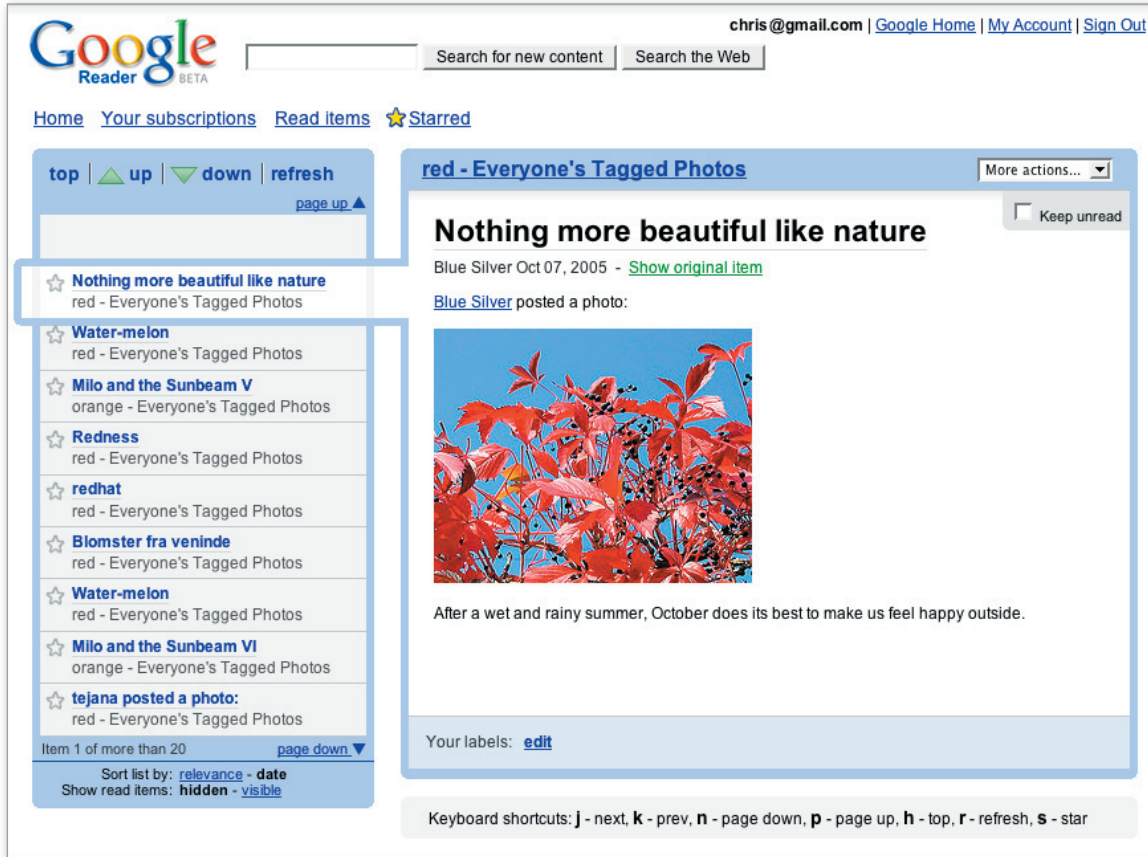
About feeds

Websites publish "feeds" with the latest updates to their sites. Instead of having to remember to visit a website repeatedly for the latest news, you can use a reader (such as Google Reader) to keep track of updates for you. These feeds are formatted in a specific way so that "feed readers" can understand them. Google Reader can then take multiple feeds and display all that content the way you want it.

The two most common types of feeds you're likely to see are called RSS and Atom. Each one has its own set of guidelines so that readers know how the content will be formatted. Like most readers today, Google Reader supports both formats.

The item view

This is where you read items on your reading list. Some sites include entire stories, while others give just a headline or brief summary. Whenever you want to see a story in its entirety, click on the headline and you'll go directly to the source website.



