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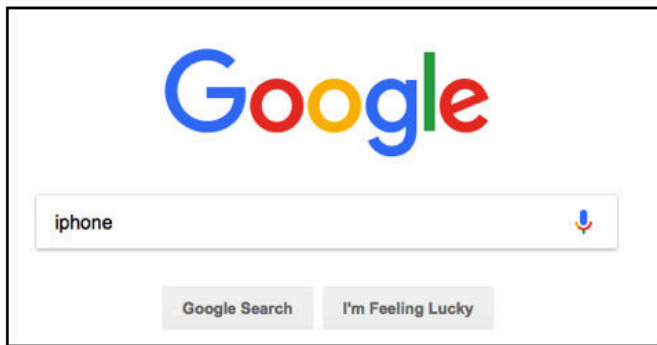
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General Guidelines Overview

Welcome to the Search Quality Rating Program!

As a Search Quality Rater, you will work on many different types of rating projects. The General Guidelines primarily cover Page Quality (PQ) rating and Needs Met (NM) rating; however, the concepts are also important for many other types of rating tasks.

For brevity, we refer to "Search Quality Raters" as "raters" in these guidelines.



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Introduction to Search Quality Rating

0.0 The Search Experience

The World Wide Web is a vast collection of online information and content. Internet search engines provide a powerful way to explore this online universe. There are many ways people search: people may type words into a search box in a browser, speak to a mobile phone or assistant device, use search engine autocomplete features, etc.

People search the Internet for a variety of purposes, ranging from accomplishing a quick task to researching a topic in depth. A search may be part of a long-term project, such as a home remodel or vacation planning. A search may be done when someone is bored and looking for entertainment, such as a search for [funny videos]. A search may be a single question asked during a critical moment of a person's life, such as [what are the symptoms of a heart attack?].

Search engines exist to help people find what they are looking for. To do that, search engines must provide a diverse set of helpful, high quality search results, presented in the most helpful order.

Different types of searches need very different types of search results. Medical search results should be high quality, authoritative, and trustworthy. Search results for "cute baby animal pictures" should be adorable. Search results for a specific website or webpage should have that desired result at the top. Searches that have many possible meanings or involve many perspectives need a diverse set of results that reflect the natural diversity of meanings and points of view.

People all over the world use search engines; therefore, diversity in search results is essential to satisfy the diversity of people who use search. For example, searches about groups of people should return helpful results that represent a diversity of demographic backgrounds and cultures.

Finally, search results should help people. Search results should provide authoritative and trustworthy information, not lead people astray with misleading content. Search results should allow people to find what they're looking for, not surprise people with unpleasant, upsetting, offensive, or disturbing content. Harmful, hateful, violent, or sexually explicit search results are only appropriate if the person phrased their search in a way that makes it clear that they are looking for this type of content, **and** there is no other reasonable interpretation of the words used in their search.

0.1 The Purpose of Search Quality Rating

As a Search Quality Rater, you will help evaluate search engine quality around the world. Good search engines give results that are helpful for people in their specific language and locale.

No single rating can directly impact how a particular webpage, website, or result appears in Google Search, nor can they cause specific webpages, websites, or results to move up or down on the search results page. Using ratings to position results on the search results page would not be feasible, as humans could never individually rate each page on the open web.

Instead, ratings are used to measure how effectively search engines are working to deliver helpful content to people around the world. Ratings are also used to improve search engines by providing examples of helpful and unhelpful results for different searches.

As part of your role in the search quality rating program, it is important that you are familiar with and comfortable using a search engine. We encourage you to be an expert in search! For example, experiment with using [operators](#) (e.g., quotes or a dash) in your searches or try using [advanced search](#) options.

0.2 Raters Must Represent People in their Rating Locale

It is very important for you to represent people in the locale you evaluate. You must be very familiar with the task language and location in order to represent the experience of people in your locale. If you do not have the knowledge to do this, please inform your employer/company.

Unless your rating task indicates otherwise, your ratings should be based on the instructions and examples given in these guidelines. Ratings should not be based on your personal opinions, preferences, religious beliefs, or political views. Always use your best judgment and represent the cultural standards of your rating locale.

0.3 Browser Requirements

Check with your employer/company for browser requirements. You may use helpful browser add-ons or extensions, but please do not use add-ons or extensions that interfere with or alter the user experience of the page.

0.4 Ad Blocking Extensions

Do not use add-ons or extensions that block ads for Needs Met rating or Page Quality rating. These add-ons or extensions may cause you to give incorrect ratings. As a rater, only use an ad blocking extension or add-on if specifically instructed to do so in the project-specific instructions.

0.5 Internet Safety Information

In the course of your work, you will visit many different webpages. Some of them may harm your computer unless you are careful. Please do not download any executables, applications, or other potentially dangerous files, or click on any links that you are uncomfortable with.

It is strongly recommended that you have antivirus and antispyware protection on your computer. This software must be updated frequently or your computer will not be protected. There are many free and for-purchase antivirus and antispyware products available on the web.

See [here](#) for a Wikipedia page on antivirus software and [here](#) for a Wikipedia page on spyware.

We suggest that you only open files with which you are comfortable. The file formats listed below are generally considered safe if antivirus software is in place.

- .txt (text file)
- .ppt or .pptx (Microsoft PowerPoint)
- .doc or .docx (Microsoft Word)
- .xls or .xlsx (Microsoft Excel)
- .pdf (PDF) files

If you encounter a page with a warning message, such as “Warning-visiting this web site may harm your computer,” or if your antivirus software warns you about a page, you should not try to visit the page to assign a rating.

0.6 The Role of Examples in these Guidelines

The examples throughout these guidelines are very important to illustrate how the concepts defined in each section should be applied in rating tasks. Please view each example and keep the following in mind:

- Webpages and websites change rapidly, so we use images or "snapshots" of webpages in most of our examples.
- The information in the examples was accurate at the time it was added, but content and websites may change over time.
- Some examples show pages on desktop and some show pages on mobile devices.

Part 1: Page Quality Rating Guideline

1.0 Introduction to Page Quality Rating

A Page Quality (PQ) rating task consists of a URL and a grid to record your observations, in order to guide your exploration of the landing page and the website associated with the URL. Ultimately, the goal of Page Quality rating is to evaluate how well the page achieves its purpose. Because different types of websites and webpages can have very different purposes, our expectations and standards for different types of pages are also different.

Here's what you'll need to be a successful Page Quality rater:

- Your experience using the web as an ordinary user in your rating locale.
- In-depth knowledge of these guidelines.
- And most importantly—practice doing PQ rating tasks!

2.0 Understanding Webpages and Websites

PQ rating requires an in-depth understanding of websites. We'll start with the basics. Along the way, we'll share important information about Page Quality rating, so please read through this section even if you are a website expert!

2.1 Important Definitions

Here are some important definitions:

A **search engine** is a tool to help people find or interact with content available on the Internet.

In these guidelines, the word "**user**" refers to a person trying to find information or accomplish a task on the Internet. Keep in mind that users are people from many different backgrounds, whose experiences and needs may differ from your own: people of all ages, genders, races, religions, political affiliations, etc.

A **webpage** is connected to the World Wide Web and can be viewed or "visited" using a web browser (e.g., Chrome), a browser on your phone, or a search app. In the 1990s, webpage content was mostly text and links. Today, webpage content includes many forms of media (such as images, videos, etc.) and functionality (such as online shopping features, email, calculator functionality, online games, etc.).

A **URL** is a character string that your web browser uses to "find" and display a webpage. Page Quality rating doesn't require you to have in-depth understanding of the structure of URLs, i.e., you don't need to know the difference between host, domain, etc. But if you are interested, see [here](#) to read more.

A **website** or **site** is a group of World Wide Web pages usually containing hyperlinks to each other and made available online by an individual, company, educational institution, government, or organization. Popular websites include Facebook, Wikipedia, Yahoo, YouTube, etc.

Note: In these guidelines, we will use the word "website" to refer to a collection of pages owned and controlled by a single entity (individual, business, etc.). But we will also use "website" to refer to major "independent" sections (or hosts) of some websites that were created to achieve separate purposes. For example, the Yahoo website is organized into different sections (or hosts), such as Yahoo Finance (finance.yahoo.com), Yahoo Mail (mail.yahoo.com), Yahoo Sports (sports.yahoo.com), etc. Each of these has its own purpose. It's OK to refer to each of these sections as a website; for example, the Yahoo Finance website and the Yahoo Sports website. You may also refer to pages on Yahoo Finance or Yahoo Sports as belonging to the Yahoo website.

A **homepage** of a website is the main page of the site. It is usually the first page that users see when the site loads. For example, <http://www.apple.com> is the homepage of the Apple site, <http://www.yahoo.com> is the homepage of the Yahoo company site, and <http://finance.yahoo.com> is the homepage of Yahoo Finance. You can usually find the homepage of a website by clicking on a "home" link or logo link on subpages of a website.

A **subpage** on a website is any page on the site other than the homepage. For example, <http://www.apple.com/iphone> is a subpage on the Apple website, and <https://finance.yahoo.com/news> is a subpage on the Yahoo Finance website.

A **webmaster** is the person who is responsible for maintaining a website.

Important: You must be very comfortable exploring websites, both by clicking links and modifying URLs in the address bar of your web browser. Become a website detective and explorer!

2.2 What is the Purpose of a Webpage?

The purpose of a page is the reason or reasons why the page was created. Every page on the Internet is created for a purpose, or for multiple purposes. Most pages are created to be helpful for people, thus having a beneficial purpose. Some pages are created merely to make money, with little or no effort to help people. Some pages are even created to harm users. The first step in understanding a page is figuring out its purpose.

Why is it important to determine the purpose of the page for PQ rating?

- The goal of PQ rating is to determine how well a page achieves its purpose. In order to assign a rating, you must understand the purpose of the page and sometimes the website.
- By understanding the purpose of the page, you'll better understand what criteria are important to consider when evaluating that particular page.
- Websites and pages should be created to help people. If that is not the case, a rating of **Lowest** may be warranted. More on this later.

As long as the page is created to help people, we will not consider any particular page purpose or type to be higher quality than another. For example, encyclopedia pages are not necessarily higher quality than humor pages.

Important: There are highest quality and lowest quality webpages of all different types and purposes: shopping pages, news pages, forum pages, video pages, pages with error messages, PDFs, images, gossip pages, humor pages, homepages, and all other types of pages. The type of page does not determine the PQ rating—you have to understand the purpose of the page to determine the rating.

Common helpful or beneficial page purposes include (but are not limited to):

- To share information about a topic.
- To share personal or social information.
- To share pictures, videos, or other forms of media.
- To express an opinion or point of view.
- To entertain.
- To sell products or services.
- To allow users to post questions for other users to answer.
- To allow users to share files or to download software.

Here are a few examples where it is easy to understand the purpose of the page:

| Type of Page | Purpose of the Page |
|---|--|
| News website homepage | To inform users about recent or important events. |
| Shopping page | To sell or give information about the product. |
| Video page | To share a cute video of a cat. |
| Currency converter page | To calculate equivalent amounts in different currencies. |

[Here is an example \(OmNomNomNom Page\)](#) of a helpful page where the purpose of the page is not as obvious. At first glance, this page may seem pointless or strange. However, it is a page from a humorous site that encourages users to post photos with mouths drawn on them. The purpose of the page is humor or artistic expression. This page has a helpful or beneficial purpose. Even though the [About](#) page on this website is not very helpful, the website explains itself on its [FAQ](#) page.

2.3 Your Money or Your Life (YMYL) Topics

Pages on the World Wide Web are about a vast variety of topics. Some topics have a high risk of harm because content about these topics could significantly impact the health, financial stability, or safety of people, or the welfare or well-being of society. We call these topics “Your Money or Your Life” or YMYL.

YMYL topics may significantly impact or harm one or more of the following:

- the person who is directly viewing or using the content
- other people who are affected by the person who viewed the content
- groups of people or society affected by the actions of people who viewed the content

YMYL topics can directly and significantly impact people’s health, financial stability or safety, or the welfare or well-being of society, because of the following reasons:

- **The topic itself is harmful or dangerous.** For example, there is clear and present harm directly associated with topics related to self-harm, criminal acts, or violent extremism.
- **The topic could cause harm if the content is not accurate and trustworthy.** For example, mild inaccuracies or content from less reliable sources could significantly impact someone’s health, financial stability, or safety, or impact society, for topics like: symptoms of a heart attack, how to invest money, what to do if there is an earthquake, who can vote, or needed qualifications for obtaining a driver’s license.

To determine whether a topic is YMYL, assess the following types of harm that might occur:

- **YMYL Health or Safety:** Topics that could harm mental, physical, and emotional health, or any form of safety such as physical safety or safety online.
- **YMYL Financial Security:** Topics that could damage a person’s ability to support themselves and their families.
- **YMYL Society:** Topics that could negatively impact groups of people, issues of public interest, trust in public institutions, etc.
- **YMYL Other:** Topics that could hurt people or negatively impact welfare or well-being of society.

It’s possible to imagine a hypothetical harmful page for any non-harmful topic, such as the science behind rainbows or shopping for pencils: for either of these topics, someone could build a page that has a malicious computer virus download. However, for a specific topic to be YMYL, the topic itself must potentially impact people’s health, financial stability, or safety, or the welfare or well-being of society.

Many or most topics are not YMYL and do not require a high level of accuracy or trust *to prevent harm*. Because YMYL assessment is a spectrum, it may be helpful to think of topics as clear YMYL, definitely not YMYL or something in between. Pages on clear YMYL topics require the most scrutiny for Page Quality rating.

| Type of topic | Clear YMYL Topic | May be YMYL Topic | Not or unlikely YMYL Topic |
|--|--|--|--|
| Information Could significant harm result from inaccurate information? | Evacuation routes for a tsunami Explanation: Inaccurate information on evacuation routes could cause significant harm to people. | Weather forecast Explanation: In most situations, slightly inaccurate information about the weather forecast will not cause harm. People often ask family members "what's the weather today". | Music award winners Explanation: This topic is unlikely to cause harm. |
| Advice about an activity Could significant harm result from poor advice? | When to go to the emergency room Explanation: Bad advice on when to go to the emergency room could cause significant harm. | How often to replace a toothbrush Explanation: This is a casual health topic people commonly discuss with friends. A slightly imperfect suggestion is unlikely to significantly impact health or safety. | How frequently to wash jeans Explanation: This topic is unlikely to cause harm. |
| A personal opinion What impact could this opinion have on other people and society? | Personal opinion about why a racial group is inferior Explanation: Pages on this topic have been used to justify or incite violence against groups of people. | Personal opinion about why an exercise is inferior Explanation: While there may be a health concern if the exercise is extreme or risky, most discussions of jogging vs swimming, etc. involve personal preference. | Personal opinion about why a rock band is inferior Explanation: This topic is unlikely to cause harm, although there may be strong opinions involved! |
| News about current events Could this topic significantly impact people and society? For societal impact, consider issues such as elections and trust in public institutions that benefit society. | News about ongoing violence Explanation: People need accurate information to stay safe. Society may also be impacted by information about ongoing violence, as citizens and governments make civic decisions accordingly. | News about a car accident Explanation: The accident itself may have been harmful, but there is likely little risk of future harm from small inaccuracies in reporting about an incident. | News about a local high school basketball game Explanation: This topic is unlikely to cause harm. |
| Sharing on social media Could the social media post cause significant harm? Could it hurt individuals? Could it damage society if widely shared? | A tide pod challenge post Explanation: This harmful social media challenge was responsible for deaths. | A hot sauce challenge Explanation: While some people may experience some discomfort by tasting various hot sauces, it is unlikely that sharing about such challenges would cause significant harm. | A music video Explanation: This type of content generally has little risk of harm. |
| Online commerce and product reviews Consider the product. Could the product cause significant harm? | Purchasing prescription drugs Explanation: Prescription drugs have the potential to cause harm and require purchase from licensed pharmacies. | Review of a type of car Explanation: While cars are big purchases, many people ask friends and family about cars. | Purchasing pencils Explanation: Pencils and other everyday items are unlikely to cause harm. |

If you are having trouble deciding whether a topic is YMYL, consider the following questions:

1. Would a careful person seek out experts or highly trusted sources *to prevent harm*? Could even minor inaccuracies cause harm? If yes, then the topic is likely YMYL.
2. Is the specific topic one that most people would be content with only casually consulting their friends about? If yes, the topic is likely not YMYL.

Important note: For pages about clear YMYL topics, we have very high Page Quality rating standards because low quality pages could potentially negatively impact a person's health, financial stability, or safety, or the welfare or well-being of society. Page Quality rating examples in these guidelines about YMYL topics will be labeled as YMYL to illustrate the high rating standards for clear YMYL topics that impact a person's health, financial stability, or safety, or the welfare or well-being of society.

2.4 Understanding Webpage Content

All of the content on a webpage can be classified as one of the following: Main Content (MC), Supplementary Content (SC), or Advertisements/Monetization (Ads). In order to understand the purpose of a webpage and do PQ rating, you will need to be able to distinguish among these different parts of the page.

Webpage design can be complicated, so make sure to click around and explore the page. See what kind of content is behind the tabs and test out the interactive page features. Content behind the tabs may be considered part of the MC, SC, or Ads, depending on what the content is.

2.4.1 Identifying the Main Content (MC)

Main Content is any part of the page that directly helps the page achieve its purpose. Webmasters directly control the MC of the page (except for user-generated content). MC can be text, images, videos, page features (e.g., calculators, games), or it can be user-generated content such as videos, reviews, articles, etc. that users have added or uploaded to the page. Note that tabs on some pages lead to even more information (e.g., customer reviews) and can sometimes be considered part of the MC of the page.

The MC also includes the title at the top of the page ([example](#)). Descriptive MC titles allow users to make informed decisions about what pages to visit. Helpful titles summarize the MC on the page.

| Type of Page and Purpose | MC Highlighted in Yellow |
|--|---|
| News website homepage: the purpose is to inform users about recent or important events. | MC - News Homepage |
| News article page: the purpose is to communicate information about an event or news topic. | MC - News Article |
| Store product page: the purpose is to sell or give information about the product. <ul style="list-style-type: none">• Content behind the Reviews, Shipping, and Safety Information tabs are considered to be part of the MC. | MC - Shopping Page |
| Video page: the purpose is to share a video about cats. | MC - Video Page |
| Currency converter page: the purpose is to calculate equivalent amounts in different currencies. | MC - Currency Converter |
| Blog post page: the purpose is to share music used on a TV show. | MC - Blog Post Page |
| Search engine homepage: the purpose is to allow users to enter a query and search the Internet. | MC - Search Engine Homepage |
| Bank login page: the purpose is to allow users to log in to bank online. | MC - Bank Login Page |

2.4.2 Identifying the Supplementary Content (SC)

Supplementary Content contributes to a good user experience on the page, but does not directly help the page achieve its purpose. SC is controlled by webmasters and is an important part of the user experience. One common type of SC is navigation links that allow users to visit other parts of the website. Note that in some cases, content behind tabs may be considered part of the SC of the page.

Sometimes the easiest way to identify SC is to look for the parts of the page that *are not* MC or Ads.

| Type of Page and Purpose | SC Highlighted in Blue |
|--|-------------------------------------|
| News article page: the purpose is to communicate information about an event or news topic. | SC - News Article |
| Store product page: the purpose is to sell or give information about the product. | SC - Shopping Page |
| Video page: the purpose is to share a video about cats. | SC - Video Page |
| Blog post page: the purpose is to share music used on a TV show. | SC - Blog Post Page |

2.4.3 Identifying Advertisements/Monetization (Ads)

Ads may contribute to a good user experience. Advertisements/Monetization (Ads) is content and/or links that are displayed for the purpose of monetizing (making money from) the page. The presence or absence of Ads is not by itself a reason for a **High** or **Low** quality rating. Without advertising and monetization, some webpages could not exist because it costs money to maintain a website and create high quality content.

There are several different ways to monetize a webpage, including advertisements and affiliate programs. See [here](#) for more information on website monetization. Note that monetization on mobile pages may be more subtle than monetization on desktop pages.

The most common type of monetization is advertisements. Ads may be labeled as "ads," "sponsored links," "sponsored listings," "sponsored results," etc. Usually, you can click on the links or mouse over the content to determine whether they are Ads, as they often refer to a URL outside of that website. Ads may change when you reload the page, and different users may see different Ads on the same page.

Webmasters can choose to display Ads on their page (such as by joining an [advertising network](#)), but they may not always directly control the content of the Ads. However, we will consider a website responsible for the overall quality of the Ads displayed.

Important: For the purpose of this guideline, we will consider monetized links of any type to be "Ads." See [here](#) for different types of website monetization.

| Type of Page and Purpose | Ads Highlighted in Red |
|--|--|
| News article page: the purpose is to communicate information about an event or news topic. | Ads - News Article |
| Video page: the purpose is to share a video about cats. | Ads - Video Page |
| Blog post page: the purpose is to share music used on a TV show. | Ads - Blog Post Page |
| Store product page: the purpose is to sell or give information about the product. | No ads – Shopping Page |

2.4.4 Summary of the Parts of the Page

Let's put it all together.

