

Personalization & Google Search results

With personalization, Google Search shows you results based on what you like and [your activity](#). It's like Google tries to guess what you want to find.

Tip: Search results may [vary between people](#) for reasons other than personalization, such as language settings or localized results.

Learn more about personalized results when you're signed in

If you have Search Personalization turned on, Google uses things like your search history to help find what you're looking for.

Not all search results are personalized. Sometimes, personalization changes the order of the search results. The results that Google thinks you like best are at the top.

Other times, personalization can change the order in which [certain content blocks](#) [appear](#). If you usually watch videos, Google puts videos at the top instead of websites.

If you have Search Personalization turned on, you get a message at the bottom of the Search page.

- Results are personalized.

If you have Search Personalization turned off, or if Google doesn't have enough info to personalize the results you get a different message.

- Results are not personalized.

At the bottom, if you click the **Try without** link, you can get the results without personalization.

Sometimes, the results look the same even if you turn off personalization. That is because Google didn't need to change the results very much.

Tip: Your settings don't change if you click **Try without**.

[Learn how to modify your personalization settings for your account.](#)

Even if you turn off personalization, Google still [uses some information to make your results better](#). For example, it uses:

- Your location
- Language
- Type of device you use

So, if you search for "pizza near me," you get results for pizza places in your city. [The location](#) used for your search is displayed in the footer, along with a link to update it if you choose.

Personal Intelligence in Search

Personal Intelligence in Search taps into your own personal context and insights to unlock even more helpful Search responses that are tailored to you. [Learn more about Personal Intelligence in Search.](#)

Turn off personalization

If you turn off personalization, it will no longer be used to show you helpful individual results or any features that depend on personalization. In addition, this setting change:

- Does disable your ability to find past searches in Autocomplete.
- Doesn't pause or delete stored activity within your Google Account. You can always pause or delete stored activity through [data and privacy controls](#) [link](#).

- Doesn't disable or delete app or website preferences. For example, language settings or search settings, like number of results per page, are preferences and aren't affected.
- Doesn't disable or delete material you save. For example, saved items in your Collection, stocks you follow, or your home and work address aren't affected.

To turn off personalization while you are signed in, turn off "[Personalize Search](#) .

You can also turn off "[Web & App Activity](#)." To turn off personalization while you're signed out of your Google Account, turn off [Search customization](#) .

Need more help?

Try these next steps:



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