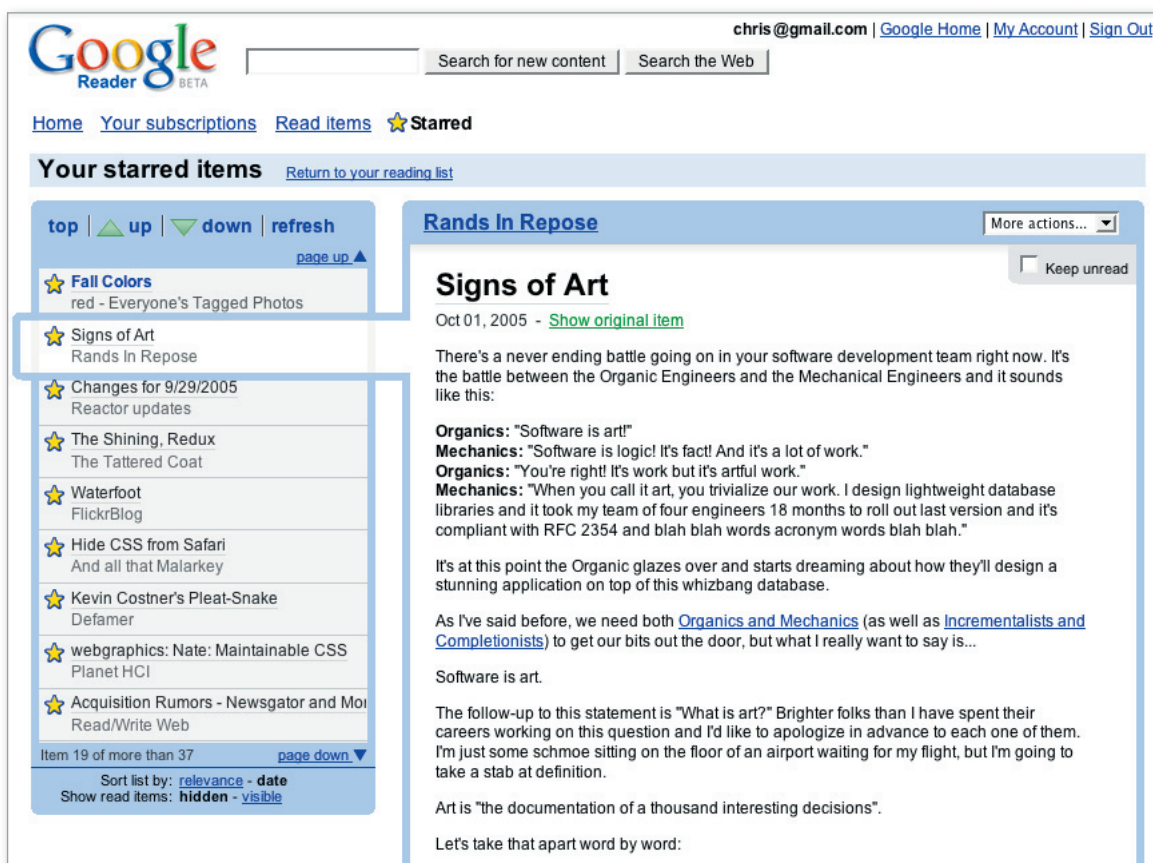
The item view automatically expands when you resize your browser window. Similarly, the reading list will get taller or shorter depending on the size of your browser.

Importing and exporting subscriptions

You can import your subscriptions from another reader. Open "Your subscriptions" at the top of the page and select "Import" from the drop-down box. Upload and import your subscription list as an OPML file. You can also export your Google Reader subscriptions list as an OPML file.

Using labels and stars

You can use labels to group things you've read that are similar to each other. For example, you could create a label for items related to sports, or movies, or for everything from your friends' blogs. To label an item, click the "edit" link next to "Your labels" at the bottom of the item view. You can also label entire subscriptions by clicking "edit" in the "Your subscriptions" section. Starring items is easy too. Just click on the stars next to them in the reading list. Click "Starred" at the top of the page to view all your starred items.



Keyboard shortcuts

Keyboard shortcuts save time by helping you quickly explore your reading list. Spend more time reading and less time moving your hand back and forth between your keyboard and mouse.

j	next	view the next item in your reading list
k	prev	view the previous item
n	page down	scroll down a page in your reading list
p	page up	scroll up a page
h	top	go to the top of your reading list
r	refresh	refresh your reading list
s	star	star the current item

System Requirements

To take advantage of Google Reader's full functionality, make sure your browser is current:

- IE 6 (Windows)
- Firefox 1.0+ (Windows, Mac, Linux)
- Safari 1.3+ (Mac)
- Netscape 7.2+ (Windows, Mac, Linux)
- Mozilla 1.7+ (Windows, Mac, Linux)

Google Reader is currently available in English only.

Feedback

Google Reader is an early-stage product on Google Labs, so you can expect more innovative features as the product progresses. Currently, search is part of the product in the form of Reader's feed finder, which is the most comprehensive one out there.

Stay tuned as we roll out more efforts to make personalized information more accessible and useful. Write to us at **labs+reader@google.com** with your questions and suggestions for Google Reader.

PR contact:

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