- **Main Content (MC)** is any part of the page that directly helps the page achieve its purpose. MC is (or should be!) the reason the page exists. The quality of the MC plays a very large role in the Page Quality rating of a webpage.
- **Supplementary Content (SC)** is also important. SC can help a page better achieve its purpose or it can detract from the overall experience.
- Many pages have **advertisements/monetization (Ads)**. Without advertising and monetization, some webpages could not exist because it costs money to maintain a website and create high quality content. The presence or absence of Ads is not by itself a reason for a **High** or **Low** quality rating.

On some pages, reviews may be considered MC, and on other pages they may be considered SC. Use your best judgment and think about the purpose of the page.

Do not worry too much about identifying every little part of the page. Think about which parts of the page are the MC. Next, look for the Ads. Anything left over can be considered SC.

| Type of Page and Purpose | MC, SC, and Ads Highlighted |
|--|--|
| News article page: the purpose is to communicate information about an event or news topic. | Summary - News Article |
| Store product page: the purpose is to sell or give information about the product. | Summary - Shopping Page |
| Video page: the purpose is to share a video about cats. | Summary - Video Page |
| Currency converter page: the purpose is to calculate equivalent amounts in different currencies. | Summary - Currency Converter |
| Blog post page: the purpose is to share music used on a TV show. | Summary - Blog Post Page |
| Bank login page: the purpose is to allow users to log in to the bank online. | Summary - Bank Login Page |

2.5 Understanding the Website

Pages often make more sense when viewed as part of a website. Some of the criteria in Page Quality rating are based on the website the page belongs to.

In order to understand a website, look for information about the website on the website itself. Websites are usually very eager to tell you all about themselves!

You must also look for reputation information about the website. What do outside, independent sources say about the website? When there is disagreement between what the website says about itself and what reputable independent sources say about the website, trust the independent sources.

2.5.1 Finding the Homepage

The homepage of a website usually contains or has links to important information about the website. Webmasters usually make it easy to get to the homepage of the website from any page on the site.

Here's how to find the homepage of a website:



- Examine the landing page of the URL in your PQ rating task.
- Find and click on the link labeled “home” or “main page.”
- Having trouble finding it? Try using “Ctrl-F” (“command-F” on a Mac) to search the page for the text “home” or “main.” You may also try clicking on the website logo, which is usually at the top of the page.

Sometimes, you may be given a webpage or website that appears to have no navigation links, no homepage link, and no logo or other means to find the homepage. Even some **High** or **Highest** quality pages lack a way to navigate to the homepage. If you can't find a link to the homepage, modify the URL by removing everything to the right of “.com,” “.org,” “.net,” “.info,” etc. and refresh the page.

Occasionally, your rating task will include a URL for which there are two or more justifiable “homepage” candidates. For example, you may not be sure whether the homepage of the URL <https://finance.yahoo.com/calendar> is <http://finance.yahoo.com> or <http://www.yahoo.com>.

Important: When you have more than one homepage “candidate,” please use whichever one offers the most information about the specific webpage in the rating task. Use your judgment. The goal is to understand the webpage and the website(s) it is associated with, not find the one unique, correct homepage.

In the following examples, we have included the URL of the page to be evaluated in the rating task, as well as the URL of its associated homepage. We have also included an image that shows where to click on the landing page to navigate to the homepage. In the image, you will see a red box around the link or logo you would click to navigate to the homepage.

| URL of the Task Page | Homepage of the Website | Image that shows where to click to get to the homepage |
|---|--|---|
| http://www.williams-sonoma.com/products/shun-premier-7-piece-knife-block-set | http://www.williams-sonoma.com | <p>Williams-Sonoma Homepage</p>  <p>This “WILLIAMS-SONOMA” logo shown in the upper center of the page is clickable and takes users to the homepage of the website.</p> |
| http://hms.harvard.edu/about-hms/facts-figures | <p>http://hms.harvard.edu</p> <p>In this case, we will consider the Harvard Medical School page at http://hms.harvard.edu to be the homepage, rather than http://www.harvard.edu (which is the homepage of Harvard University). Clicking the logo at the top of http://hms.harvard.edu/about-hms/facts-figures takes users to http://hms.harvard.edu, not to http://www.harvard.edu.</p> | <p>Harvard Medical School Facts and Figures Page</p>  <p>This “Harvard Medical School” logo in the upper left part of the page is clickable and takes users to the homepage of the Harvard Medical School website.</p> |

2.5.2 Finding Who is Responsible for the Website and Who Created the Content on the Page

Every page belongs to a website, and it should be clear:

- Who (what individual, company, business, foundation, etc.) is responsible for the website.
- Who (what individual, company, business, foundation, etc.) created the content on the page you are evaluating.

Websites are usually very clear about who created the content on the page. There are many reasons for this:

- Commercial websites may have copyrighted material they want to protect.
- Businesses want users to know who they are.
- Artists, authors, musicians, and other original content creators usually want to be known and appreciated.
- Foundations often want support and even volunteers.
- High quality stores want users to feel comfortable buying online.
- Websites want users to be able to distinguish between content created by themselves versus content that was added by other users.

Most websites have “contact us” or “about us” or “about” pages that provide information about who owns the site. Many companies have an entire website or blog devoted to who they are and what they are doing, what jobs are available, etc. Google and Marriott are both examples of this, and there are many others:

- [Google Official Blog](#)
- [Marriott Blog](#)
- [Southwest Airlines Blog](#)
- [Netflix Tech Blog](#)

Often a business or organization is responsible for the content of a website, not an individual person. The IBM Corporation is responsible for the content on ibm.com. The Cleveland Clinic is responsible for the content on clevelandclinic.org. An individual is not responsible for the content on these websites, even though many individuals contributed to creating and maintaining the content. In these cases, we will view the business or organization as responsible for the content on every single page, as well as maintenance of the website.

On some websites, users create the MC of many pages, while the business or organization itself maintains the website. The company Facebook is responsible for the Facebook website, but individuals create the content on their personal Facebook pages. The company Wikipedia is responsible for the Wikipedia website, but individuals create article content. Other websites with user-generated content include YouTube, Twitter, other social networking websites, other article publishing websites, Q&A websites, forums, etc. For these websites, you must look at each page to determine the author(s) or creator(s) of the content on that page.

Finally, there are some websites that show licensed or syndicated content. This means that the website has paid money or has some business relationship with the creator of the content. In these cases, we will consider the website to carry responsibility for the quality of licensed or syndicated content, even if it wasn't created by the website itself.

2.5.3 Finding About Us, Contact Information, and Customer Service Information

Many websites are interested in communicating with their users. There are many reasons that users might have for contacting a website, from reporting problems such as broken pages, to asking for content removal. Many websites offer multiple ways for users to contact the website: email addresses, phone numbers, physical addresses, web contact forms, etc. Sometimes, this contact information is even organized by department and provides the names of individuals to contact.



The types and amount of contact information needed depend on the type of website. Contact information and customer service information are extremely important for websites that handle money, such as stores, banks, credit card companies, etc. Users need a way to ask questions or get help when a problem occurs.

For shopping websites, we'll ask you to do some special checks. Look for contact information—including the store's policies on payment, exchanges, and returns. Sometimes this information is listed under "customer service."

Some kinds of websites need fewer details and a smaller amount of contact information for their purpose. For example, humor websites may not need the level of detailed contact information we would expect from online banking websites.

Occasionally, you may encounter a website with a legitimate reason for anonymity. For example, personal websites may not include personal contact information such as an individual's home address or phone number. Similarly, websites with user-generated content may allow the author to identify him/herself with an alias or username only.

To find contact or customer service information for a website, start with the homepage. Look for a “contact us” or “customer service” link. Explore the website if you cannot find a “contact us” page. Sometimes you will find the contact information on a “corporate site” link or even on the company’s Facebook page. Be a detective!

Note that different locales may have their own specific standards and requirements for what information should be available on the website.

2.6 Reputation of the Website and Creator of the Main Content

An important part of PQ rating is understanding the reputation of the website. If the creator of the MC is different from the creator of the website, it’s important to understand the reputation of the creator as well.

A website’s reputation is based on the experience of real users, as well as the opinion of people who are experts in the topic of the website. Keep in mind that websites often represent real companies, organizations, and other entities. Therefore, reputation research applies to both the website and the actual company, organization, or entity that the website is representing.

Knowing more about the reputation of a website and content creator can also help you understand what a website is best known for, and as a result how well it accomplishes its purpose. For example, newspapers may be known for high quality, independent investigative reporting while satire websites may be known for their humor.

Many websites are eager to tell users how great they are. Some webmasters have read these rating guidelines and write “reviews” on various review websites. But for PQ rating, you should aim to find independent sources of reputation information about the website and creator of the MC rather than relying solely on what the website itself or content creator has to say.

Your job is to evaluate the reputation of the website and creator of the MC. Please research the website and content creator to find out what other people and experts have to say.

2.6.1 Research on the Reputation of the Website and Creator of the Main Content

Use reputation research to find out what real users, as well as experts, think about a website. Look for reviews, references, recommendations by experts, news articles, and other credible information created/written by individuals about the website.

User reviews are often helpful sources of reputation for websites that offer products or services. You may consider a large number of detailed, trustworthy positive user reviews as evidence of positive reputation.

For other kinds of websites, sources of reputation information will vary according to the topic or type of company/organization/entity that the website represents. For example, you might find that a newspaper (with an associated website) has won journalistic awards. Prestigious awards or a history of high quality original reporting are strong evidence of positive reputation.

For individual authors and content creators, biographical information articles can be a good source of reputation information.

For YMYL informational topics, the reputation of a website or content creator should be judged by what experts in the field have to say. Recommendations from expert sources, such as professional societies, are strong evidence of a very positive reputation.

Carefully consider the purpose of the page, whether or not the topic is YMYL, and the kind of reputation information that would be most applicable. For example, customer ratings and reviews may be helpful for reputation research of online stores, but much less so for medical information websites.

Reputation research is necessary for all websites and content creators you encounter, to the extent that an established reputation can be found. Do not just assume websites you personally use have a good reputation. Please do research! You might be surprised at what you find.

2.6.2 Sources of Reputation Information

Look for information written by a person, not statistics or other machine-compiled information. News articles, Wikipedia articles, blog posts, magazine articles, forum discussions, and ratings from independent organizations can all be sources of reputation information. Look for independent, credible sources of information.

Sometimes, you will find information about a website that is not related to its reputation. For example, pages like [Alexa](#) have information about Internet traffic to the website, but do not provide evidence of positive or negative reputation. You can ignore this information since it's not helpful for Page Quality rating.

2.6.3 Customer Reviews of Stores/Businesses

Customer reviews can be helpful for assessing the reputation of a store or business. However, you should interpret these reviews with care, particularly if there are only a few. Be skeptical of both positive and negative user reviews. Anyone can write them, including the creator of the website or someone the store or business hires for this purpose.

When interpreting customer reviews, try to find as many as possible. Any store or business can get a few negative reviews. This is completely normal and expected. Large stores and companies have thousands of reviews and most receive some negative ones.

It is also important to read the reviews because the content of the reviews matter, not just the number. Credible, convincing reports of fraud and financial wrongdoing is evidence of extremely negative reputation. A single encounter with a rude clerk or the delayed receipt of a single package should not be considered negative reputation information. Please use your judgment.

2.6.4 How to Search for Reputation Information

Here is how to research the reputation of the website:

1. Identify the “homepage” of the website. For example, for the IBM website, [ibm.com](#) is the homepage. You may need to identify the creator of the content, if it is different from that of the overall website.
2. Using [ibm.com](#) as an example, try one or more of the following searches on Google:
 - `[ibm -site:ibm.com]`: A search for IBM that excludes pages on [ibm.com](#).
 - `["ibm.com" -site:ibm.com]`: A search for “[ibm.com](#)” that excludes pages on [ibm.com](#).
 - `[ibm reviews -site:ibm.com]`: A search for reviews of IBM that excludes pages on [ibm.com](#).
 - `["ibm.com" reviews -site:ibm.com]`: A search for reviews of “[ibm.com](#)” that excludes pages on [ibm.com](#).
 - For content creators, try searching for their name or alias.

Note: When searching for reputation information, try to find sources that were not written or created by the website, the company itself, or the individual. For example, IBM might have official Facebook or Twitter pages that it closely maintains, which would not be considered independent sources of reputation information about the company. See [here](#) for a Wikipedia article on identifying and using independent sources.

- Look for articles, references, recommendations by experts, and other credible information written by people about the website or the content creator. For businesses, look for reputation information and reviews from a variety of sources. For content creators, look for biographical data and other sources that are not written by the content creator themselves.

High quality news articles and informational articles may be good sources of information for both companies/organizations/entities and content creators. Search for such articles. For example, try [ibm site:en.wikipedia.org] or ["ibm.com" site:en.wikipedia.org]. News articles and informational articles can help you learn about a company and may include information specific to reputation, such as awards and other forms of recognition, or also controversies and issues. Note that some informational articles include a message warning users that there are disagreements on some of the content, or that the content may be outdated. This may be an indication that additional research is necessary.

- Make sure the information you find is appropriate for judging the reputation of the website or content creator. For example, reputation information for YMYL topics should come from sources that have expertise in the associated YMYL topic.

Here are some examples of reputation information:

| Website | Reputation Information About the Site | Description |
|---|--|--|
| annualcreditreport.com | Search results for [annualcreditreport.com -site:annualcreditreport.com] Wikipedia article about annualcreditreport.com Reputable article about annualcreditreport.com | <p>Positive reputation information: Users in the U.S. can obtain free credit reports on this website by providing their Social Security Number. Note that the Wikipedia article tells us that “AnnualCreditReport.com is the only federally mandated and authorized source for obtaining a free credit report.”</p> <p>Note: Almost every website will have complaints about customer service, so it is important to look at various sources and reviews in your reputation research.</p> |
| clevelandclinic.org | Search results for [clevelandclinic.org] Wikipedia article about clevelandclinic.org Reputable article about the best hospitals in the U.S. | <p>Positive reputation information: According to Wikipedia, the Cleveland Clinic “is currently regarded as one of the top 4 hospitals in the United States” which can be confirmed by reputable news articles cited in the references section. Users can trust medical information on this website.</p> |
| csmonitor.com | Search results for [csmonitor.com -site:csmonitor.com] Wikipedia article about The Christian Science Monitor | <p>Positive reputation information: Notice the highlighted section in the Wikipedia article about The Christian Science Monitor newspaper, which tells us that the newspaper has won several prestigious awards. From this information, it can be inferred that the csmonitor.com website has a positive reputation.</p> |
| kernel.org | Search results for [kernel.org -site:kernel.org] Wikipedia article about kernel.org | <p>Positive reputation information: According to the Wikipedia article, “Kernel.org is a main repository of source code for the Linux kernel, the base of the popular Linux operating system. It makes all versions of the source code available to all users. It also hosts various other projects, like Google Android. The main purpose of the site is to host a repository for Linux kernel developers and maintainers of Linux distributions.”</p> |

| Website | Reputation Information About the Site | Description |
|---|--|---|
| Site selling children's jungle gym | Search to find reputation information Search to find reviews Negative review on a business review page 1 Negative review on a business review page 2 Negative news article | Extremely negative reputation information: This business has a very low rating on a business review site. There is a news article about financial fraud. There are many reviews on websites describing users sending money and not receiving anything. |
| Site selling products related to eyewear | Search to find reputation information Negative review on a business review page Wikipedia article Article about business' criminal behavior | Extremely negative/malicious reputation information: This website engaged in criminal behavior such as physically threatening users. |
| Organization serving the hospitalized veteran community | Negative review 1 Negative review 2 Negative review 3 Negative review 4 | Extremely negative reputation information: There are many detailed negative articles on news sites and charity watchdog sites about this organization describing fraud and financial mishandling. |

2.6.5 What to Do When You Find No Reputation Information

You should expect to find reputation information for large businesses and websites of large organizations, as well as well-known content creators.

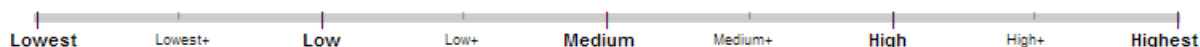
Frequently, you will find little or no information about the reputation of a website for a small organization. This is not indicative of positive or negative reputation. Many small, local businesses or community organizations have a small “web presence” and rely on word of mouth, not online reviews. For these smaller businesses and organizations, lack of reputation should not be considered an indication of low page quality.

3.0 Overall Page Quality Rating

At a high level, here are the steps of Page Quality rating:

1. Assess the true purpose of the page.
2. Assess the potential of the page to be harmful, untrustworthy, or spammy as defined in [Section 7.0](#) of these guidelines.
3. Otherwise, the PQ rating is based on how well the page achieves its purpose using the criteria outlined in the following sections on **Lowest**, **Low**, **Medium**, **High**, and **Highest** quality pages.

On Page Quality rating tasks, you will use the Page Quality sliding scale (slider) to assign the overall PQ rating. The slider looks like this:



You may also use the in-between ratings of **Lowest+**, **Low+**, **Medium+**, and **High+**. Please interpret the “+” as “+ ½,” meaning that the **Lowest+** rating is halfway between **Lowest** and **Low**, **Low+** is halfway between **Low** and **Medium**, etc.

In the following sections, you will learn about characteristics of **Lowest**, **Low**, **Medium**, **High**, and **Highest** quality pages.

3.1 Page Quality Rating: Most Important Factors

Here are the most important factors to consider when selecting an overall Page Quality rating:

- **The Purpose of the Page**
- **Expertise, Authoritativeness, Trustworthiness:** This is an important quality characteristic. Use your research on the additional factors below to inform your rating.
- **Main Content Quality and Amount:** The rating should be based on the landing page of the task URL.
- **Website Information/information about who is responsible for the MC:** Find information about the website as well as the creator of the MC.
- **Website Reputation/reputation about who is responsible for the MC:** Links to help with reputation research will be provided.

Note: Some tasks may ask you to view the page on your phone, but to do research (e.g., finding website information and reputation) on your desktop. Other tasks may ask you to do everything on desktop. Please follow instructions in the task.

3.2 Expertise, Authoritativeness, and Trustworthiness (E-A-T)

The amount of expertise, authoritativeness, and trustworthiness (E-A-T) is very important. Please consider:

- The expertise of the creator of the MC.
- The authoritativeness of the creator of the MC, the MC itself, and the website.
- The trustworthiness of the creator of the MC, the MC itself, and the website.

Keep in mind that there are high E-A-T pages and websites of all types, even gossip websites, fashion websites, humor websites, forum and Q&A pages, etc. In fact, some types of information are found almost exclusively on forums and discussions, where a community of experts can provide valuable perspectives on specific topics.

- High E-A-T medical advice should be written or produced by people or organizations with appropriate medical expertise or accreditation. High E-A-T medical advice or information should be written or produced in a professional style and should be edited, reviewed, and updated on a regular basis.
- High E-A-T news articles should be produced with journalistic professionalism—they should contain factually accurate content presented in a way that helps users achieve a better understanding of events. High E-A-T news sources typically have published established editorial policies and robust review processes ([example 1](#), [example 2](#)).
- High E-A-T information pages on scientific topics should be produced by people or organizations with appropriate scientific expertise and represent well-established scientific consensus on issues where such consensus exists.
- High E-A-T financial advice, legal advice, tax advice, etc., should come from trustworthy sources and be maintained and updated regularly.
- High E-A-T advice pages on topics such as home remodeling (which can cost thousands of dollars and impact your living situation) or advice on parenting issues (which can impact the future well-being of a family) should also come from “expert” or experienced sources that users can trust.
- High E-A-T pages on hobbies, such as photography or learning to play a guitar, also require expertise.

Some topics require less formal expertise. Many people write extremely detailed, helpful reviews of products or restaurants. Many people share tips and life experiences on forums, blogs, etc. These ordinary people may be considered experts in topics where they have life experience. If it seems as if the person creating the content has the type and amount of life experience to make him or her an “expert” on the topic, we will value this “everyday expertise” and not penalize the person/webpage/website for not having “formal” education or training in the field.

It’s even possible to have everyday expertise in YMYL topics. For example, there are forums and support pages for people with specific diseases. Sharing personal experience is a form of everyday expertise. Consider [this example](#). Here, forum participants are telling how long their loved ones lived with liver cancer. This is an example of sharing personal experiences (in which they are experts), not medical advice. Specific medical information and advice (rather than descriptions of life experiences) should come from doctors or other health professionals.

Think about the topic of the page. What kind of expertise is required for the page to achieve its purpose well? The standard for expertise depends on the topic of the page.

4.0 High Quality Pages

In this section, we will describe characteristics of **High** quality pages and give many examples. Examples help calibrate your ratings, so please review each one.

4.1 Characteristics of High Quality Pages

High quality pages exist for almost any beneficial purpose, from giving information to making people laugh to expressing oneself artistically to purchasing products or services online.

What makes a **High** quality page? A **High** quality page should have a beneficial purpose and achieve that purpose well. In addition, **High** quality pages have the following characteristics:

- *High level of Expertise, Authoritativeness, and Trustworthiness (E-A-T).*
- A satisfying amount of high quality MC, including a descriptive or helpful title.
- Satisfying website information and/or information about who is responsible for the website. If the page is primarily for shopping or includes financial transactions, then it should have satisfying customer service information.
- Positive website reputation for a website that is responsible for the MC on the page. Positive reputation of the creator of the MC, if different from that of the website.

