

Google to target ads based on Web surfing habits

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(AP) -- Google will use the information it collects on people's Web surfing habits to show more ads tailored to their individual interests.

Under the program announced Wednesday, someone who frequents sites about dogs might see more [ads](#) for flea treatment products.

The program expands upon the Internet search leader's efforts to figure out which marketing messages are most likely to appeal to different people at different times.

[Google](#) already makes billions of dollars showing ads tied to search requests and other content on a [Web](#) page. Now, it will analyze people's favorite Web sites to divine individual tastes and package ads falling under the same areas of interest.

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