map based on this request. The general placemarks are combined with personal placemarks that have been designated by the user in any of a variety of ways (for instance by authoring the entity definition or placing the placemark in a favorites folder), and a ranking mechanism is applied **436**B to the combined group of placemarks. The results are used to generate **440**B a layer that includes both personal and generalized placemarks, which is then combined with the map provided to the client to generate **450**B a map for display **450**B.

[0075] FIG. **5** shows an exemplary map including personal and general placemarks that has been generated in accordance with the method described at steps **412**-**420** and **430**B through **450**B. As is shown in FIG. **5**, personal placemarks including Max's playground **105** and Dirk's coffee spot **419** are depicted together with dining (e.g. **510**A) and drinking placemarks (e.g. **510**B) on the map **550**. Also provided are community placemarks which are demarcated with a special community placemark icon **540**. The map **550** also includes interactive content, in the form of a text box **530** that links to a comment about a placemark provided by a community member. This allows a user to benefit from the input provided by other community members.

[0076] The features and advantages described herein are not all-inclusive and, in particular, many additional features and advantages will be apparent to one of ordinary skill in the art in view of the figures and description. Moreover, it should be noted that the language used in the specification has been principally selected for readability and instructional purposes, and not to limit the scope of the inventive subject matter.

1.-**32**. (canceled)

33. A computer-implemented method to provide personalized maps, the method comprising:

obtaining, by one or more computing devices, entity data that describes a plurality of geospatial entities, each geospatial entity having a geometry and located at a physical location;

receiving, by the one or more computing devices, an indication that one or more of the plurality of geospatial entities have been designated as one or more favorite geospatial entities for a user;

storing, by the one or more computing devices, user data that identifies the one or more favorite geospatial entities for the user;

receiving, by the one or more computing devices, a request for a map, the request associated with the user; and

providing, by the one or more computing devices, the map for display to the user, wherein the map indicates the physical locations of at least one of the one or more favorite geospatial entities.

34. The computer-implemented method of claim **33**, wherein the map indicates the physical locations of only geospatial entities that have been designated as favorite geospatial entities for the user.

35. The computer-implemented method of claim **33**, wherein the map indicates the physical locations of geospatial entities that have been designated as favorite geospatial entities for the user and also indicates the physical locations of geospatial entities that have not been selected as favorite geospatial entities for the user.

36. The computer-implemented method of claim **33**, further comprising:

ranking, by the one or more computing devices, at least a first portion of the plurality of geospatial entities according to a ranking mechanism, wherein geospatial entities that have been designated as favorite geospatial entities for the user are ranked higher than geospatial entities that have not been designated as favorite geospatial entities for the user; and

selecting, by the one or more computing devices, at least a second portion of the plurality of geospatial entities for inclusion in the map according to the ranking, wherein the map indicates the physical locations of each of the second portion of the plurality of geospatial entities.

37. The computer-implemented method of claim **36**, wherein the map indicates the physical locations of geospatial entities that have been designated as favorite geospatial entities for the user and also indicates the physical locations of geospatial entities that have not been selected as favorite geospatial entities for the user.

38. The computer-implemented method of claim **36**, wherein the second portion of the plurality of geospatial entities is a subset of the first portion of the plurality of geospatial entities.

39. The computer-implemented method of claim **33**, further comprising:

ranking, by the one or more computing devices, at least a first portion of the plurality of geospatial entities according to a ranking mechanism; and

selecting, by the one or more computing devices, at least a second portion of the plurality of geospatial entities for inclusion in the map according to the ranking, wherein the map indicates the physical locations of each of the second portion of the plurality of geospatial entities, and wherein geospatial entities that have been designated as favorite geospatial entities for the user are selected for the second portion of the plurality of geospatial entities regardless of their respective ranking.

40. The computer-implemented method of claim **39**, wherein the map indicates the physical locations of geospatial entities that have been designated as favorite geospatial entities for the user and also geospatial entities that have not been selected as favorite geospatial entities for the user.

41. The computer-implemented method of claim **33**, further comprising:

ranking, by the one or more computing devices, at least a first portion of the plurality of geospatial entities into a plurality of layers, wherein the plurality of layers are respectively associated with a plurality of levels of detail, and wherein geospatial entities that have been designated as favorite geospatial entities for the user are ranked higher than geospatial entities that have not been designated as favorite geospatial entities for the user;

wherein providing, by the one or more computing devices, the map for display to the user comprises:

determining, by the one or more computing devices, a current level of detail associated with the request for the map; and

providing, by the one or more computing devices, the map for display to the user, wherein the map indicates the physical locations of geospatial entities included in the layer associated with the current level of detail.