4.2 A Satisfying Amount of High Quality Main Content

The quality of the MC is one of the most important criteria in Page Quality rating, and informs the E-A-T of the page. For all types of webpages, creating high quality MC takes a significant amount of at least one of the following: time, effort, expertise, and talent/skill. For news articles and information pages, high quality MC must be factually accurate for the topic and must be supported by expert consensus where such consensus exists.

For each page you evaluate, spend a few minutes examining the MC before drawing a conclusion about it. Read the article, watch the video, examine the pictures, use the calculator, play the online game, etc. Remember that MC also includes page features and functionality, so test the page out. For example, if the page is a product page on a store website, put at least one product in the cart to make sure the shopping cart is functioning. If the page is an online game, spend a few minutes playing it.

The purpose of the page will help you determine what high quality content means for that page. For example, High quality information pages should be factually accurate, clearly written, and comprehensive. High quality shopping content should allow users to find the products they want and to purchase the products easily. High quality humor or satire should be entertaining, while factual accuracy is not a requirement as long as the page would be understood as satire by users.

The amount of content necessary for the page to be satisfying depends on the topic and purpose of the page. A **High** quality page on a broad topic with a lot of available information will have more content than a **High** quality page on a narrower topic. Here are some examples of pages with a satisfying amount of high quality MC.

| Webpage | Discussion |
|---|--|
| Siberian Husky Information Page | The Siberian Husky (a breed of dog) is a narrow topic. Although this encyclopedia landing page has less MC than some encyclopedia pages on broader topics, it has a satisfying amount of clearly written, high quality MC. |
| Kitchen Stand Mixer Shopping Page | This shopping page on a reputable shopping website has a satisfying amount of high quality MC. The page provides the manufacturer's product specs, as well as original product information, over 90 user reviews, shipping and returns information, multiple images of the product, etc. Note: Some of the MC is behind links on the page ("item details," "item specifications," "guest reviews," etc.). Even though you have to click these links to see the content, it is still considered MC. |
| Movie Review Page | This movie review written by a movie critic has a satisfying amount of high quality MC. Time, effort, and talent/skill went into writing this movie review. |

4.3 Clear and Satisfying Website Information: Who is Responsible and Customer Service

Understanding who is responsible for a website is a critical part of assessing E-A-T for most types of websites. High quality pages should have clear information about the website so that users feel comfortable trusting the site.

The amount of information needed for E-A-T assessment depends on the type of website. For example, websites about YMYL topics demand a high degree of trust, so they generally need satisfying information about who is responsible for the content of the site. In addition, High quality stores and financial transaction websites also need clear and satisfying customer service information to help users resolve issues.

Other websites that are not about YMYL topics may need less website information, depending on the purpose of the website. For example, an email address may be sufficient for some websites.

4.4 Positive Reputation

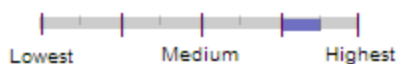
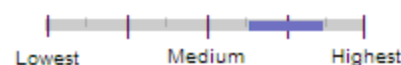
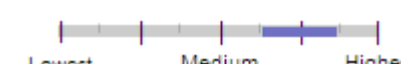
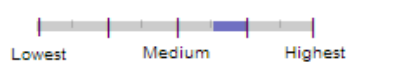
Reputation is an important criteria when using the **High** rating, and informs the E-A-T of the page. While a page can merit the **High** rating with no reputation, the **High** rating cannot be used for any website that has a convincing negative reputation. Remember that when doing research, make sure to consider the reasons behind a negative rating and not just the rating itself.

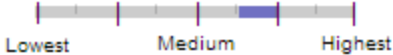
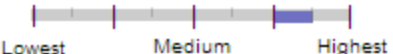
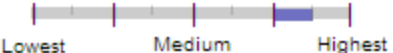
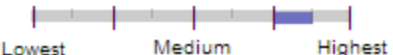
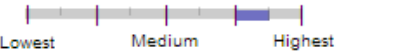
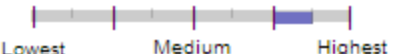
4.5 A High Level of Expertise/Authoritativeness/Trustworthiness (E-A-T)

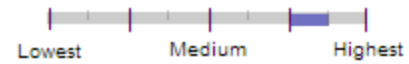
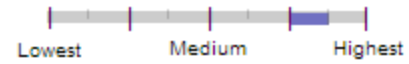
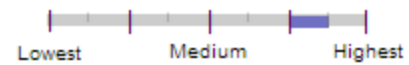
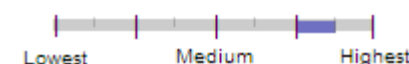
High quality pages and websites need enough expertise to be authoritative and trustworthy on their topic. Remember that there are “expert” websites of all types, even gossip websites, fashion websites, humor websites, forum and Q&A pages, etc. In fact, some types of information are found almost exclusively on forums and discussions, where a community of experts can provide valuable perspectives on specific topics.

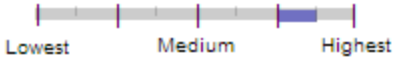
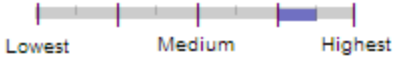
Think about the topic of the page. What kind of expertise is required for the page to achieve its purpose well? The standard for expertise depends on the topic of the page. For example, high quality news articles and information pages on scientific topics should represent established scientific consensus where such consensus exists.

4.6 Examples of High Quality Pages

| Webpage/Type of Content | High Quality Characteristics | PQ Rating and Explanation |
|---|--|---|
| High: News 1 Homepage of a newspaper | <ul style="list-style-type: none"> A satisfying amount of high quality MC Positive reputation (website) |  <p>The news on the homepage of a newspaper is often on topics that significantly impact society. This is a YMYL topic.</p> <p>This is the homepage of a newspaper that has won several prestigious awards. This newspaper has a positive reputation for its objective reporting.</p> |
| High: News 2 Opinion article on a newspaper website | <ul style="list-style-type: none"> A satisfying amount of high quality MC Positive reputation (website) High E-A-T of the publisher and/or author |  <p>This is an opinion piece written by the Editorial Board of the largest newspaper in the U.S. state of Minnesota. The page is clearly labeled as an opinion piece, welcoming a new football coach to the University of Minnesota.</p> |
| High: Government agency US Naval Observatory Master Clock page | <ul style="list-style-type: none"> High E-A-T for the purpose of the page |  <p>The purpose of this page is to display the official US Naval Observatory Master Clock time in 7 different time zones. The page displays the clock information in a clear, easy-to-read format. The Naval Observatory is highly trustworthy and authoritative for this type of information.</p> |
| High: Humor Article on a humor website | <ul style="list-style-type: none"> High quality humorous MC Positive reputation (website) Expertise as a farcical humor website |  <p>This website is well-known for its humorous, satirical articles. This is a cute example of a satisfying and funny article.</p> |

| Webpage/Type of Content | High Quality Characteristics | PQ Rating and Explanation |
|---|--|---|
| High: Small business 1 Local fish & chips restaurant | <ul style="list-style-type: none"> High E-A-T for the purpose of the page |  <p>This is an “about us” page on a restaurant website. This page provides information on when the restaurant opened and what visitors can expect. Other pages on the website provide information about the restaurant including the address, menu, other contact information, etc. This website is highly authoritative because it is about itself.</p> |
| High: Small business 2 Local preservation center | <ul style="list-style-type: none"> High E-A-T for the purpose of the page A satisfying amount of high quality MC |  <p>This is the News and Updates section of a local preservation center selling poultry, vegetables, and more.</p> <p>Note: This example was added in 2014 so the “News and Updates” were timely.</p> |
| High: Blog post Parenting article about strollers | <ul style="list-style-type: none"> A satisfying amount of high quality MC Very positive reputation (website) Specifically, high E-A-T and positive reputation for this specific blog and author |  <p>This is a blog post on a newspaper that has won several prestigious awards. The author of this blog post has become known as an expert on parenting issues. She is a regular contributor to this and other media websites.</p> |
| High: Shopping 1 Backpack shopping page on a popular store website | <ul style="list-style-type: none"> A satisfying amount of high quality MC Positive reputation (website) |  <p>The purpose of this page is to allow users to buy a school backpack. The page provides a lot of different backpack options, and some of them have user reviews.</p> <p>This is a well-known, reputable merchant, with detailed Customer Service information on the site.</p> |
| High: Shopping 2 Bathroom décor page on a store website | <ul style="list-style-type: none"> High E-A-T for the purpose of the page Positive reputation (website) |  <p>This company sells its own line of high end, fashionable baby and children’s furniture and accessories. It has a positive reputation as well as expertise in these specific types of goods. Many products sold on the site are unique to this company.</p> |
| High: Video 1 Saturday Night Live video on a video website | <ul style="list-style-type: none"> A satisfying or comprehensive amount of very high quality MC High E-A-T for the purpose of the page |  <p>The MC of this video page is an episode of Saturday Night Live, a very popular television show.</p> |

| Webpage/Type of Content | High Quality Characteristics | PQ Rating and Explanation |
|---|--|---|
| High: Video 2 “An Engineer’s Guide to Cats” video | <ul style="list-style-type: none"> • A satisfying amount of high quality MC • High E-A-T (everyday expertise) on the topic of cat ownership |  <p>This is a humorous, high quality, well produced video with more than 6.5 million views (and counting), illustrating the proper care and practical benefits of cats. The two engineers in the video have everyday expertise on cat ownership. For a humorous video like this one, expertise does not have to be in the form of a trained veterinarian.</p> |
| High: Game Online game | <ul style="list-style-type: none"> • A satisfying or comprehensive amount of very high quality MC • Positive reputation (website) as an educational tool for kids |  <p>Highly engaging game with multiple levels that could entertain a child for hours. This website has a positive reputation for educating children about animals.</p> |
| High: Q&A How long do cancer patients live | <ul style="list-style-type: none"> • A satisfying amount of high quality MC in the form of personal narratives |  <p>How long a person may live with a disease could significantly impact life decisions. This is a YMYL topic.</p> <p>This is a Q&A page on a medical question that is well-answered by non-experts with life experience. There are many responses describing how long a loved one lived after diagnosis. The focus of the page is experience, not medical advice. Many responses are based on personal experience and are helpful for this topic.</p> |
| High: Encyclopedia Encyclopedia article about the American Civil War | <ul style="list-style-type: none"> • A satisfying or comprehensive amount of high quality MC • Positive reputation (website) • High E-A-T for the article |  <p>This is a detailed article about the American Civil War. The citations support the E-A-T of this article.</p> <p>Note: Although much of the content is visible on the mobile page, we consider the content under the headings (which you need to expand) to be part of the MC. (To see the screenshot, you will need to zoom in to the image.)</p> |

| Webpage/Type of Content | High Quality Characteristics | PQ Rating and Explanation |
|--|--|---|
| <p>High: Forum 1</p> <p>Authenticating a luxury designer purse</p> | <ul style="list-style-type: none"> • High E-A-T for the purpose of the page • A satisfying amount of high quality MC |  <p>This forum is well-known for discussions on luxury designer purses. On this particular forum page, members are consulting forum experts who have expertise authenticating bags from this brand. These experts can tell if a particular bag is authentic or fake. While there is an ad at the top and a few ads within the forum message, it does not distract from the MC, which is easy to find.</p> <p>(To see the screenshot, you will need to zoom in to the image.)</p> |
| <p>High: Forum 2</p> <p>Landscaping an aquarium</p> | <ul style="list-style-type: none"> • High E-A-T for the purpose of the page • A satisfying amount of high quality MC |  <p>This discussion focuses on the landscaping for a particular paludarium (an aquarium with terrestrial and aquatic elements). There is a lot of discussion and interaction between forum members about the types of materials and species used in the aquarium. The posts show expertise in a niche topic aquarium landscaping.</p> |

5.0 Highest Quality Pages

Highest quality pages are created to serve a beneficial purpose and achieve their purpose very well. The distinction between **High** and **Highest** is based on the quality and quantity of MC, as well as the level of reputation and E-A-T.

What makes a page **Highest** quality? In addition to the attributes of a **High** quality page, a **Highest** quality page must have at least one of the following characteristics:

- *Very high level of Expertise, Authoritativeness, and Trustworthiness (E-A-T).*
- A very satisfying amount of high or highest quality MC.
- Very positive website reputation for a website that is responsible for the MC on the page. Very positive reputation of the creator of the MC, if different from that of the website.

5.1 Very High Quality MC

We will consider the MC of the page to be very high or highest quality when it is created with a high degree of time and effort, and in particular, expertise, talent, and skill—this may provide evidence for the E-A-T of the page. Very high quality MC may be created by experts, hobbyists, or even people with everyday expertise. Our standards depend on the purpose of the page and the type of content. For YMYL topics, there is a high standard for accuracy and well-established medical/scientific/historical consensus where such consensus exists.

A factor that often distinguishes very high quality MC is the creation of unique and original content for the specific website. While what constitutes original content may be very different depending on the type of website, here are some examples:

- **For news:** very high quality MC is original reporting that provides information that would not otherwise have been known had the article not revealed it. Original, in-depth, and investigative reporting requires a high degree of skill, time, and effort. Often very high quality news content will include a description of primary sources and other original reporting referenced during the content creation process. Very high quality news content must be accurate and should meet professional journalistic standards.
- **For artistic content** (videos, images, photography, writing, etc.): very high quality MC is unique and original content created by highly skilled and talented artists or content creators. Such artistic content requires a high degree of skill/talent, time, and effort. If the artistic content is related to a YMYL topic (e.g., artistic content with the purpose of informing or swaying opinion about YMYL topics), YMYL standards should apply.
- **For informational content:** very high quality MC is original, accurate, comprehensive, clearly communicated, professionally presented, and should reflect expert consensus as appropriate. Expectations for different types of information may vary. For example, scientific papers have a different set of standards than information about a hobby such as stamp collecting. However, all types of very high quality informational content share common attributes of accuracy, comprehensiveness, and clear communication, in addition to meeting standards appropriate to the topic or field.

The **Highest** rating may be justified for pages with a satisfying or comprehensive amount of very high quality MC.

5.2 Very Positive Reputation

Extensive reputation research is important when giving **Highest** ratings. Very positive reputation is often based on prestigious awards or recommendations from known experts or professional societies on the topic of the page. Wikipedia and other informational sources can be a good starting point for reputation research.

For YMYL topics especially, careful checks for reputation are required. YMYL reputation should be based on evidence from experts, professional societies, awards, etc. For shopping pages, experts could include people who have used the store's website to make purchases; whereas for medical advice pages, experts should be people or organizations with appropriate medical expertise or accreditation. Please review [Section 2.3](#) for a summary of types of YMYL topics.

For some topics, such as humor or recipes, less formal expertise is OK. For these topics, popularity, user engagement, and user reviews can be considered evidence of reputation. For topics that need less formal expertise, websites can be considered to have a positive reputation if they are highly popular and well-loved for their topic or content type, and are focused on helping users.

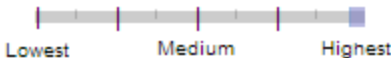
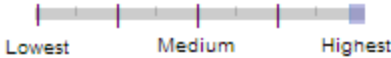
5.3 Very High Level of E-A-T

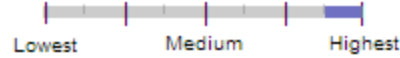
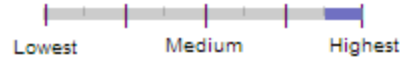
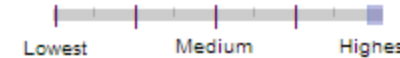
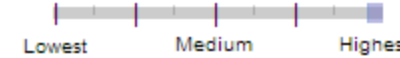
Highest quality pages and websites have a very high level of expertise or are highly authoritative or highly trustworthy.

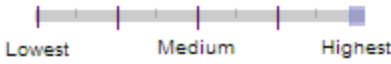
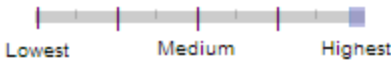
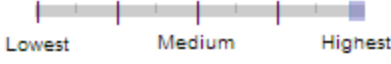
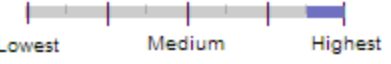
Formal expertise is important for YMYL topics such as medical, financial, or legal advice. Expertise may be less formal for topics such as recipes or humor. An expert page on cooking may be a page on a professional chef's website, or it may be a video from an expert content creator who uploads very high quality cooking videos on YouTube and is one of the most well-known and popular content creators for recipes in their area of expertise. Please value life experience and "everyday expertise" as appropriate. For some topics, the most expert sources of information are ordinary people sharing their life experiences on personal blogs, videos, forums, reviews, discussions, etc.

Think about what expertise, authoritativeness, and trustworthiness mean for the topic of the page. Who are the experts? What makes a source trustworthy for the topic? What makes a website highly authoritative for the topic? Standards for very high E-A-T will differ depending on the topic of the page. YMYL topics will require higher standards.

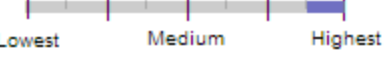
5.4 Examples of Highest Quality Pages

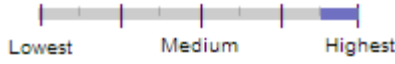
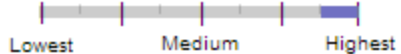
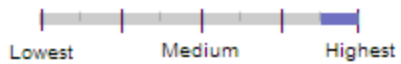
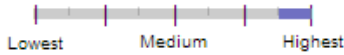
| Webpage/Type of Content | Highest Quality Characteristics | PQ Rating and Explanation |
|---|--|---|
| Highest: News 1 Article on a newspaper website | <ul style="list-style-type: none"> Very high level of E-A-T for the purpose of the page, including of the publisher and/or authors for a news article A satisfying or comprehensive amount of very high quality MC for the purpose of the page Very positive reputation (website) |  <p>Reporting on environmental toxicity can significantly impact the health and financial security of people, businesses and government agencies. This page is on a YMYL topic.</p> <p>This is a feature article from a newspaper that has won numerous awards.</p> <p>The page has a comprehensive amount of very high-quality MC, including in-depth reporting by authors with extensive knowledge and experience in investigative journalism.</p> |
| Highest: News 2 Article on a newspaper website | <ul style="list-style-type: none"> Very high level of E-A-T for the purpose of the page, including of the publisher and/or authors for a news article A satisfying or comprehensive amount of very high quality MC for the purpose of the page Very positive reputation (website) |  <p>This is an article on a newspaper website that has won a variety of awards.</p> <p>The article has a comprehensive amount of very high quality MC that is unique and original, including in-depth investigative reporting by two authors with extensive knowledge and experience in investigative journalism.</p> |

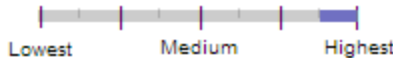
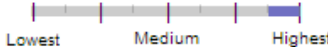

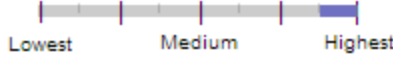
| Webpage/Type of Content | Highest Quality Characteristics | PQ Rating and Explanation |
|---|---|--|
| Highest: Informational 1 Fact-checking page on an Internet rumor debunking website | <ul style="list-style-type: none"> • A satisfying or comprehensive amount of very high quality MC • Very high level of E-A-T for the purpose of the page • Positive reputation (website) |  <p>This page is on a well-known fact-checking and debunking website that covers urban legends, Internet rumors, and other stories of unknown or questionable origin.</p> <p>The page has a very satisfying amount of original MC for users seeking to validate a photo claiming to have discovered a mermaid. Users can trust the information on this page due to the website's positive reputation and high level of expertise in debunking stories of this type.</p> |
| Highest: Informational 2 Ball gown wedding dress page | <ul style="list-style-type: none"> • A satisfying or comprehensive amount of very high quality MC • Very high level of E-A-T for the purpose of the page • Positive reputation (website) |  <p>This page has a very satisfying amount of MC for users interested in ball gown wedding dresses. An abundance of pictures, plus options to view by price range, style, etc., are part of what makes this page so satisfying. This page is on a very popular wedding planning website.</p> |
| Highest: Government agency Yosemite National Park information | <ul style="list-style-type: none"> • Very high level of E-A-T for the purpose of the page • A satisfying or comprehensive amount of very high quality MC for the purpose of the page |  <p>This page has a highly satisfying amount of helpful information about Yosemite National Park, including traffic alerts and links to other parts of the website with additional information. Since the page is on the official national park website, it is uniquely authoritative.</p> |
| Highest: Technical 1 Software tips | <ul style="list-style-type: none"> • Very high level of E-A-T for the purpose of the page • A satisfying or comprehensive amount of high quality MC |  <p>This page offers a satisfying amount of helpful and very high quality MC for the purpose of the page. Because the page is on the official website of the company that produces the software, it is highly authoritative.</p> |

| Webpage/Type of Content | Highest Quality Characteristics | PQ Rating and Explanation |
|--|--|--|
| Highest: Technical 2 Linux Kernel archives | <ul style="list-style-type: none"> • Very high level of E-A-T for the purpose of the page • A satisfying or comprehensive amount of high quality MC |  <p>From this Wikipedia article, we learn that “Kernel.org is a main repository of source code for the Linux kernel, the base of the popular Linux operating system. It makes all versions of the source code available to all users... The main purpose of the site is to host a repository for Linux kernel developers and maintainers of Linux distributions.”</p> <p>This website is the most authoritative source for information about Linux.</p> |
| Highest: Financial 1 Credit report information website | <ul style="list-style-type: none"> • Very high level of E-A-T for the purpose of the page • Very positive reputation (website) |  <p>Credit reports significantly impact a person's financial choices and opportunities. This is a YMYL topic.</p> <p>Users in the U.S. can obtain free credit reports on this website by providing their Social Security Number. This Wikipedia article tells us that this website is “the only federally mandated and authorized source for obtaining a free credit report.”</p> |
| Highest: Financial 2 Tax forms page | <ul style="list-style-type: none"> • Very high level of E-A-T for the purpose of the page • A satisfying or comprehensive amount of very high quality MC for the purpose of the page |  <p>Income tax forms significantly impact a person's financial security. This is a YMYL topic.</p> <p>The purpose of the page is to provide income tax forms and publications. The website represents an agency of the U.S. federal government that handles taxes, so the page and forms are uniquely authoritative and trustworthy.</p> |
| Highest: Magazine Article 1 Article titled “Secret Fears of the Super-Rich” | <ul style="list-style-type: none"> • Very high level of E-A-T for the purpose of the page • A satisfying or comprehensive amount of very high quality MC • Very positive reputation (website) |  <p>This article is on a magazine website that has won multiple National Magazine awards. The article has a comprehensive amount of very high quality and in-depth MC that is unique and original.</p> |

| Webpage/Type of Content | Highest Quality Characteristics | PQ Rating and Explanation |
|--|--|---|
| Highest: Magazine Article 2 Interview with musical artist | <ul style="list-style-type: none"> • Very high level of E-A-T for the purpose of the page • A satisfying or comprehensive amount of very high quality MC • Very positive reputation (website) |  <p>This magazine is very well-known and well regarded for content about artists and bands, and specifically has a positive reputation for interviews with musicians. This article features high quality and original content in its interview with the artist.</p> |
| Highest: Medical 1 BMI calculator | <ul style="list-style-type: none"> • Very high level of E-A-T for the purpose of the page • Very positive reputation (website) |  <p>BMI is used by healthcare professionals to screen for various health issues and can significantly impact a person's medical treatment. This is a YMYL topic.</p> <p>The purpose of this page is to provide an online BMI (Body Mass Index) calculator. The calculator is functional and easy to use.</p> <p>The website represents an institute that is part of the National Institutes of Health. It has an extremely good reputation and is an expert in medical topics.</p> |
| Highest: Medical 2 Page about meningitis | <ul style="list-style-type: none"> • Very high level of E-A-T for the purpose of the page • Very positive reputation (website) |  <p>Information about meningitis could significantly impact a person's health. This is a YMYL topic.</p> <p>This is a meningitis reference page on a trustworthy and authoritative website for a nonprofit medical research group. This website has a reputation of being one of the best web resources for medical information.</p> |
| Highest: Medical 3 Page about seasonal flu | <ul style="list-style-type: none"> • Very high level of E-A-T for the purpose of the page • Very positive reputation (website) |  <p>Many patient hospitalizations and deaths occur due to the flu each year. This topic could significantly impact a person's health. This is a YMYL topic.</p> <p>This is an influenza reference page on a trustworthy and authoritative medical website. This website has a reputation of being one of the best web resources for medical information of this type.</p> |

| Webpage/Type of Content | Highest Quality Characteristics | PQ Rating and Explanation |
|---|--|--|
| Highest: Medical 4 Health information on a hospital page | <ul style="list-style-type: none"> Very high level of E-A-T for the purpose of the page |  <p>Information about hospital services and treatments could significantly impact a person's ability to seek and receive healthcare. This is a YMYL topic.</p> <p>According to this Wikipedia article, this hospital is "currently regarded as one of the top 4 hospitals in the United States as rated by U.S. News & World Report." Users can trust medical information on this website.</p> |
| Highest: Shopping Backpack shopping page | <ul style="list-style-type: none"> Very high level of E-A-T for the purpose of the page Very positive reputation (website) A satisfying or comprehensive amount of high quality MC |  <p>The purpose of this page is to provide information about, and allow users to buy, a specific type of school backpack. The page provides a lot of helpful product information, as well as 600 user reviews.</p> <p>Since the store produces this backpack, they are experts on the product, making the page on their own website authoritative. In addition, this store has a reputation for producing one of the highest quality and most popular school backpacks on the market.</p> |
| Highest: Login Online banking login page | <ul style="list-style-type: none"> A satisfying amount of high quality MC for its purpose (login page) Positive reputation (website) Very high level of E-A-T for the purpose of the page |  <p>Accessing one's financial information significantly impacts a person's financial decisions and security. This is a YMYL topic.</p> <p>This page has login functionality, as well as clear information about what the user is logging into. This is a large, popular bank with a good reputation.</p> |
| Highest: Charity Homepage of a charity | <ul style="list-style-type: none"> Very high level of E-A-T for the purpose of the page Very positive reputation (website) |  <p>Disaster relief significantly impacts people and society in a time of crisis. This page is on a YMYL topic.</p> <p>This is a highly reputable charity according to multiple charity rating organizations.</p> |

| Webpage/Type of Content | Highest Quality Characteristics | PQ Rating and Explanation |
|---|---|--|
| Highest: Page with Error Message “Custom 404” page | <ul style="list-style-type: none"> • A satisfying amount of high quality MC for its purpose (error page) • Very positive reputation (website) • Very high level of E-A-T for the purpose of the page |  <p>This is an example of a “custom 404” page. These pages are designed to alert users that the URL they are trying to visit no longer exists. The MC of this page is the cartoon, the caption, and the search functionality, which is specific to the content of the website. It is clear that time, effort, and talent were involved in its creation.</p> <p>This publication has a very positive reputation and is specifically known for its cartoons.</p> <p>Keep in mind that for any type of page, including pages with error messages, there may be a range of highest quality to lowest quality. Therefore, it’s important to evaluate the page using the same criteria as all other pages, regardless of what type of page it is.</p> |
| Highest: PDF File Campus map | <ul style="list-style-type: none"> • A satisfying or comprehensive amount of very high quality MC • Very high level of E-A-T for the purpose of the page |  <p>This PDF file is a detailed campus map of a major university, which is hosted on the official university website. This is a highly authoritative source for this information. The map includes a listing of all the buildings, parking structures, parking lots, construction areas, etc.</p> |
| Highest: Recipes 1 Pumpkin pie recipe | <ul style="list-style-type: none"> • Very high level of E-A-T for the purpose of the page • A satisfying amount of high quality MC and features |  <p>The website is one of the most popular recipe websites and the author of the recipe is a well-known celebrity chef who specializes in southern cooking.</p> <p>This page has a large number of user reviews of the recipe, detailed preparation time information, a “recipe box” feature, etc.</p> |
| Highest: Recipes 2 Chocolate chip cookie recipe on a recipe blog | <ul style="list-style-type: none"> • Very high level of E-A-T for the purpose of the page • A satisfying amount of high quality MC and features |  <p>Even though this user does not seem to be a well-known professional chef, recipes are an example of everyday expertise. The author of this blog has documented her extensive experimentation with a chocolate chip cookie recipe, and her expertise is demonstrated in the large quantity of original high or highest quality MC.</p> |

| Webpage/Type of Content | Highest Quality Characteristics | PQ Rating and Explanation |
|---|---|--|
| Highest: Video 1 The band OK Go's music video for the song "This Too Shall Pass" | <ul style="list-style-type: none"> A satisfying or comprehensive amount of very high quality MC Very high level of E-A-T for the purpose of the page |  <p>This is a high quality, professionally produced video on the band's official channel. The music video represents unique and original content created by a highly skilled and talented musical artist.</p> |
| Highest: Video 2 "Henri 2, Paw de Deux" video | <ul style="list-style-type: none"> A satisfying or comprehensive amount of very high quality MC Very positive reputation for the content of this particular video |  <p>This is a high quality, popular video. It won the "Golden Kitty Award" for "Best Cat Video On The Internet" at the Walker Art Center's Internet Cat Video Film Festival. The video is unique and original content created with a high degree of time and effort.</p> |
| Highest: Video 3 Saturday Night Live video on the TV network's website | <ul style="list-style-type: none"> A satisfying or comprehensive amount of very high quality MC Very high level of E-A-T for the purpose of the page |  <p>The MC of this video page is an episode of Saturday Night Live on the TV network's official website, making it highly authoritative and trustworthy. The episode represents high quality and original content created by a TV show that has won numerous awards. Below the main video, there are many other videos that users may be interested in.</p> |
| Highest: Q&A Q&A page on abbreviations | <ul style="list-style-type: none"> Very high level of E-A-T for the purpose of the page Very positive reputation (website) |  <p>The purpose of the page is to answer questions about the usage of abbreviations. This website has a very good reputation as a reference for information on writing, publishing, etc. It is considered highly authoritative and trustworthy for the topic of the page.</p> |

6.0 Low Quality Pages

Low quality pages do not achieve their purpose well because they are lacking in an important dimension or have a problematic aspect. **Low** quality pages can be present on all types of websites and may be created to serve any purpose.

If a page has one or more of the following characteristics, the **Low** rating applies:

- An inadequate level of Expertise, Authoritativeness, and Trustworthiness (E-A-T) for the purpose of the page.
- The quality of the MC is low for the purpose of the page.
- There is an unsatisfying amount of helpful MC for the purpose of the page.
- The title of the MC is exaggerated or shocking.
- The Ads or SC significantly distracts from or interferes with the MC as described in [Section 6.4](#) of these guidelines.
- There is an unsatisfying amount of website information or information about the creator of the MC for the purpose of the page (no good reason for anonymity).
- A mildly negative reputation for a website or creator of the MC, based on extensive reputation research.

The required level of E-A-T, the quality of the MC, the amount of helpful MC, and the amount of information about the website and creator(s) of the MC depend on the topic and purpose of the page. For many topics, personal experience, everyday expertise, and some time or effort to assemble the MC may be all that the page needs to be satisfying. For some topics or webpages, no information is needed about the content creators aside from what is in the main content itself, e.g., forum discussions that pose no risk to users. However, for pages on YMYL topics, there is a higher standard for MC, E-A-T, and information about the website or content creator.

Some Low quality characteristics do not depend on the purpose or topic of the page. Shocking or exaggerated titles, or a mildly negative reputation for the website or the content creator is reason to assign a Low rating for any page.

Important: Low quality pages can occur on any type of website, including academic websites, nonprofit websites, government websites, or any other generally helpful type of website. Low quality pages may be about any topic. Pages on YMYL topics need more scrutiny for signs of Low quality related to the MC and website/content creator because the page could impact a person's health, financial stability, or safety, or the welfare or well-being of society. However, for any type of page, a single Low quality attribute is enough to use the Low quality rating.

6.1 Lacking Expertise, Authoritativeness, or Trustworthiness (E-A-T)

Low quality pages often lack an appropriate level of E-A-T for the purpose of the page. Here are some examples:

- The creator of the MC does not have adequate expertise in the topic of the MC, e.g. a tax form instruction video made by someone with no clear expertise in tax preparation.
- The website is not an authoritative source for the topic of the page, e.g. tax information on a cooking website.
- The MC is not trustworthy, e.g. a shopping checkout page that has an insecure connection.
- Informational MC on YMYL topics is mildly inaccurate or misleading.

The level of E-A-T needed depends on the purpose and topic of the page. For some types of pages, formal expertise may not be needed. For pages on YMYL topics, it is critical.

Consider the purpose and the topic of the page. What is the risk of harm? Is there a need for high E-A-T to prevent harm? If so, even mild inaccuracies may cause informational pages on YMYL topics to be untrustworthy.

Important: The Low rating should be used if the page lacks appropriate E-A-T for its purpose. No other considerations such as positive reputation or the type of website can overcome a lack of E-A-T for the topic or purpose of the page.

6.2 Low Quality Main Content

The quality of the MC is an important consideration for PQ rating. We will consider content to be **Low** quality if it is created without adequate time, effort, expertise, or talent/skill. Pages with low quality MC do not achieve their purpose well.

In addition, please examine the title on the page. The title of the page should describe the content.

Exaggerated or shocking titles can entice users to click on pages in search results. If pages do not live up to the exaggerated or shocking title or images, the experience leaves users feeling surprised and confused. Here is an example of a page with an exaggerated and shocking title: "Is the World about to End? Mysterious Sightings of 25ft Sea Serpents Prompt Panic!" as the title for an article about the unidentified remains of one small dead fish on a beach. Pages with exaggerated or shocking titles that do not describe the MC well should be rated **Low**.

Important: The **Low** rating should be used if the page has **Low** quality MC.

6.3 Unsatisfying Amount of Main Content

Some **Low** quality pages are unsatisfying because they have a small amount of MC for the purpose of the page. For example, imagine an encyclopedia article on a very broad topic such as World War II that has just a few paragraphs.

Important: The **Low** rating should be used if the page has an unsatisfying amount of MC for the purpose of the page.

6.4 Distracting Ads/SC

We expect Ads and SC to be visible. However, some Ads, SC, or [interstitial pages](#) (i.e., pages displayed before or after the content you are expecting) make it difficult to use the MC. Pages with Ads, SC, or other features that distract from or interrupt the use of the MC should be given a **Low** rating.

A single pop-over Ad or interstitial page with a clear and easy-to-use close button is not terribly distracting, though may not be a great user experience. However, difficult-to-close Ads that follow page scrolls, or interstitial pages that require an app download, can be truly distracting and make the MC difficult to use. You can see examples of interstitial pages [here](#).

The content of the Ads, SC, or other features may be distracting as well: sexually suggestive images such as [here](#), grotesque images such as [here](#), and porn Ads on non-porn pages should be considered very distracting.

Finally, Ads and SC can be distracting if the titles or images of the Ads or SC are shocking or disturbing. [Here](#) is an example of a page with shocking and exaggerated titles, images, and text in the Ads and SC.

Important: The **Low** rating should be used if the page has Ads, SC, or other features that interrupt or distract from using the MC.

6.5 Mixed or Mildly Negative Reputation of the Website or Creator of the Main Content

Extensive reputation research is required for all PQ rating tasks unless you have previously researched the reputation of the website. Many websites have little reputation information, unfortunately. Of the websites with reputation information, most websites have a good reputation. Please exercise care when researching the reputation of businesses. Try to find as many reviews and ratings as possible, and read the details of negative reviews and low ratings before inferring that the business overall has a negative reputation. A few negative customer service reviews are typical for businesses such as restaurants.

If the MC was not created by the website, research the reputation of the creator of the MC. While many ordinary people do not have reputation information available on the Internet, you can find reputation information on well-known YouTubers, journalists, authors, bloggers and vloggers, professionals such as lawyers and doctors, etc.

Pay attention when there is evidence of mixed or mildly negative—though not malicious or financially fraudulent—reputation. The **Low** rating should be used if the website or the creator of the MC has a mildly negative reputation.

Important: For a website on a YMYL topic, a mixed reputation is cause for a **Low** rating.

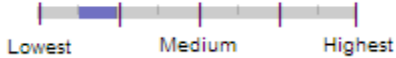
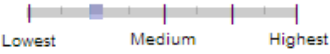
6.6 Unsatisfying Amount of Information about the Website or Creator of the Main Content

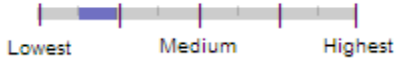
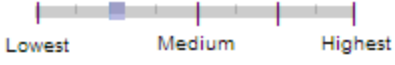
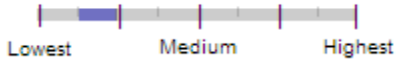
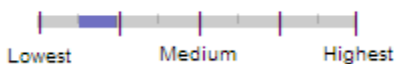
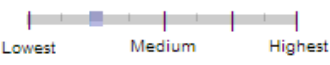
We expect some form of website information for many or most websites. We expect clear information about who (e.g., what individual, company, business, foundation, etc.) created the MC, unless there is good reason for anonymity. A long-standing Internet alias or username can also serve the same function as identifying the MC creator. However, the amount of information needed about the website or creator of the MC depends on the purpose of the page. For personal websites or forum discussions on non-YMYL topics, an email address or social media link alone may be sufficient.

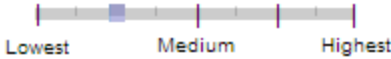
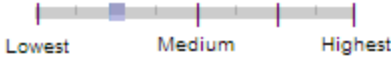
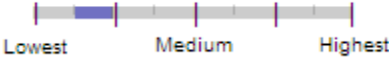
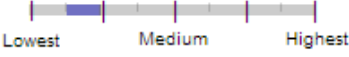
Stores and websites that process financial transactions require a high level of user trust. If a store or financial transaction website has just an email address and physical address, it may be difficult to get help if there are issues with the transaction. Likewise, many other types of websites on YMYL topics also require a high degree of user trust.

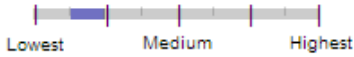
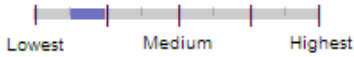
Important: For pages on YMYL topics and other pages that require a high level of user trust, an unsatisfying amount of any of the following is a reason to give a page a **Low** quality rating: customer service information, contact information, information about who is responsible for the website or information about who created the content. For other types of websites, use your judgment.

6.7 Examples of Low Quality Pages

| Type of Webpage/Content | Low Quality Characteristics | PQ Rating and Explanation |
|---|--|---|
| <p>Low: News 1</p> <p>Article about nuclear power</p> | <ul style="list-style-type: none"> Low quality MC Lacking E-A-T |  <p>Information about energy sources and nuclear power could significantly impact global industries and society. This is a YMYL topic.</p> <p>The writing of this article is unprofessional, including many grammar and punctuation errors. The MC also appears to have been paraphrased from a science article found on a different source, but with factual inaccuracies introduced throughout. The combination of low quality MC and lack of E-A-T justify the Lowest+ to Low rating.</p> |
| <p>Low: News 2</p> <p>Article titled "Getting Rid Of Toxins After The Holiday Season"</p> | <ul style="list-style-type: none"> Low quality MC Misleading page title Lacking E-A-T |  <p>The title of the article is misleading and does not reflect the actual content of the page. The MC does not explain how to get rid of toxins or what the word "toxins" in the headline refers to.</p> <p>The content also has many problems: the writing quality is poor, and the article includes meaningless statements such as "water therapy is one of the easiest ways of beauty regimen since it will give enough moisture on the skin". The article fails to cite sources, and there is no evidence of E-A-T.</p> |

| Type of Webpage/Content | Low Quality Characteristics | PQ Rating and Explanation |
|---|--|---|
| Low: Informational 1 40th birthday party food ideas | <ul style="list-style-type: none"> Low quality MC Disruptive Ads |  <p>This page and website have many characteristics of Low quality pages. Close observation shows MC that contains mostly commonly known information and poor quality writing. The MC is broken up by large Ads that disrupt the user experience.</p> |
| Low: Informational 2 Q&A unanswered question | <ul style="list-style-type: none"> Unsatisfying amount of MC for the purpose of the page |  <p>Some websites rely on users to create virtually all of their MC. In this case, the MC is the user's question. If there are no answers, the amount of MC on the page is unsatisfying.</p> |
| Low: Article 1 Article with tips for dressing for the office | <ul style="list-style-type: none"> Low or Lowest quality MC Lacking E-A-T |  <p>This content has many problems: inaccurate/meaningless information and complete lack of editing with poor spelling and grammar—both of these characteristics in combination justify the Lowest+ to Low rating.</p> |
| Low: Article 2 Using ginger for your health | <ul style="list-style-type: none"> Low or Lowest quality MC Lacking E-A-T |  <p>This content has many problems: garbled information and a lack of editing. Both of these characteristics in combination justify the Lowest+ to Low rating. In addition, lacking E-A-T on this topic is concerning.</p> |
| Low: Article 3 How to adopt children from Iraq | <ul style="list-style-type: none"> Low quality MC: commonly known information only Lacking E-A-T on a YMYL topic |  <p>Adopting a child significantly impacts the health and well-being of families. This is a YMYL topic.</p> <p>However, the steps listed here are merely commonly-known information that would be of little benefit to someone interested in adopting a child from Iraq.</p> <p>For example, step 1 says “Choose an adoption agency” and suggests looking in a phone book. There is almost no information specific to Iraq. There is no evidence of expertise on adoption from the description about the author.</p> <p>Note that some Ads have the same format as links to other articles on this website, potentially making it a bit harder for users to visually distinguish these Ads from the MC and SC.</p> |

| Type of Webpage/Content | Low Quality Characteristics | PQ Rating and Explanation |
|--|---|---|
| Low: Financial Page with advice on picking a quality stock for investment | <ul style="list-style-type: none"> Lacking E-A-T on a YMYL topic |  <p>Advice on stock investment could significantly impact a person's financial decisions and security. This is a YMYL topic.</p> <p>There is no evidence that the author has financial expertise. Because this is a YMYL financial article, lacking expertise is a reason for a Low rating.</p> |
| Low: Medical Page with information about how long the flu lasts | <ul style="list-style-type: none"> Lacking E-A-T on a YMYL topic |  <p>Many patient hospitalizations and deaths occur due to the flu each year. This topic could significantly impact a person's health. This is a YMYL topic.</p> <p>There is no evidence that the author has medical expertise. Because this is a YMYL medical article, lacking expertise is a reason for a Low rating.</p> |
| Low: Recipes 1 Apple pie recipe | <ul style="list-style-type: none"> Low quality and unsatisfying amount of MC |  <p>This page and website have many of characteristics of Low quality pages. The MC is low quality and lacks important information. For example, it gives no indication of how to make a crust and doesn't list premade crust as an ingredient. It would be very difficult to actually make an apple pie using this recipe.</p> <p>This page is lacking the kind of helpful content we expect in recipe pages, such as user reviews or comments. Without such information, it's hard to tell if the recipe is any good. The small pink text at the top is not helpful for users.</p> |
| Low: Recipes 2 Gluten-free New York cheesecake recipe | <ul style="list-style-type: none"> Very distracting SC or Ads (not clear) in the right column Disruptive Ads in the middle column |  <p>This is an example of distracting and disruptive Ads/SC: there are large Ads in the main column pushing down the MC as well as highly distracting content on the right that are labeled "Top Posts & Pages." It is unclear whether these are SC or Ads.</p> |

| Type of Webpage/Content | Low Quality Characteristics | PQ Rating and Explanation |
|---|--|---|
| <p>Low: Q&A 1</p> <p>Page about a 2002 Volvo part</p> | <ul style="list-style-type: none"> • Misleading Ads • Unsatisfying amount of MC for the purpose of the page |  <p>Please read the MC (areas with red boxes around it), including the completely unhelpful "answer." This answer is so unhelpful, we can consider this question to be unanswered. This page has an unsatisfying amount of MC.</p> <p>In addition to a very unhelpful "answer," the page design makes it difficult to distinguish the MC from Ads. For example, below the answer, we see a "sponsored answer," which has the same format as the real answer, but is actually an Ad and not an answer to the question—this is misleading to users.</p> |
| <p>Low: Q&A 2</p> <p>Page about water and soil</p> | <ul style="list-style-type: none"> • Misleading Ads/SC • Unsatisfying amount of MC for the purpose of the page |  <p>This is a page from a Q&A site with an unanswered question. Q&A pages exist to answer user questions. Pages with unanswered questions should generally be rated Low because they have little MC (just a question and no answer) and don't achieve their purpose well.</p> <p>In addition to having no answer, this page has Ads and links to other questions (misleadingly labeled as "Relevant answers") displayed prominently, which users may mistake for answers to the question. It takes a moment to notice that this page actually has no answer.</p> |

7.0 Lowest Quality Pages

This section describes **Lowest** quality pages.

As a reminder, here are the steps for doing PQ rating:

1. Assess the true purpose of the page. If the website or page has a harmful purpose or is designed to deceive people about its true purpose, it should be rated **Lowest**.
2. Assess the potential of the page to cause harm as described in these guidelines. Websites or pages that are harmful to people or society, untrustworthy, or spammy as specified in these guidelines should receive the **Lowest** rating.
3. Otherwise, the PQ rating is based on how well the page achieves its purpose using the criteria outlined in these guidelines.

Important: There are situations in which pages from sources or content creators that are seemingly “official”, “expert”, or “authoritative” are harmful and therefore should receive the Lowest rating. Any type of website may have pages with harmful MC, from user uploaded videos or posts to hacked pages. All pages should be evaluated closely for harm - including pages on government websites, academic institutions, charities, or other types of generally helpful websites.

You must first evaluate the page for purpose, deception, harmfulness, untrustworthiness and spam (Steps 1 & 2 above) before considering any other PQ characteristics.

Below is a summary of different types of **Lowest** pages. Although listed separately, the categories below may overlap (e.g., pages that contain Harmfully Misleading Information are often Untrustworthy as well).

| Type of Lowest Page | Description |
|--------------------------------------|---|
| Harmful to Self or Other Individuals | <p>Pages that encourage, depict, incite or directly cause physical, mental, emotional or financial harm to self or other individuals.</p> <p>Examples of Harmful to Self include:</p> <ul style="list-style-type: none">• Online scams to steal personal information• Detailed instructions on how to commit suicide <p>Examples of Harmful to Other Individuals include:</p> <ul style="list-style-type: none">• Doxxing (i.e., publicly sharing a person's sensitive personal identification information)• Detailed, realistic and serious instructions written with the intent to help someone commit murder |
| Harmful to Specified Groups | <p>Pages that promote, condone, or incite violence or hatred against a Specified Group of people (as defined in Section 7.2).</p> <p>Examples include:</p> <ul style="list-style-type: none">• Content that encourages violence or ill treatment towards a Specified Group• Content with extremely offensive/dehumanizing stereotypes of a Specified Group |
| Harmfully Misleading Information | <p>Pages that misinform people in a way that could cause harm</p> <p>Examples include:</p> <ul style="list-style-type: none">• Clearly inaccurate harmful information that can easily be refuted by straightforward and widely accepted facts• Harmful information that contradicts well-established expert consensus• Harmful unsubstantiated theories/claims not grounded in any reasonable facts or evidence• Information designed to confuse or manipulate in a harmful manner |

| Type of Lowest Page | Description |
|----------------------------|---|
| Untrustworthy Webpages | <p>Pages or websites that are deceptive or have untrustworthy characteristics</p> <p>Examples include:</p> <ul style="list-style-type: none"> • Pages or websites with deceptive purpose or design • Pages or websites you strongly suspect are engaged in malicious behavior • Pages or websites designed to manipulate people into actions that benefit the website or other organization while causing harm to self, others or Specified Groups |
| Spammy Webpages | <p>Pages with characteristics of web spam as defined in the Google Search Central Webmaster Quality Guidelines and/or Section 7.5 of this guideline</p> <p>Examples include:</p> <ul style="list-style-type: none"> • Pages deliberately created with no MC or gibberish MC • Hacked, defaced, or spammed pages |

Note: There is lots of content on the Internet that some would find controversial, one-sided, off-putting, or distasteful, yet would not be considered **Lowest** based on these guidelines. Please use your judgment to follow the standards outlined throughout Section 7.0 rather than relying on personal opinions.

7.1 Harmful to Self or Other Individuals

Use the **Lowest** rating for pages with content that encourage, depict, incite, or directly cause harm to self or other individuals.

Harm includes physical, mental, emotional, or financial harm to people. Pages should be considered Harmful to Self or Other Individuals if they directly attempt to harm people; encourage behavior that may result in harm; depict extremely violent or gory content without a beneficial/educational purpose; or otherwise are severely traumatic to people who view the page.

Pages do not have to be harmful to *all* people to be considered Harmful to Self or Other Individuals. Different people have different levels of vulnerability to scams, awareness of potential dangers (e.g., dangerous feats depicted in stunt videos), and tolerance for viewing violent/disturbing content. If there is a reasonable possibility that viewing a particular page would cause harm to those who are most vulnerable, it should be considered harmful.

Pages created with a beneficial purpose that report on, discuss, or inform about harmful actions or events (e.g., fictional entertainment, reputable news, education) should typically not be considered Harmful to Self or Other Individuals. For example, advocacy aimed at drawing attention to harmful, real-world actions or events (such as a webpage describing a protest against domestic violence) would not be considered Harmful to Self or Other Individuals.

Examples of pages that are Harmful to Self or Other Individuals include any of the following types of content:

- Content that incites violence towards Other Individuals
- Content containing serious death threats or other realistic-sounding threats
- Content that shares personal information belonging to others with malicious intent to target them or promote harassment towards them (i.e., “doxxing”)
- How-to or step-by-step information that describes how to commit violent acts in an easy-to-replicate way
- Content meant to advocate for, glorify, or trivialize violence and atrocities, or to disparage victim(s) of violence/atrocities
- Content depicting or promoting information that facilitates or leads to serious harm to people, or discussions that attempt to justify abuse of people
- Content that encourages unsafe behavior or substantially downplays the risks of dangerous activities (e.g., consuming household cleaning products)

- Suicide promotion or pro-anorexia content that encourages people to engage in behavior that can result in hospitalization or death
- Health-related advice that contradicts well-established expert consensus and could result in serious harm (e.g., statements that lemons cure cancer), or could prevent someone from undertaking a life-saving treatment (e.g., encouraging a home remedy as a replacement for standard medical treatment to cure a disease)
- Malicious pages that attempt to scam or hurt people, contain suspicious links (e.g., to download malware), request personal information without a legitimate reason, or “phish” for passwords

Examples of content that should not be considered Harmful to Self or Other Individuals include:

- Depictions of violence in an action movie
- A news story about violent events
- Educational content that may depict violence or gross imagery
- An explanation of scams meant to raise awareness about them
- Portrayals of dangerous activities in a manner that discourages others from attempting the same feat (such as by clearly explaining the risks involved, describing the expertise and equipment required, etc.)

7.2 Harmful to Specified Groups

Use the **Lowest** rating for pages that promote, condone, or incite hatred against a Specified Group of people.

For the purposes of Search Quality rating, a Specified Group is a group of people that can be defined on the basis of:

- Age (e.g., older adults)
- Caste (e.g., Dalits)
- Disability (e.g., people who are blind)
- Ethnicity (e.g., Roma)
- Gender Identity and Expression (e.g., transgender people)
- Immigration Status (e.g., student visa holders)
- Nationality (e.g., Italians)
- Race (e.g., Asians)
- Religion (e.g., Christians)
- Sex/Gender (e.g., men)
- Sexual Orientation (e.g., lesbians)
- Veteran Status (e.g., Marines)
- Victims of a major violent event and their kin (e.g., victims of the Holocaust)
- Any other characteristic that is associated with systemic discrimination or marginalization (e.g., refugees, people experiencing homelessness)

Examples of pages that are Harmful to Specified Groups include any pages containing content that:

- Encourages violence or ill treatment towards a Specified Group
- Promotes intolerance by demonstrating a staunch unwillingness to allow for the views, beliefs, or behavior of a Specified Group
- Implies that one Specified Group is superior or inferior to another
- Contains extremely offensive/dehumanizing stereotypes of a Specified Group. Note that stereotypes can be negative or positive.

The tone of the harmful content must be either serious (i.e., not joking or satirical) or mean-spirited (i.e., with an intent to demean or promote intolerance) to be considered Harmful to Specified Groups. Satirical comedy or artistic expression related to a Specified Group should not be considered harmful unless it is clearly mean-spirited or has other clear harmful impact.

Criticism of objects, philosophies, and ideas are generally not considered Harmful to Specified Groups. For example, negative criticism of a religious doctrine should not be considered targeted at the Specified Group that follows that religion. Remember that the content must promote, condone, or incite hatred of *people* to be considered Harmful to Specified Groups.

Educational pages (e.g., definitions, research, academic papers), news stories, or other pages that have a beneficial purpose of informing society should not be considered Harmful to Specified Groups. Similarly, historical documents/videos that aim to capture the beliefs of different eras should not be considered Harmful to Specified Groups.

Examples of content that should not be considered Harmful to Specified Groups include:

- A historical documentary of WWII featuring speeches from Nazi leaders
- A stand-up comedy routine that plays off of stereotypes in a way that is not mean-spirited
- A newspaper article about a hate organization
- The dictionary definition of a slur
- A discussion about a particular religious text and its views on women

7.3 Harmfully Misleading Information

Use the **Lowest** rating for pages that mislead people in ways that can cause harm to people and society.

Misleading pages may have been produced with the intent to misinform people, or the content creator may believe that the inaccurate information they are sharing is true. There is an especially high standard for accuracy on YMYL topics or other topics that can cause harm. Be sure to research consequential facts or claims as necessary and to the extent the task time allows.

Pages should be considered to contain Harmfully Misleading Information when they contain *at least one of the following*:

- **Harmful and clearly inaccurate information** that can easily be refuted by straightforward and widely accepted facts (e.g., false claims that a world leader has died, misleading or false statistics on gun violence, etc.)
- **Harmful claims that contradicts well-established expert consensus** (e.g., claims that lemons cure cancer), with expert consensus defined as a set of positions, facts, or findings that are widely agreed upon by authorities in the relevant field (e.g., widely-adopted medical guidelines, an investigative report put forth by a relevant watchdog group, etc.)
- **Harmful unsubstantiated theories/claims** not grounded in any reasonable facts or evidence, especially those that could erode confidence in public institutions. This includes unsubstantiated theories that have either been thoroughly debunked (e.g., the 9/11 attacks were planned by the United States government) or are too outlandish to be given credence (e.g., several world leaders are lizard people).

Harmfully Misleading Information can occur from any websites or content creators - even seemingly "expert", "authoritative" or "official" ones. Any type of page with Harmfully Misleading Information should be rated Lowest, regardless of source.

However, note that some types of information are subjective, debatable, unverifiable, or inconsequential. For example, pages should not be considered to contain Harmfully Misleading Information if they *exclusively* contain:

- Non-YMYL content created with a clear entertainment purpose, containing no hard claims of factual accuracy and are not harmful to people or society. Examples include many types of fiction, satire or parody, astrology, folklore, myths, and urban legends.
- Reviews expressing personal preferences, opinions, or value-based judgments about a product, restaurant, book/movie/TV show, etc.
- Claims or statements that are reasonably debatable when there is not a single established correct answer or truth (e.g., discussions about the relative effectiveness of different healthcare systems)
- Insignificant errors or inaccurate information about a trivial topic (e.g., inaccuracies in the height of a celebrity)

Pages that aim to persuade others that a certain position or perspective is correct are fairly common on the Internet. Pages with one-sided/opinionated/controversial/polarizing content should not be considered to contain Harmfully Misleading Information unless they could create harm to individuals or Specified Groups (as described above) and contain clearly inaccurate information, contradict well-established expert consensus, or are not grounded by reasonable facts/evidence.

A webpage may be considered to have Harmfully Misleading Information based on the MC or on other characteristics of the page or information about the content creator (e.g., the title of an article is harmfully misleading, even if the article on its own is not; a creator blatantly misrepresenting their medical credentials for a video on medical topics).

Finally, note that Harmfully Misleading Information can be especially hard to identify because it may require research from outside sources. Reputable fact-checking websites can't always keep up with the volume of unsubstantiated theories/claims produced by the Internet, and some theories may even claim that debunking information is inaccurate. You should attempt to find high-quality, trustworthy sources to check accuracy and seek out the consensus of experts if you are unsure. Please research theories and claims to the extent the task time allows. If a theory/claim seems wildly improbable and can't be verified by independent trustworthy sources, you should consider it unsubstantiated.

7.4 Untrustworthy Webpages or Websites

The **Lowest** rating should be used for pages or websites you strongly suspect are engaging in deceptive or malicious practices.

Some untrustworthy pages are created to benefit the website or organization rather than helping people. Some untrustworthy pages may even exist to cause harm to people who engage with the page, such as scams or malicious downloads. Why would anyone engage with a harmful web page? Often it is because the page or website practices some form of deception.

Because some deceptive pages may in fact be harmful, please use caution. Known or "obvious" scams are clearly harmful and should be rated **Lowest**, but there may also be pages you strongly suspect are scams yet cannot prove it without experiencing harm yourself. Please consider these pages to be untrustworthy and use the **Lowest** rating.

Your assessment of untrustworthiness may be based on the content of the page, information about the website, information about the content creator, and the reputation of the website or content creator.

Your assessment may also be based on a *lack* of critically important information. For example, any website involving financial transactions or sensitive information should have comprehensive information about who is responsible for the site and a way to contact the site if something goes wrong. If some aspect of a page or website makes you suspect deception or maliciousness, please look for information about the site. If you cannot find reputation information to confirm your suspicion, carefully explore the site.

Sometimes a single page on an unknown website in isolation may seem odd but subsequent exploration shows no concern. However, if you see a pattern of what appears to be deception or manipulation or become concerned about your own safety, please use the **Lowest** rating and leave the website immediately.

Pages with the following characteristics should be considered Untrustworthy:

- Inadequate information about the website for its purpose
- Lowest E-A-T or Lowest reputation
- Deceptive purpose, deceptive design, or deceptive intent
- Deliberately obstructed or obscured MC
- Suspected malicious behavior
- Any webpage or website designed to manipulate people into actions that benefit the website or other organization while causing harm to self, others or Specified Groups

Important: Highly untrustworthy pages should be given the **Lowest** rating even if you are unable to "prove" the webpage or site is harmful. Because many people are unwilling to use a highly untrustworthy page, an untrustworthy page or website fails to achieve its purpose.

7.4.1 Inadequate Information about the Website or Creator of the MC for the Purpose of the Page

Providing information about who created the content and who is responsible for the content is critical to building trust with people who visit the page.

As discussed in [Section 2.5.3](#), we expect most websites to have some information about who (e.g., what individual, company, business, foundation, etc.) is responsible for the website and who created the MC, as well as some contact information, unless there is a good reason for anonymity. As you will see in the examples below, many types of Lowest pages such as malicious downloads and scams typically have no information or fake information about who is responsible to prevent recourse by people who are harmed.

For websites with YMYL topics, such as online banks, we expect to find a lot of information about the site, including extensive customer service information. Any site that handles personal, private or sensitive data must have adequate contact information. This includes sites that ask users to create passwords, share personal information, or conduct financial transactions.

YMYL pages or websites that handle sensitive data with absolutely no information about the website or creator of the MC should be rated **Lowest**.

Think about the purpose of the page and the purpose of the website. What type of content creator or website information would people expect or demand in order to feel comfortable using the webpage? If the website or page lacks critical information about who is responsible for the content to the extent that it feels untrustworthy, it should be rated **Lowest**.

7.4.2 Lowest E-A-T and Lowest Reputation of the Website or Creator of the MC

Reputation and E-A-T are some of the most important considerations in Page Quality rating.

If the E-A-T of a page is low enough, people cannot or should not use the MC of the page. This is especially true of YMYL topics. If a page on YMYL topics is highly inexperienced or highly unauthoritative for its purpose, it should be considered Untrustworthy and rated **Lowest**.

Recall that a page lacking adequate expertise or authoritativeness should be rated **Low**. **Lowest** is appropriate for pages that are so lacking in expertise or authoritativeness that they are untrustworthy.

Use the **Lowest** rating if the website and the creators of the MC have an extremely negative reputation, to the extent that many people would consider the webpage or website untrustworthy.

Here are some examples originally shown in [Section 2.6.4](#). All pages on these websites should be rated **Lowest** because of the credible extremely negative or malicious reputation of these websites, making them untrustworthy.

Note: These website examples may be considered Harmful in some form as well. Sometimes reputation research exposes information that may not meet the criteria for considering a website harmful but does cause the website to be untrustworthy.

| Website | Description |
|---|--|
| Site selling children's jungle gym | Evidence of fraudulent behavior: There are many reviews on websites describing how users sent money and did not receive anything in return. There is also a news article about this business engaging in financial fraud. |
| Site selling products related to eyewear | Evidence of criminal behavior: This website engaged in criminal behavior such as physically threatening users. |
| Organization serving the hospitalized veteran community | Evidence of fraudulent behavior: There are many detailed negative articles on news sites and charity watchdog sites describing fraud and financial mishandling about this organization. |

7.4.3 Deceptive Page Purpose and Deceptive MC Design

Pages or websites are Untrustworthy if they have a deceptive purpose. These pages or websites superficially appear to have one purpose, but in fact exist for a different reason.

All pages with a deceptive purpose and/or deceptive MC should be rated **Lowest** because pages that engage in deception are Untrustworthy.

The following list includes some common types of deceptive purpose pages. However, no list of deceptive page types will be complete—deceptive websites continue to evolve as people and search engines figure out how they are being tricked.

- A webpage or website that impersonates a different site (e.g., copied logo or branding of an unaffiliated site, URL that mimics another site's name, etc.)
- A non-satirical social network profile made by an impersonator
- A webpage or website that looks like a news source or information page, but in fact has articles to manipulate users in order to benefit a person, business, government, or other organization politically, monetarily, or otherwise
- A webpage claims to offer an independent review or share other information about a product, but is in fact created to make money for the owner of the website without attempting to help users. For example, the MC may contain intentionally misleading or inaccurate information created with the sole purpose of getting users to click on monetized links or buy the product
- A website claims to be the personal website of a celebrity, but the website is actually created to make money for the owner of the website without the permission of the celebrity. For example, the page may have false testimonials for a product and is created for the sole purpose of getting users to click on monetized links or buy the product
- A webpage with a misleading title or a title that has nothing to do with the content on the page. People who come to the page expecting content related to the title will feel tricked or deceived
- A webpage or website with deceptive website information. For example, the website may misrepresent who owns the site, what the website purpose really is, how the content was created, how to contact the site, etc.

Another form of deception is through the design of the page. Some pages are deliberately designed to manipulate users to take an action that will benefit the owner of the website rather than help the user.

Here are some common types of pages with deceptive MC design:

- **Pages that disguise Ads as MC.** Actual MC may be minimal or created to encourage users to click on the Ads. For example, fake search pages ([example](#)) that have a list of links that look like a page of search results. If you click on a few of the links, you will see that the page is just a collection of Ads disguised as search engine results. A “search box” is present, but submitting a new query just gives you a different page of Ads disguised as search results.
- **Pages that disguise Ads as website navigation links.** For example, fake directory pages ([example](#)) that look like a personally curated set of helpful links, possibly with unique descriptions. In reality, the links are Ads or links to other similar pages on the site. Sometimes the descriptions of the links are unrelated to the page.
- **Any page primarily designed to trick users into clicking on links**, which may be Ads or other links intended to serve the needs of the website rather than to benefit the user.

Take a good look at the page and use your judgment. If you believe the true purpose of the page is not what it appears to be, the page should be rated **Lowest**. If you believe the page was deliberately created with the primary purpose to manipulate users to click on Ads, monetized links, questionable download links, etc., rather than to help people, the page should be rated **Lowest**. If the page uses deception in any form even if not described here, the page should be rated **Lowest**.

7.4.4 Deliberately Obstructed or Obscured MC

Pages are untrustworthy if the MC is deliberately obstructed or obscured due to Ads, SC, interstitial pages, download links or other content that is beneficial to the website owner but not necessarily the website visitor. Attempts to manipulate or coerce users away from the MC is evidence of untrustworthiness, which makes the **Lowest** rating appropriate.

Here are some examples of pages with deliberately obstructed or obscured MC that should be rated **Lowest**:

- Ads that continue to cover the MC as the website visitor scrolls down the page. The Ads are virtually impossible to close without clicking on the Ad
- Pop-ups that obscure the MC and cannot be closed without taking an action that benefits the website
- An interstitial page that attempts to coerce a download or click that does not benefit the website visitor
- Ads that push the MC down so far that many users would not notice the MC
- MC in white-on-white text or MC presented so that it is difficult for a human being to read

Logins or paywalls on otherwise trustworthy sites should not be considered untrustworthy, deceptive, or coercive. Many high quality sites such as newspapers or magazines cannot exist without monetization through subscriptions and paywalls. Some types of MC should be login protected, such as pages with personal information online banking websites or private pages on social network websites.

MC may be inaccessible for non-deliberate or non-coercive reasons, such as content that doesn't load or content that is unavailable in a country or region. These are not reasons for **Lowest**.

Use your judgment to assess whether the page is designed to manipulate or coerce users into taking actions that benefit the website. If you are unsure, look at other pages on the same website, conduct reputation research, etc.

Remember many websites need monetization to share content with users. The presence of Ads alone is not enough for **Lowest**. One possible distinguishing factor for **Lowest** is deliberate design of the website to manipulate or coerce people into engaging with monetization or Ads rather than the MC.

7.4.5 Suspected Malicious Behavior

It may be difficult to prove that a page causes harm without experiencing harm yourself. For this reason, you may use the **Lowest** rating if you strongly suspect a page is malicious or harmful even without having proof. Any of the following should be considered untrustworthy:

- Pages or websites that you strongly suspect are scams (see these links for more information about Internet scams: [Avoid Scams 1](#), [Avoid Scams 2](#), [Internet Fraud](#)).
- Pages that ask for personal information without a legitimate reason (for example, pages that ask for name, birthdate, address, bank account, government ID number, etc.).
- Pages that appear to “phish” for passwords to Facebook, Gmail, or other popular online services. See [here](#) for information about “phishing” fraud.
- Pages with links that you suspect are malware downloads.

Important: Do not continue to interact with the page if you observe these characteristics.

If you do click on a link and encounter a malware warning from your browser or antivirus software ([example](#)), please do not continue to that page. You can assume that the page is malicious for the purpose of rating and use **Lowest**.

Note that not all warnings your browser may display are related to malware (e.g., other types of browser warnings include certificate acceptance requests, content filtering warnings, etc.). If you are unsure or hesitant to continue to the page for any reason, you can release the task.

7.5 Spammy Webpages

Remember that pages and websites should exist for the benefit of people who visit the website. There are many types of webpages that can benefit visitors, such as online shopping or banking services, videos offering entertainment, or personal pages sharing a perspective or experience. Some of these pages depend on advertising and monetization to maintain the website and create high quality content while still benefiting visitors.

However, some pages are created to benefit the website owner or other organizations and with little to no attention paid to the experience of the people who visit. When such pages use deceptive techniques to appear near the top of search results, it may disincentivize the creation of high quality content by crowding out pages created with time, effort, expertise or original content that is helpful for visitors.

This section describes characteristics of spam or spam-like pages that should be rated **Lowest**. In general, spam sites attempt to game their way to the top of search results through a variety of techniques such as repeating keywords over and over, or showing search engines content that's different from what visitors to the site will see. Hackers sometimes even get into legitimate sites and change them into spam sites that redirect people to scams or worse. The [Google Search Central Webmaster Quality Guidelines](#) is a good reference for non-webmasters to learn more about different spam techniques. If you recognize any of these spam techniques on a page, please use the **Lowest** rating.

You do not need to develop spam recognition expertise or use special spam identification tools for PQ rating. Please review this section for guidance on what to look for even without having such tools or expertise.

7.5.1 Cannot Determine a Purpose, No MC, Little MC, or Lowest Quality MC

All pages should be created with sufficient quantity and quality of MC so that the page can achieve its purpose. If the MC is lacking in quality or quantity, typically a **Low** quality rating should be used. However, sometimes pages are so lacking in MC that the purpose of the page itself is unclear or you may suspect the page is not actually created for people.

If any of the following are true, the page should be rated **Lowest**:

- Despite your best efforts, the purpose of the page cannot truly be understood because the MC is gibberish or otherwise unusable for people
- The page deliberately has no MC
- The page is deliberately created with so little MC that it fails to achieve any purpose
- The page is deliberately created with such low quality MC that it fails to achieve any purpose

7.5.2 Hacked, Defaced, or Spammed Pages

Websites can become hacked, defaced, or filled with a large amount of distracting and unhelpful content from bad actors. Bad actors may add unrelated MC or SC or may modify existing MC on webpages to change the purpose of the page. These pages should be rated **Lowest** because they fail to accomplish their original purpose.

For reference, a hacked or [defaced website](#) is a site that has been modified without permission from the website owner(s). Responsible webmasters should regularly check their websites for suspicious behavior and take steps to protect users.

A common problem is "spammed" comments. We'll consider a comment or forum discussion to be "spammed" if there are posts with unrelated comments that are not intended to help other people, but rather to advertise a product or create a link to a website. Frequently these comments are posted by a "bot" rather than a real person. If a specific page on a website has a large amount of unrelated "spammed" comments, the page should be rated **Lowest**.

7.5.3 Auto-generated MC

Creating an abundance of content with little time, effort or expertise with no editing or manual curation is often the defining attribute of spammy websites. One way to do this is to use "auto-generated" content.

It is possible to create many pages or even entire websites by designing a basic template from which hundreds or thousands of pages are created, sometimes using content from freely available sources (such as an RSS feed or API). These pages are created with no or very little time, effort, or expertise, and also have little to no editing or manual curation. There is little value when pages repackage freely available content with little attention to no attention to the experience of people visiting the page (see [here](#) for more information on automatically generated content).

It is often easiest to recognize auto-generated content by clicking on multiple pages on a website and observing "templated" content. It may be difficult to recognize auto-generated content from a single page, so be sure to explore the website if you suspect the content is templated.

Pages and websites made up of auto-generated content with no editing or manual curation, and no original content or value added for users, should be rated **Lowest**.

7.5.4 Copied MC

Another way to create an abundance of content with little time, effort, expertise, etc. is to copy content from another source. The word “copied” refers to the practice of “scraping” content, or copying content from other non-affiliated websites without adding any original content or value to users (see [here](#) for more information on copied or scraped content).

Pages with copied content are created with no or very little time, effort, or expertise, and also have little to no editing or manual curation. There is little value when pages are created simply by copying content from other sites. As with auto-generated content, it is a technique that can be used to create many pages or even a whole website. For this reason, it is often easiest to recognize copied content by exploring many pages on the site.

The **Lowest** rating is appropriate if all or almost all of the MC on the page is copied with little or no time, effort, expertise, manual curation, or added value for users. Such pages should be rated **Lowest**, even if the page assigns credit for the content to another source.

All of the following are considered copied content:

- **Content copied exactly from an identifiable source.** Sometimes an entire page is copied, and sometimes just parts of the page are copied. Sometimes multiple pages are copied and then pasted together into a single page. Text that has been copied exactly is usually the easiest type of copied content to identify.
- **Content that is copied, but changed slightly from the original.** This type of copying makes it difficult to find the exact matching original source. Sometimes just a few words are changed, or whole sentences are changed, or a “find and replace” modification is made, where one word is replaced with another throughout the text. These types of changes are deliberately done to make it difficult to find the original source of the content. We call this kind of content “copied with minimal alteration.”
- **Content copied from a changing source, such as a search results page or news feed.** You often will not be able to find an exact matching original source if it is a copy of “dynamic” content (content that changes frequently). However, we will still consider this to be copied content.

Important: Licensed or syndicated content should not be considered as “copied” (see [here](#) for more on web syndication). Examples of syndicated content in the U.S. include news articles by AP or Reuters.

7.5.5 How to Determine if Content is Copied

How do you determine whether all or most of the MC is copied? How do you identify the original source of the content? These things can be difficult to determine, but the following steps may help.

1. Copy a sentence or phrase in the text. It may be necessary to try a few sentences or phrases from the page just to be sure. When deciding what sentence or phrase to copy, try to find a sentence or series of several words without punctuation, unusual characters, or suspicious words that may have replaced the original text.
2. Search on Google by pasting the sentence or phrase (surrounded by quotation marks to search for an exact match) inside the Google search box. You may also try without quotation marks to search for more general matches.



"Dorothy uses the Golden Cap to summon the Winged monkeys"



Google Search

I'm Feeling Lucky

Here are some sentences and phrases from [this page](#) about “The Wizard of Oz” film and how to search for them.

| Sentence or Phrase From a Sentence | Query to Find the Sentence or Phrase |
|--|---|
| <p>A sentence on the page:</p> <p><i>All are convinced by Dorothy that the Wizard can help them too</i></p> | <p>Try the query both with and without quotation marks around the sentence: [“All are convinced by Dorothy that the Wizard can help them too”] [All are convinced by Dorothy that the Wizard can help them too]</p> |
| <p>A phrase on the page:</p> <p><i>Dorothy uses the Golden Cap to summon the Winged Monkeys</i></p> | <p>Try the query both with and without quotation marks around the sentence: [“Dorothy uses the Golden Cap to summon the Winged Monkeys”] [Dorothy uses the Golden Cap to summon the Winged Monkeys]</p> |
| <p>A different phrase on the page:</p> <p><i>revealing an old man who had journeyed to Oz from Omaha long ago in a hot air balloon</i></p> | <p>Try the query both with and without quotation marks around the sentence: [“revealing an old man who had journeyed to Oz from Omaha long ago in a hot air balloon”] [revealing an old man who had journeyed to Oz from Omaha long ago in a hot air balloon]</p> |

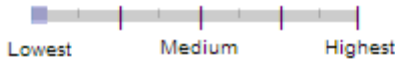
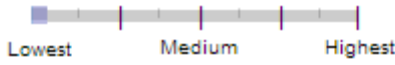
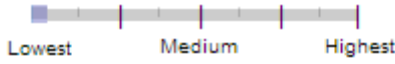
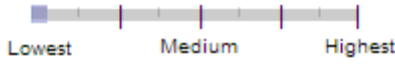
3. Compare the pages you find that match the sentence or phrase. Is most of their MC the same? If so, does one clearly come from a highly authoritative source that is known for original content creation (newspaper, magazine, medical foundation, etc.)? Does one source seem to reasonably be the original? Does one source appear to have the earliest publication date, verified by sources like the Wayback Machine?

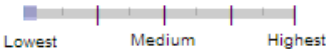
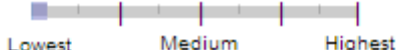
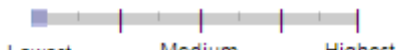
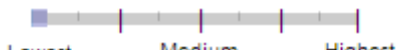
Use your best judgment. Sometimes it is clear that the content is copied from somewhere, but you cannot tell what the original source is. Other times the content found on the original source has changed enough that searches for sentences or phrases may no longer match the original source. For example, Wikipedia articles can change dramatically over time. Text copied from old copies may not match the current content. If you strongly suspect the page you are evaluating is not the original source, consider it likely to be copied.

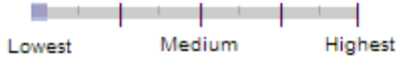
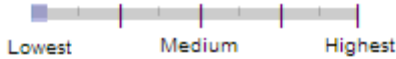
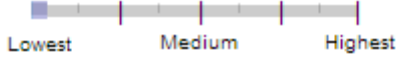
Based on this [older version of a Wikipedia article](#) about “The Wizard of Oz,” which can be found using the [Internet Archive Wayback Machine](#), we can confirm that the text in the table has been copied. Please note that searching for the above sentence and phrases will not lead you to a current Wikipedia article about “The Wizard of Oz,” which demonstrates how confirming that the MC of a page contains copied content can sometimes be difficult.

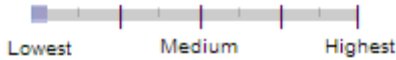
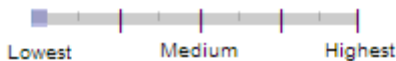
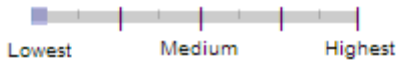
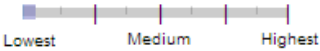
Important: The **Lowest** rating is appropriate if all or almost all of the MC on the page is copied with little or no time, effort, expertise, manual curation, or added value for users. Such pages should be rated **Lowest**, even if the page assigns credit for the content to another source.

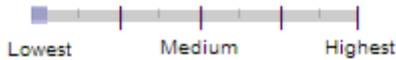
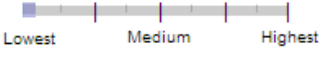
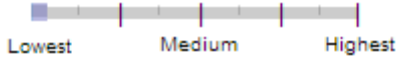
7.6 Examples of Lowest Quality Pages

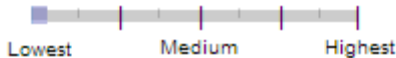
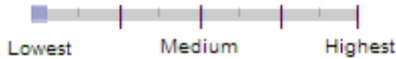
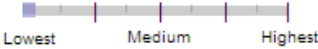
| Webpage/Content | Lowest Quality Characteristics | PQ Rating and Explanation |
|--|--|---|
| Lowest: Superiority of Specified Group 1 This is the homepage of Stormfront, a white supremacist website. The site is known for propagating white nationalism, antisemitism, Holocaust denial, white supremacy, and Islamophobia. | Harmful to Specified Groups <ul style="list-style-type: none"> Promotes, condones, or incites hatred against a Specified Group of people |  <p>Inciting hatred towards Specified Groups significantly harms members of those groups and society as whole. This page is on a YMYL topic.</p> <p>Reputation research and content on the site confirm that the Lowest rating is appropriate.</p> |
| Lowest: Superiority of Specified Group 2 This page describes a non-scientifically backed theory of superiority of a Specified Group. | Harmful to Specified Groups, Harmfully Misleading Information <ul style="list-style-type: none"> Promotes, condones, or incites hatred against a Specified Group of people Contains unsubstantiated theories/claims not grounded in any reasonable facts or evidence |  <p>Unsubstantiated claims about a Specified Group significantly harms members of that group and society as a whole. This page is on a YMYL topic.</p> <p>The purpose of the page is to promote the view of superiority of a group of people.</p> <p>This page makes unsubstantiated claims about the role of melanin in the human body.</p> |
| Lowest: Non-medical drug use advice This post encourages mixing an anti-anxiety drug with a recreational drug. | Harmful to Self or Other Individuals <ul style="list-style-type: none"> Encourages, depicts, incites, or directly causes physical, mental, emotional, or financial harm to self or others |  <p>Potentially harmful use of drugs could significantly impact a person's health. This is a YMYL topic.</p> <p>This post and other content on the page encourages dangerous behavior that could cause harm.</p> |
| Lowest: Eating disorder encouragement This page has posts that encourage people to lose weight in unhealthy ways. | Harmful to Self or Other Individuals, Harmfully Misleading Information <ul style="list-style-type: none"> Encourages, depicts, incites, or directly causes physical, mental, emotional, or financial harm to self or others Contains information that contradicts well-established expert consensus |  <p>Eating disorders and decisions to seek medical treatment significantly impact a person's health. This is a YMYL topic.</p> <p>This post encourages harmful behavior.</p> <p>"Proana" or pro-anorexia is a movement to view anorexia as a lifestyle choice, not a disease. Proana and similar "thinspiration" pages contradict well-established expert consensus that anorexia is an eating disorder.</p> |

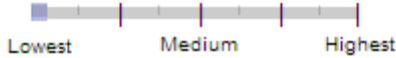
| Webpage/Content | Lowest Quality Characteristics | PQ Rating and Explanation |
|---|---|---|
| <p>Lowest: Personal information collection scam</p> <p>Superficially, this looks like a payment page on a merchant site.</p> <p>However, the form asks for highly sensitive personal information such as social security number, drivers license number, bank account numbers, and ATM PIN.</p> | <p>Harmful to Self or Other Individuals, Untrustworthy</p> <ul style="list-style-type: none"> Pages that have characteristics of scams, malicious downloads, or other harmful behavior Encourages, depicts, incites, or directly causes physical, mental, emotional, or financial harm to self or others |  <p>Sharing highly sensitive personal information could significantly impact a person's financial security. This page is on a YMYL topic.</p> <p>While this looks like a merchant site, the true purpose of this page is to collect information that could be used to commit identity theft or remove money from someone's bank account.</p> |
| <p>Lowest: Poor financial advice and possible scam</p> <p>This is an article suggesting clicking on a link to avoid paying debt.</p> | <p>Harmful to Self or Other Individuals, Untrustworthy</p> <ul style="list-style-type: none"> Lowest reputation or lowest E-A-T Pages that have characteristics of scams, malicious downloads, or other harmful behavior Encourages, depicts, incites, or directly causes physical, mental, emotional, or financial harm to self or others |  <p>Debt management significantly impacts a person's financial security. This is a YMYL topic.</p> <p>This page has multiple concerning characteristics. The page has lowest E-A-T as it clearly lacks the financial expertise necessary to give financial guidance; clicking on the link could lead to a potentially harmful outcome. Overall, the promise of debt relief is a common scam technique.</p> |
| <p>Lowest: Miley Cyrus is dead "news article" on a deceptive website</p> <p>This is a factually inaccurate article on a website called "Now 8 News". It falsely claims Miley Cyrus is dead.</p> | <p>Harmfully Misleading Information, Untrustworthy</p> <ul style="list-style-type: none"> Contains clearly inaccurate information that can easily be refuted by straightforward and widely accepted facts Deceptive design or deceptive intent |  <p>This website is designed to look like a news site and yet has deliberate factually inaccurate information. There is no information on who is responsible for this content. This page was designed to misinform or deceive.</p> |
| <p>Lowest: Crystals heal cancer potential scam</p> <p>This article explains how crystals can be used to help cure cancers. It has a prominent "Shop Crystals" link at the top.</p> | <p>Harmful to Self or Other Individuals, Harmfully Misleading Information, Untrustworthy</p> <ul style="list-style-type: none"> Contains unsubstantiated theories/claims not grounded in any reasonable facts or evidence Contains information that contradicts well-established expert consensus Pages that have characteristics of scams, malicious downloads, or other harmful behavior Encourages, depicts, incites, or directly causes physical, mental, emotional, or financial harm to self or others |  <p>Claims about cancer cures could significantly impact people's decisions to seek medical treatment. This page is on a YMYL topic.</p> <p>The claims made about the healing power of crystals contradict well-established expert scientific and medical consensus.</p> <p>Selling "cures" for diseases such as cancer is a commonly used scam technique.</p> |

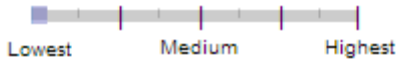
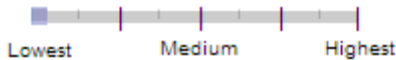
| Webpage/Content | Lowest Quality Characteristics | PQ Rating and Explanation |
|--|--|---|
| <p>Lowest: Flat earth</p> <p>This is a homepage of The Flat Earth Society, a group of people dedicated to spreading the belief that the earth is flat.</p> | <p>Harmfully Misleading Information</p> <ul style="list-style-type: none"> Contains unsubstantiated theories/claims not grounded in any reasonable facts or evidence Contains clearly inaccurate information that can easily be refuted by straightforward and widely accepted facts Contains information that contradicts well-established expert consensus |  <p>Claims contradicting well-established scientific consensus about the shape of the earth undermine trust in scientific institutions such as NOAA, the agency responsible for issuing alerts during dangerous weather events. This is a YMYL topic.</p> <p>The purpose of this website is promoting misleading information. It is harmful to people and society as it undermines trust in public institutions.</p> |
| <p>Lowest: Dry socket medical info</p> <p>This YMYL medical site has literally no information about who is responsible for the content or the website.</p> | <p>Untrustworthy</p> <ul style="list-style-type: none"> Inadequate information about the website or creator of the MC for the purpose of the page |  <p>Medical information about this dental condition could significantly impact how people seek dental treatment. This page is on a YMYL topic.</p> <p>There is no information about who created this website, no contact information, and no information about the author.</p> <p>Medical pages require a high degree of user trust. Because there is no information about who owns this website and who created this content, this is considered an untrustworthy website.</p> |
| <p>Lowest: Merchant with little contact info, untrustworthy characteristics</p> <p>This looks like a product listing page on a merchant website.</p> | <p>Untrustworthy</p> <ul style="list-style-type: none"> Inadequate information about the website or creator of the MC for the purpose of the page Characteristics of scams or other harmful behavior |  <p>Inaccurate information about shipping and returns, deceptive use of logos and no information about who is responsible make this shopping site appear potentially fraudulent and untrustworthy.</p> <p>This page is selling Nike Air Jordan shoes. However, there is inadequate contact information on the contact us page for a merchant site.</p> <p>In addition, the Shipping and Returns page has the name of another company that seems to be unrelated. There are also official looking logos at the bottom of the homepage, including the Better Business Bureau logo and Google Checkout logo, that don't appear to be affiliated with the website.</p> |

| Webpage/Content | Lowest Quality Characteristics | PQ Rating and Explanation |
|--|--|--|
| <p>Lowest: Stomach flu lowest EAT article</p> <p>This poorly written article describes how to cure the stomach flu.</p> | <p>Harmfully Misleading Information, Untrustworthy</p> <ul style="list-style-type: none"> Contains information that contradicts well-established expert consensus Inadequate information about the website or creator of the MC for the purpose of the page Lowest reputation or lowest E-A-T |  <p>Many patient hospitalizations and deaths occur due to the flu each year. This topic could significantly impact a person's health. This is a YMYL topic.</p> <p>The writing is poor and the information is not consistent with standard medical guidance. It is clear from the content the author does not have medical expertise.</p> <p>This page should not be trusted as a medical resource.</p> |
| <p>Lowest: Pimple popping lowest EAT article</p> <p>This very poorly written article describes popping pimples.</p> | <p>Untrustworthy</p> <ul style="list-style-type: none"> Inadequate information about the website or creator of the MC for the purpose of the page Lowest reputation or lowest E-A-T |  <p>The writing is extremely poor and there is virtually no information in this article.</p> <p>For example, the opening sentence is "Popping pimples could be or could be not the new trend of getting rid of them."</p> <p>It is clear from the content that the author does not have skin care expertise.</p> |
| <p>Lowest: Malicious merchant site</p> <p>This website appears to be an eyeglasses merchant site.</p> | <p>Harmful to Self or Other Individuals, Untrustworthy</p> <ul style="list-style-type: none"> Lowest reputation or lowest E-A-T Characteristics of scams or other harmful behavior Encourages, depicts, incites, or directly causes physical, mental, emotional, or financial harm to self or others |  <p>This website swindled people and physically threatened people who complained. These articles on Wikipedia and the New York Times describe the deceptive techniques used by this website and provide other negative information about the website and its owner.</p> <p>The reputation of this website is lowest based on reports of malicious behavior.</p> |
| <p>Lowest: Chicken recipes no MC</p> <p>This looks like a list of chicken recipes, but is actually a list of links that are ads.</p> | <p>Untrustworthy, Spammy</p> <ul style="list-style-type: none"> No MC Content created with little to no time, effort, expertise, manual curation, or added value for users. Deceptive design or deceptive intent |  <p>MC should be created to benefit people who come to the website. Pages without MC should be considered spammy as they crowd out and disincentivize the creation of pages with high quality MC.</p> <p>Pages with Ads that are designed to look like MC should be considered untrustworthy.</p> |

| Webpage/Content | Lowest Quality Characteristics | PQ Rating and Explanation |
|---|---|---|
| <p>Lowest: Mesothelioma deceptive directory</p> <p>This page looks like a listing of resources about Mesothelioma, a form of lung cancer.</p> | <p>Untrustworthy, Spammy</p> <ul style="list-style-type: none"> • No MC • Content created with little to no time, effort, expertise, manual curation, or added value for users. • Deceptive design or deceptive intent |  <p>Information about cancer could significantly impact how people make decisions related to medical treatment. This page is on a YMYL topic.</p> <p>This page is designed to look like a directory page or a list of helpful resources, but every link is an Ad. There is no MC on this page.</p> <p>Pages without MC should be considered spammy as they crowd out and disincentivize the creation of pages with high quality MC.</p> <p>Pages that disguise Ads as directory listings or other MC should be considered untrustworthy.</p> |
| <p>Lowest: Ads deliberately obscure MC</p> <p>When you first visit the page, it appears that there is no MC, only Ads. If you scroll down, you will eventually find the MC at the bottom.</p> | <p>Untrustworthy</p> <ul style="list-style-type: none"> • Deliberately obstructed or obscured MC |  <p>This page requires scrolling past so many Ads to get to the MC that many people may stop scrolling and leave the page before reaching the MC.</p> <p>Deliberately obscured MC to benefit the website with no help for people visiting the page should be considered untrustworthy.</p> |
| <p>Lowest: Deceptive and untrustworthy fake survey page</p> <p>This page appears to be a survey with the opportunity to win an Apple MacBook Air, an iPhone 5c, or a Galaxy S4.</p> | <p>Untrustworthy, Spammy</p> <ul style="list-style-type: none"> • Deceptive design or deceptive intent • Pages that have characteristics of scams, malicious downloads, or other harmful behavior • Inadequate information about the website or creator of the MC for the purpose of the page • Content created with little to no time, effort, expertise, manual curation, or added value for users |  <p>This page contains a fake survey, which appears to promise users the opportunity to win an Apple MacBook Air, an iPhone 5c, or a Galaxy S4.</p> <p>However, there is no information about who is responsible for the survey, even though upon clicking, the survey asks for highly personal information such as bank account numbers. The message at the top of the page, "Thank You from Goggle.com" and survey content could mislead users to think that the survey is affiliated with Google.</p> <p>This page is deceptive and should be considered untrustworthy.</p> |

| Webpage/Content | Lowest Quality Characteristics | PQ Rating and Explanation |
|--|---|---|
| <p>Lowest: Lowest MC free credit report</p> <p>The title of the page suggests that it may provide a credit report from the government "freecreditreport gov".</p> <p>However, the page has gibberish MC and spammy looking features, such as ads or links surrounding the meaningless text.</p> | <p>Untrustworthy, Spammy</p> <ul style="list-style-type: none"> Deceptive design or deceptive intent Pages that have characteristics of scams, malicious downloads, or other harmful behavior Inadequate information about the website or creator of the MC for the purpose of the page Cannot determine any purpose, e.g., gibberish MC Content created with little to no time, effort, expertise, manual curation, or added value for users |  <p>Credit reports could significantly impact one's financial security. This is a YMYL topic.</p> <p>The MC is gibberish. There is no beneficial purpose of gibberish MC. The title of the page is misleading, given the MC.</p> <p>This page also has deceptive features in the supplementary content, such as a friend request, a prize alert, and a download button. It is highly likely that these are ads or malicious download links.</p> |
| <p>Lowest: Deliberately created with no MC</p> <p>This is a confusing page. It seems to be missing MC and instead has a block of ads. It may be that the page was created to have content about a video game called Point Blank.</p> <p>The only content related to Point Blank is a video from another website embedded in the right hand side of the page.</p> | <p>Untrustworthy, Spammy</p> <ul style="list-style-type: none"> Cannot determine any purpose, e.g., gibberish MC No MC or insufficient MC for the purpose of the page Content created with little to no time, effort, expertise, manual curation, or added value for users No information about the website or creator of the MC |  <p>While this page may look odd or broken, many other pages on the website are similar pages with only ads.</p> <p>Many don't have videos, and any videos present are from another website, not original to this one.</p> <p>This page and this website was created with little time and adds no value for users.</p> |
| <p>Lowest: Buy Xanax</p> <p>This is a page on the website for the U.S. Green Building Council. However, this page has the words "Buy Xanax" over and over again, along with related words about buying Xanax and a URL link.</p> | <p>Untrustworthy, Spammy</p> <ul style="list-style-type: none"> Hacked, defaced, or spammed pages Pages that have characteristics of scams, malicious downloads, or other harmful behavior |  <p>Prescription drugs could significantly impact a person's health. This is a YMYL topic.</p> <p>This specific page has been created or modified on this organization's website in hopes that people will click on the link to buy the prescription drug Xanax.</p> <p>This is a spam technique. Spammers hope that the page will rank well in search results because the website is otherwise high quality. The words "buy xanax" are used repeatedly in hopes that the page will show up for the search "buy xanax".</p> <p>Attempting to spam search engines and trick people into clicking on links is highly untrustworthy behavior.</p> |

| Webpage/Content | Lowest Quality Characteristics | PQ Rating and Explanation |
|---|--|---|
| <p>Lowest: Auto-generated car engine code</p> <p>This page is full of supplementary content, links, and large ads.</p> <p>The MC at the top gives information about a specific error code P2570 and a second block of main content in the middle shows more information about P2570.</p> <p>The MC is broken up by large ads and it is difficult to understand due to the poor content quality.</p> | <p>Untrustworthy, Spammy</p> <ul style="list-style-type: none"> • Content created with little to no time, effort, expertise, manual curation, or added value for users • Insufficient MC for the purpose of the page • Inadequate information about the website or creator of the MC for the purpose of the page |  <p>This page has low quality MC and spammy attributes.</p> <p>The page repeats the error code "P2570" beyond what is helpful for users- a technique known as irrelevant keywords.</p> <p>The small amount of MC is not original to the website. Lists of error codes are available either by purchase or by scraping.</p> <p>An important fact is missing at the top "When you check engine light came on code P2570 the reason should be ." The reason is left out - this should be the most important content on the page!</p> <p>Looking at other pages on the website, it is clear that each page is created automatically by filling in a template from a list of error code information. There appears to be little to no manual editing or checking to make sure the error code content is correctly pulled in, as evident by the missing reason on this page.</p> <p>As with many spammy websites, there is no information about who is responsible for this website and no way to report problems with the page.</p> |

| Webpage/Content | Lowest Quality Characteristics | PQ Rating and Explanation |
|--|--|---|
| <p>Lowest: Auto-generated bulldog wrinkle wipes</p> <p>This page claims to list the best bulldog wrinkle wipes and uses affiliate links.</p> | <p>Untrustworthy, Spammy</p> <ul style="list-style-type: none"> • Deceptive design or deceptive intent • No beneficial purpose • Content created with little to no time, effort, expertise, manual curation, or added value for users • Inadequate information about the website or creator of the MC for the purpose of the page |  <p>The MC on this page is copied with little or no time, effort, expertise, manual curation, or added value for users.</p> <p>Looking at the content at the bottom of the page and exploring other pages on the website, it is clear that each page is created automatically using content from Amazon and substituting different product names into a generic template. There appears to be little to no manual editing or curation on this page.</p> <p>The true purpose of this page is to bring users seeking information about products to this website in hopes that they will click and order products by clicking on Amazon affiliate links. This website does not have a beneficial purpose for users but rather was created to benefit the creator of the website. Though the website discloses that they use affiliate links, the site offers no added value for users.</p> <p>As with many deceptive websites, there is no information about who is responsible for this website.</p> |
| <p>Lowest: Viagra copied content</p> <p>This looks like an information website for the drug Viagra.</p> | <p>Untrustworthy, Spammy</p> <ul style="list-style-type: none"> • Deceptive design or deceptive intent • No beneficial purpose • Content created with little to no time, effort, expertise, manual curation, or added value for users • Inadequate information about the website or creator of the MC for the purpose of the page |  <p>Information about prescription drugs could significantly impact a person's health. This page is on a YMYL topic.</p> <p>All MC on this page is copied with little or no time, effort, expertise, manual curation, or added value for users. Here is the original source.</p> <p>Exploration of the pages on this website are similarly created with little expertise or value added for users.</p> <p>The true purpose of this page is to bring users seeking information about Viagra to this website in hopes that they will click on the "order now" link. The "order now" link goes to another website and is likely monetized. Therefore, this website does not have a beneficial purpose for users but rather was created to benefit another website.</p> <p>As with many deceptive websites, there is no information about who is responsible for this website.</p> |


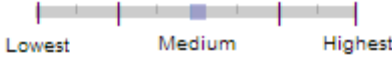

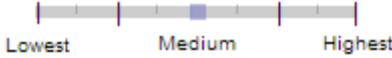
8.0 Medium Quality Pages


In this section, we will describe pages that should get the **Medium** quality rating. **Medium** pages have a beneficial purpose and achieve their purpose.





There are two types of **Medium** quality pages:

| Type of Medium Page | Discussion |
|--|---|
| Nothing wrong, but nothing special | The page achieves its purpose, however, it does not merit a High quality rating, nor is there anything to indicate that a Low quality rating is appropriate. |
| Mixed with strong High quality rating characteristics | The page or website has strong High quality rating characteristics, but also has mild Low quality characteristics. The strong High quality aspects make it difficult to rate the page Low . |

8.1 Examples of Medium Quality Pages

| Webpage/Type of Content | Medium Quality Characteristics | PQ Rating and Explanation |
|---|--|--|
| Medium: Encyclopedia Wikipedia article about baroque pearls | <ul style="list-style-type: none"> Nothing wrong, but nothing special |  <p>This is a short Wikipedia article about baroque pearls, a fairly narrow topic. This page is OK for its purpose, but it doesn't display characteristics associated with a High rating.</p> |
| Medium: Humor Page from a humorous site | <ul style="list-style-type: none"> Nothing wrong, but nothing special |  <p>This page is from a humorous site that encourages users to post photos with mouths drawn on them. This page is OK for its purpose, but it doesn't display characteristics associated with a High rating.</p> |
| Medium: Entertainment 1 Article about "Keeping Up with the Kardashians" show | <ul style="list-style-type: none"> Nothing wrong, but nothing special |  <p>This page is on a website dedicated to entertainment news. This page is OK for its purpose, but it doesn't display characteristics associated with a High rating.</p> |
| Medium: Entertainment 2 Article about Miley Cyrus | <ul style="list-style-type: none"> Nothing wrong, but nothing special |  <p>This page is from a news/entertainment website. This page is OK for its purpose, but it doesn't display characteristics associated with a High rating.</p> |

| Webpage/Type of Content | Medium Quality Characteristics | PQ Rating and Explanation |
|---|---|---|
| Medium: Q&A Q&A page where a user is looking for advice on where to buy high quality women's clothing online | <ul style="list-style-type: none"> Nothing wrong, but nothing special |  <p>This Q&A page has a discussion of different online merchants. There is some everyday expertise, but it doesn't display characteristics associated with a High rating.</p> |
| Medium: Page with Error Message "Custom 404" page | <ul style="list-style-type: none"> Nothing wrong, but nothing special |  <p>This is an example of a "custom 404" page. These pages are designed to alert users that the URL they are trying to visit no longer exists. Some websites do a nice job of not only alerting users about a problem, but also giving them help.</p> <p>This page is on a well-known merchant website with a good reputation. However, this particular page displays the bare minimum of content needed to explain the problem to users, and the only help offered is a link to the homepage.</p> |
| Medium: Informational Page about propulsion on the "Quality Reasoning Group" section of a university's website | <ul style="list-style-type: none"> Mixed, but has some E-A-T Website has a good reputation Content is likely to be accurate and trustworthy because of the website, though no reference links are provided |  <p>Although this is a well-known, highly-respected university with a high quality site, this page is on a very specialized section of the university website. No author is listed and the page may have been a one-time project, possibly from a student, which is no longer maintained.</p> |
| Medium: Lyrics Song lyrics for the song "Never You/Fear Love" | <ul style="list-style-type: none"> Nothing wrong, but nothing special |  <p>There are many lyrics websites that have similar content. This page is OK for its purpose, but it doesn't display characteristics associated with a High rating.</p> |
| Medium: Recipe 1 Mexi-Chicken Casserole on a newspaper website | <ul style="list-style-type: none"> Nothing wrong, but nothing special |  <p>This recipe was contributed by an author of cookbooks. However, the page has no SC related to the purpose of the page, such as reviews or links to other recipes, etc. This page is OK for its purpose, but it doesn't display characteristics associated with a High rating.</p> |

| Webpage/Type of Content | Medium Quality Characteristics | PQ Rating and Explanation |
|---|--|--|
| Medium: Recipe 2 Recipe for cherry-topped cake | <ul style="list-style-type: none"> Nothing wrong, but nothing special |  <p>This website is known for high quality content about animals and the environment. This particular page has a recipe for kids. There isn't much MC or SC. This page is OK for its purpose, but it doesn't display characteristics associated with a High rating.</p> |
| Medium: Video Video of a kitten meowing a lot | <ul style="list-style-type: none"> Nothing wrong, but nothing special |  <p>This is a professionally-created video of a cute kitten meowing. This page is OK for its purpose, but it doesn't display characteristics associated with a High rating.</p> |
| Medium: Forum 1 Forum page on an online auction website. A user is looking for help choosing a product category. | <ul style="list-style-type: none"> Mixed, but with some redeeming qualities |  <p>The relative lack of MC is balanced a bit by the expertise of this forum. This forum is dedicated to this kind of question.</p> |
| Medium: Forum 2 Forum page on a dance website. A user is looking for advice on how to wash ballet shoes. | <ul style="list-style-type: none"> Mixed, but with some redeeming qualities |  <p>This forum is about dance topics, and many pages have expertise from a community of ballet dancers. On this particular page, participants have everyday experience washing ballet shoes and make recommendations based on their own experiences.</p> <p>This page is "mixed" because there is some distracting content that makes it hard to read the MC. However, this is not a beauty contest! Even though the page may be cluttered, there is some valuable everyday expertise and helpful MC, making Medium a good rating for this page.</p> |

9.0 Page Quality Rating Tasks

At first, PQ rating may seem difficult. There are several aspects of the page and the website to look at and think about. This type of rating takes practice. Rereading sections of these guidelines and thinking about the examples may help when you encounter difficult rating tasks.

Important: Do not struggle with each PQ rating. Please give your best rating and move on. If you are having trouble deciding between two ratings, use the lower rating. If you are torn between three ratings, choose the one in the middle.

Do not consider the country or location of the page or website for PQ rating. For example, English (US) raters should use the same PQ standards when rating pages from other English language websites (UK websites, Canadian websites, etc.) as they use when rating pages from U.S. websites. In other words, English (US) raters should not lower the PQ rating because the page location (UK, Canada) does not match the task location.

These guidelines are specific to “regular” webpages. Occasionally, you may be asked to rate a landing page that is not a webpage. For example, you may be asked to rate a PDF file, a PNG or JPEG image file, etc. When the landing page of the URL is not a webpage, some of the criteria in these guidelines may not apply. In this case, please use your judgment.

Finally, this Page Quality Rating Guideline does not completely cover every aspect of page quality. If you find pages that you truly believe to be **High** or **Low** quality, please rate them as such, even if the reason is based on something not covered in this document. Please use the comment section to explain your reasoning. As always, use your judgment.

9.1 Instructions for Rating Page Quality Tasks

The Page Quality task page is broken up into several parts:

1. Some initial questions about the task landing page.
2. A “PQ grid” to record your observations about PQ characteristics of the landing page.
3. The Overall PQ rating slider which records your Overall PQ rating.
4. A comment box to explain your rating.

Some results to the initial questions will end the task early. If the page is Porn, Foreign Language, Did Not Load, or consists of restricted or inaccessible MC (e.g., subscription is required to view MC), you will not fill in the PQ grid or assign an overall rating.

- Foreign Language should not be used when the language on the landing page is in the task language, a language that is commonly used by a significant percentage of the population in the task location, or English.
- Did Not Load should be used for pages where there is absolutely no content on the page created by the website. There is no MC, SC, or Ads on the page. See this [Wikipedia article](#) for descriptions of different types of error messages.

Similarly, if you respond that the page is malicious, harmful, deceptive, or lacking in purpose, you will also not fill in the PQ grid or assign an overall rating.

The PQ grid is designed to be your “note pad.” It allows you to record your observations about the landing page and the website it belongs to.

9.2 Reputation and E-A-T: Website or the Creators of the Main Content?

You must consider the reputation and E-A-T of both the website and the creators of the MC in order to assign a Page Quality rating.

The reputation and E-A-T of the creators of the MC is extremely important when a website has different authors or content creators on different pages. This is true of forum and Q&A pages, news websites, or websites that have user-generated content, such as YouTube, Twitter, etc. The reputation and E-A-T assessment for pages on these types of websites may differ drastically depending on what page you are evaluating. There are **Highest** quality YouTube videos created by highly reputable and expert content creators, as well as **Lowest** quality YouTube videos created with a dangerous lack of E-A-T on YMYL topics.

Important: Research the reputation and E-A-T of both the website and the creators of the MC. If either are lacking for the purpose of the page, the **Low** or **Lowest** rating is appropriate.

10.0 Page Quality Criteria for Specific Types of Pages

10.1 Ratings for Encyclopedia Pages

There are many encyclopedia-type websites. Some are highly-respected publications that are standard references, while some are websites with content created and edited by anonymous users, with no editorial oversight or fact checking. We may not always know the author of the specific encyclopedia article, and therefore must rely on website reputation research to determine the E-A-T of the article. High and Highest quality ratings should only be used for encyclopedias with very good reputations for accuracy and expertise, where the article itself is well-researched with appropriate references cited.

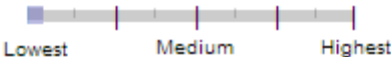
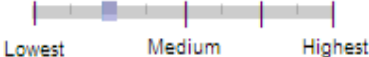

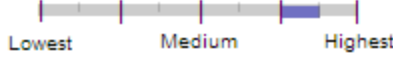
A note about Wikipedia: in general, the website has a good reputation and is a very popular resource that is generally valued for accuracy. However, there is no single author or organization that vouches for the accuracy of Wikipedia articles, and the quality of pages varies. You should perform page-level checks on individual articles.

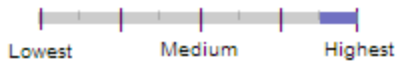
A Wikipedia article on a non-YMYL topic ([example](#)) with a satisfying amount of accurate information and trustworthy [external references](#) can usually be rated in the High range. Some Wikipedia articles may even be rated higher, although remember that a high level of expertise is required for YMYL topics. A PQ rating in the Medium range is often appropriate for pages with less extensive MC and external references. Naturally, Wikipedia articles with very little MC should get lower PQ ratings. Factual inaccuracy is a sufficient reason for a **Low** or **Lowest** rating.

10.2 Ratings for Pages with Error Messages or No MC

Some pages are temporarily broken pages on otherwise functioning websites, while some pages have an explicit error (or custom 404) message. In some cases, pages are missing MC as well. Please think about whether the page offers help for users—did the webmaster spend time, effort, and care on the page?

Here are some examples.

| Webpage/Type of Content | Characteristics of the Page | PQ Rating and Explanation |
|--|---|--|
| Deliberately created with no MC | <ul style="list-style-type: none"> Large amount of prominent Ads and no attempt to help users |  <p>This is an example of a page with no MC. You might think that the MC is “missing” due to a problem with this particular page, but in fact, this website has hundreds of pages that look the same—no MC, just Ads. This website shows Ads with little or no attempt to help users, and should be rated Lowest quality.</p> |
| Page didn't fully load and has no MC | <ul style="list-style-type: none"> No MC (probably due to a temporary technical error) Sufficient SC Positive reputation |  <p>This page has no MC and no error message. It is an isolated example of a page with no MC or error message on a website for a reputable newspaper for a town in Michigan. All of the navigation links work, and the page was later fixed.</p> |
| Error page with custom 404 message 1 | <ul style="list-style-type: none"> Nothing wrong, but nothing special |  <p>This is an example of a “custom 404” page, alerting users that the URL they are trying to visit no longer exists. Some websites do a nice job of alerting users about a problem and providing helpful tips.</p> <p>This page is on a well-known merchant website with a good reputation. However, this particular page displays the bare minimum of content needed to explain the problem to users, and the only helpful content is a link to the homepage.</p> |
| Error page with custom 404 message 2 | <ul style="list-style-type: none"> A satisfying amount of high quality MC for its purpose Helpful SC that improves the user experience Positive reputation |  <p>This is an example of a “custom 404” page, alerting users that the URL they are trying to visit no longer exists. This website does a nice job of explaining the issue and providing helpful tips, including a search box.</p> |

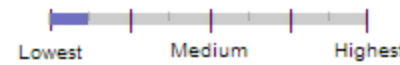
| Webpage/Type of Content | Characteristics of the Page | PQ Rating and Explanation |
|--|--|---|
| Error page with custom 404 message 3 | <ul style="list-style-type: none"> • A satisfying amount of high quality MC for its purpose • Helpful SC that improves the user experience • Very positive reputation |  <p>This is an example of a “custom 404” page. These pages are designed to alert users that the URL they are trying to visit no longer exists. The MC of this page is the cartoon, the caption, and the search functionality, which is specific to the content of the website. It is clear that time, effort, and talent was involved in the creation of the MC.</p> <p>This publication has a very positive reputation and is specifically known for its cartoons, which allows us to go as high as High+ to Highest.</p> |

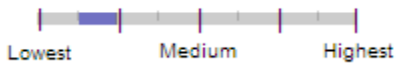
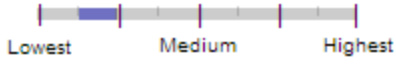
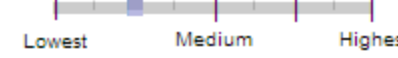
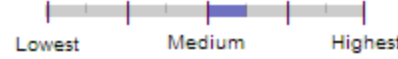
10.3 Ratings for Forums and Q&A pages

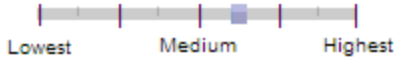
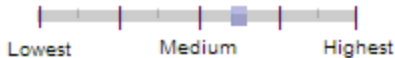

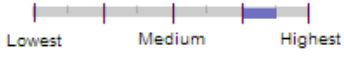
Ratings for forum and Q&A pages can be challenging. The most important aspect is the E-A-T of the participants in the discussion, which can be difficult to judge. Keep in mind the following:

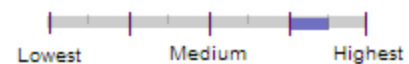
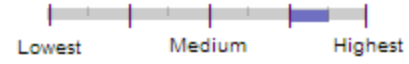
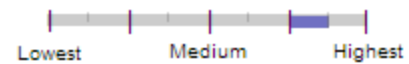
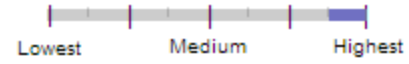
- The Main Content on forum and Q&A pages includes both the question as well as the answers/responses and resulting discussions.
- Rate forum and Q&A pages from the point of view of a user who visits the page, rather than a participant involved in the discussion.

Here are some examples.

| Webpage/Type of Content | Characteristics of the Page | PQ Rating and Explanation |
|--|--|---|
| Q&A page about chest pains and smoking | <ul style="list-style-type: none"> • Page with inaccurate and potentially dangerous medical advice about a YMYL topic |  <p>Information about chest pain and smoking could significantly impact people's decisions to seek medical treatment. This page is on a YMYL topic.</p> <p>This page must be evaluated from the point of view of a user visiting this page from a search engine, rather than a participant. The question is poorly worded and difficult to understand. The answers are poorly worded and have incorrect and potentially dangerous medical advice, making it lowest quality MC.</p> |

| Webpage/Type of Content | Characteristics of the Page | PQ Rating and Explanation |
|---|---|--|
| Q&A page with unanswered question | <ul style="list-style-type: none"> Misleading page design Unsatisfying amount of MC for the purpose of the page |  <p>In addition to having no answer, this page has Ads and links to other questions (misleadingly labeled as “Relevant answers”) displayed prominently, which users may mistake for answers to the question. It takes a moment to notice that this page actually has no answer. Deceptive design and lack of an answer make this page a frustratingly poor user experience and cause this page to completely fail to achieve its purpose.</p> |
| Q&A page about a 2002 Volvo part | <ul style="list-style-type: none"> Misleading page design Unsatisfying amount of MC for the purpose of the page |  <p>In this example, the MC is boxed in red. Please read the MC, including the completely unhelpful “answer” to the question in the red box. This answer is so unhelpful, we can consider this question to be unanswered. This page has an unsatisfying amount of MC.</p> <p>In addition to a very unhelpful “answer,” the page design makes it difficult to distinguish the MC from Ads. For example, below the answer, we see a “sponsored answer,” which has the same format as the real answer, but is actually an Ad and not an answer to the question. This page design is somewhat misleading.</p> |
| Q&A page about a game console issue | <ul style="list-style-type: none"> Unsatisfying amount of MC for the purpose of the page |  <p>Some websites rely on users to create virtually all of their MC. In this case, the MC is the user’s question. If there are no answers, the amount of MC on the page is unsatisfying.</p> |
| Forum page on how to wash ballet shoes | <ul style="list-style-type: none"> Mixed, but with some redeeming qualities |  <p>This forum is about dance topics, and many pages have expertise from a community of ballet dancers. On this particular page, participants have everyday experience washing ballet shoes and make recommendations based on their own experiences.</p> <p>This page is “mixed” because there is some distracting content that makes it hard to read the MC. However, this is not a beauty contest! Even though the page may be cluttered, there is some valuable everyday expertise and helpful MC, making Medium a good rating for this page.</p> |

| Webpage/Type of Content | Characteristics of the Page | PQ Rating and Explanation |
|---|--|---|
| Q&A page about whether a Roomba will work | <ul style="list-style-type: none"> Everyday expertise for the purpose of the page |  <p>Many participants share their personal experiences with these products, giving details such as how well certain models work with pet hair. There are many descriptions of participants' own experiences with this product and how well it works for them.</p> |
| Q&A page about interviewing at Build-A-Bear | <ul style="list-style-type: none"> Everyday expertise for the purpose of the page |  <p>Information about a job interview could significantly impact a person's financial security. This is a YMYL topic.</p> <p>The answer on this page is written by an employee of Build-A-Bear, so it offers a somewhat unique and presumably somewhat expert answer.</p> <p>The page design allows users to read the MC as the Ads are clearly labeled, as well as both the question and answer.</p> |
| Forum post on the magic loop technique in knitting | <ul style="list-style-type: none"> High level of E-A-T for the topic and purpose of the page |  <p>The person who posted the first message on this forum page provides a helpful resource on how to master the magic loop technique in knitting. She also shares pictures of her own version using an old pair of blue jeans. With over 20 years of experience knitting socks, we would consider her to be an expert on the topic.</p> |
| Q&A page about how long most cancer patients live | <ul style="list-style-type: none"> Everyday expertise A satisfying amount of high quality MC |  <p>How long a person may live with a disease could significantly impact life decisions. This is a YMYL topic.</p> <p>This is a Q&A page on a medical question that is well answered by non-experts with life experience. There are many responses describing how long a loved one lived after diagnosis. The focus of the page is experience, not medical advice. Many responses are based on personal experience and are helpful for this topic.</p> |

| Webpage/Type of Content | Characteristics of the Page | PQ Rating and Explanation |
|---|---|--|
| Forum page on authenticating a purse | <ul style="list-style-type: none"> High level of E-A-T for the topic and purpose of the page A satisfying amount of high quality MC |  <p>This forum is well-known for discussions on luxury designer purses. On this particular forum page, members are consulting forum experts who have expertise authenticating bags from this brand. These experts can tell if a particular bag is authentic or fake. While there is an ad at the top and a few ads within the forum message, it does not distract from the MC, which is easy to find.</p> |
| Forum page on KPIs to track | <ul style="list-style-type: none"> High level of E-A-T for the topic and purpose of the page A satisfying amount of high quality MC |  <p>This forum is well-known for its community of experts on quality assurance. The responses are authoritative and trustworthy for the purpose of the page. While there are Ads on the page, it is easy to find the MC and they are clearly labeled as “Sponsored Link.”</p> |
| Forum page on landscaping an aquarium | <ul style="list-style-type: none"> High level of E-A-T for the topic and purpose of the page A satisfying amount of high quality MC |  <p>This discussion focuses on landscaping for a particular paludarium (an aquarium with terrestrial and aquatic elements). There is a lot of discussion and interaction between forum members about the types of materials and species used in the aquarium. The posts show expertise in the niche topic of aquarium landscaping.</p> |
| Q&A page on abbreviations | <ul style="list-style-type: none"> Very high level of E-A-T for the purpose of the page Very positive reputation, and the website is responsible for all content on the website |  <p>The purpose of the page is to answer questions about the usage of abbreviations. This website has a very good reputation as a reference for information on writing, publishing, etc. It is considered highly authoritative and trustworthy for the topic of the page.</p> |

11.0 Page Quality Rating FAQs

| Question | Answer |
|---|---|
| Why do we have to do all these steps? This takes a long time! | With practice, the amount of time needed for accurate PQ ratings will decrease. The steps are important and are designed to help you assess many different aspects of PQ. You may be surprised by what you find. Pages that initially look Low quality may turn out to be Medium or High quality with careful inspection. The reverse may happen as well. We want your most informed, thoughtful opinion. |
| Are we just giving High quality ratings to pages that “look” good? | No! The goal is to do the exact opposite. These steps are designed to help you analyze the page without using a superficial “does it look good?” approach. |
| You talked about expertise when rating MC. Does expertise matter for all topics? Aren't there some topics for which there are no experts? | <p>Remember that we are not just talking about formal expertise. High quality pages involve time, effort, expertise, and talent/skill. Sharing personal experience is a form of everyday expertise.</p> <p>Specifically for content creators, everyday expertise can be assessed based on the talent/skill level depicted in the MC (e.g., great hair-styling advice, painting/crafting abilities, skillful home/DIY work, etc.). In cases where the content creator is not demonstrating formal or everyday expertise but is not doing any harm, Medium is an appropriate rating.</p> <p>Pretty much any topic has some form of expert, but E-A-T is especially important for pages on YMYL topics.</p> <p>For most page purposes and topics, you can find experts even when the field itself is niche or non-mainstream. For example, there are expert alternative medicine websites with leading practitioners of acupuncture, herbal therapies, etc. There are also pages about alternative medicine written by people with no expertise or experience. E-A-T should distinguish between these two scenarios.</p> <p>One final note: if the page is harmful to people or society, untrustworthy, or spammy as specified in these guidelines, expertise doesn't matter. It should be rated Lowest.</p> |
| Aren't there some types of pages or topics, such as celebrity gossip, that always have Low quality content? | <p>For almost any type of page or informational topic, there is a range of content quality. Remember that high quality content is defined as content that takes time, effort, expertise, and talent/skill.</p> <p>For example, there are both High and Low quality celebrity gossip pages. Often, the purpose of these pages is to share scandalous, but potentially true personal information about celebrities. We can consider the MC of a gossip page to be high quality if it is accurate and interesting information from a reliable source.</p> <p>Pages that are harmful to people or society, untrustworthy, or spammy as specified in these guidelines should be rated Lowest quality, regardless of their topic.</p> |
| I've never seen a High quality page of type X. If there are no high quality pages of this type, why are we giving existing pages a Low quality rating? | For some topics or types of pages, there may not be many (or any!) High quality pages now, but there may be in the future. We need a uniform set of standards that apply to all pages, even for pages that have not yet been created. |

| Question | Answer |
|--|---|
| Some of these criteria seem unfair. For example, some art pages do not have a purpose. Are these pages Low quality? | Art pages do have a purpose: artistic expression. Pages created for artistic expression do not deserve the Low quality rating simply because they have no other purpose. Artistic expression, humor, entertainment, sharing photos and videos, etc. are all valid and valued page purposes. |
| If I have to open the task URL on my phone, can I check for E-A-T on my desktop/laptop? | Yes! More intensive analysis on the website (e.g., researching E-A-T) can be done on your computer. Any time that using your computer will help you complete the task, feel free to use it. |
| How should interstitials factor into my rating? | Sometimes clicking on the task URL will bring up an interstitial page. You can ignore this page in your rating criteria if you can easily get to the MC. However, if the interstitial makes it extremely hard (or impossible) to get to the MC and evaluate how well the page achieves its purpose, that should factor into your Page Quality rating. |

Part 2: Understanding Search User Needs

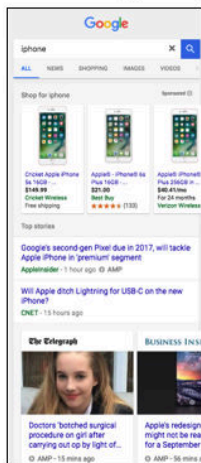
12.0 Understanding Search Users, Queries, and Results

Why do people search the Internet?

People use Internet search engines to perform many different tasks in different environments using different types of devices, such as mobile phones, tablets, laptops, or computers. Keep in mind that searches can be simple or complex, and the underlying task that a person is trying to accomplish may take multiple steps to complete. For example, a simple task may be to find the director of a movie. A complex task may be to find a movie's showtimes nearby, purchase tickets, and get directions to go to the theater. Overall, search engines should make it easy for people to complete tasks by surfacing helpful results right away.

12.1 Important Rating Definitions and Ideas

SERP for [iphone]



Query: This refers to the text that a user types or the audio a user speaks into a device. In these guidelines, queries have square brackets around them. If a user says “coffee shops near me,” we display: [coffee shops near me]. If a user types “flights to New York” in the search box, we display: [flights to New York].

There are many different types of queries because people use their devices to do many things, from searching for specific websites to looking for answers to specific questions to browsing videos for inspiration.

User: The user is the person trying to find information or accomplish a task. Keep in mind that users are people from all over the world: people of all ages, genders, races, religions, political affiliations, etc.

User Intent: When a person types or speaks a query, he or she is trying to accomplish something. We refer to this goal as the user intent.

Locale: All queries have a locale, which is the language and region for the task. Regions are represented by a two-letter country code, for example, “US” in the locale “English (US)”. For a current list of country codes, [click here](#). We sometimes refer to the locale as the task location.

User Location: Sometimes more specific information about the location of the person searching is provided, usually a city or state. In rating tasks, this information may be shown on a map.

Search Engine Results Page (SERP): The page a search engine shows after a user enters a query in the search box. The SERP is made up of **result blocks**.

Result: We will use the word **result** to refer to the result block *and* the landing page.

- **Result Block:** This is an individual “block” that appears on the user’s device in response to the query. The result block may display information in the block itself or contain links, or may do both.
- The **Landing Page (LP)** is the page you see after you click a link in the result block.

12.2 Understanding the Query

Understanding the query is the first step in evaluating the task. Remember, a query is what a user types or speaks into their device.

Some tasks include a query research link, which you should use if you don’t understand the query or user intent. Otherwise, please do web research using Google or an online dictionary or encyclopedia. If you still don’t understand the query or user intent, please release the task.

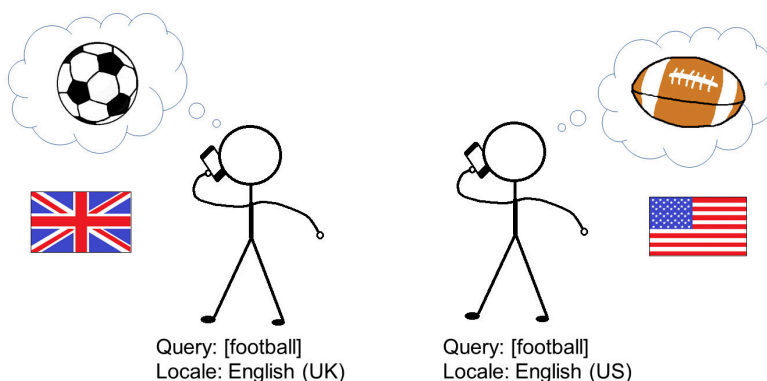
Important: If you research the query on Google, please do not rely on the top results on the SERP. A query may have other meanings not represented on Google’s search results pages. Do not assign a high rating to a webpage just because it appears at the top of a list of search results on Google.

Think about users in your locale typing or speaking the following queries into their phone.

| Query | Likely User Intent |
|-------------------------------------|--|
| [population of paris], English (US) | Find the current population of Paris, France. |
| [starbucks near me], English (US) | Find the nearest Starbucks location. |
| [weather], English (US) | Find weather information in the user location right now. |

12.3 Locale and User Location

All queries have a task language and task location (referred to in rating tasks as the “Locale”). The locale is important for understanding the query and user intent. Users in different locales may have different expectations for the same query.



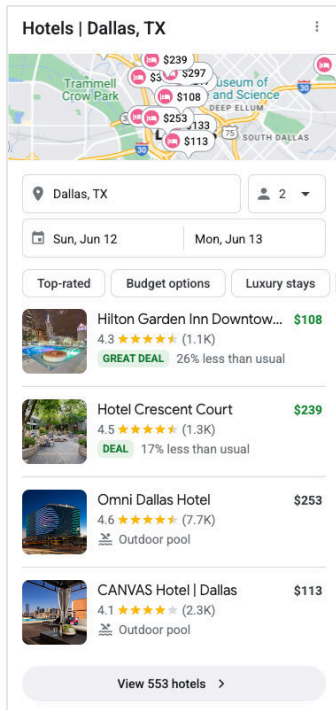
Some tasks show a user location in addition to a locale.

However, for many or most queries in a given locale, the user location does not change our understanding of the query and user intent. Here are some examples: [facebook.com], [pictures of kittens], [distance between the earth and the moon].

When is the locale or user location important in understanding query interpretation and user intent? Please use both web research and your personal judgment to answer this question. Ask yourself, “Would people in one city or country be looking for something different than people in another city or country?”

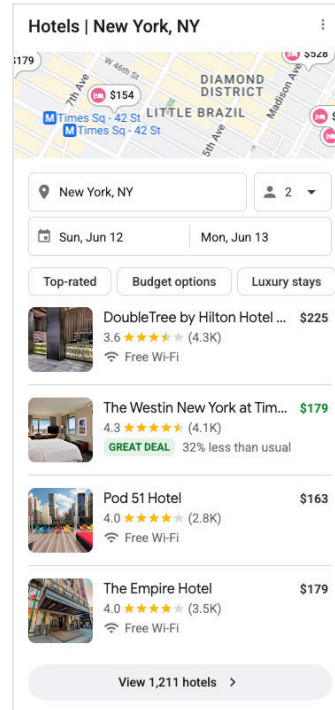
12.4 Queries with an Explicit Location

Sometimes people tell search engines exactly what kinds of results they are looking for by adding the desired location in the query, regardless of their own location. We'll call this location inside the query the “explicit location.” The explicit location makes queries much easier to understand and interpret.



“My mom is coming to visit. I need to find a hotel for her nearby”

Query: [Dallas hotels]
Locale: English (US)
User Location: Dallas, TX
Explicit Location: Dallas



“I need a hotel for my trip to New York”

Query: [New York hotels]
Locale: English (US)
User Location: Dallas, TX
Explicit Location: New York

Sometimes the explicit location matches the user location or locale, and sometimes it doesn't.

When there is an explicit location in the query, pay attention to it! People use explicit locations to indicate exactly what they are looking for.

12.5 Queries with Multiple Meanings

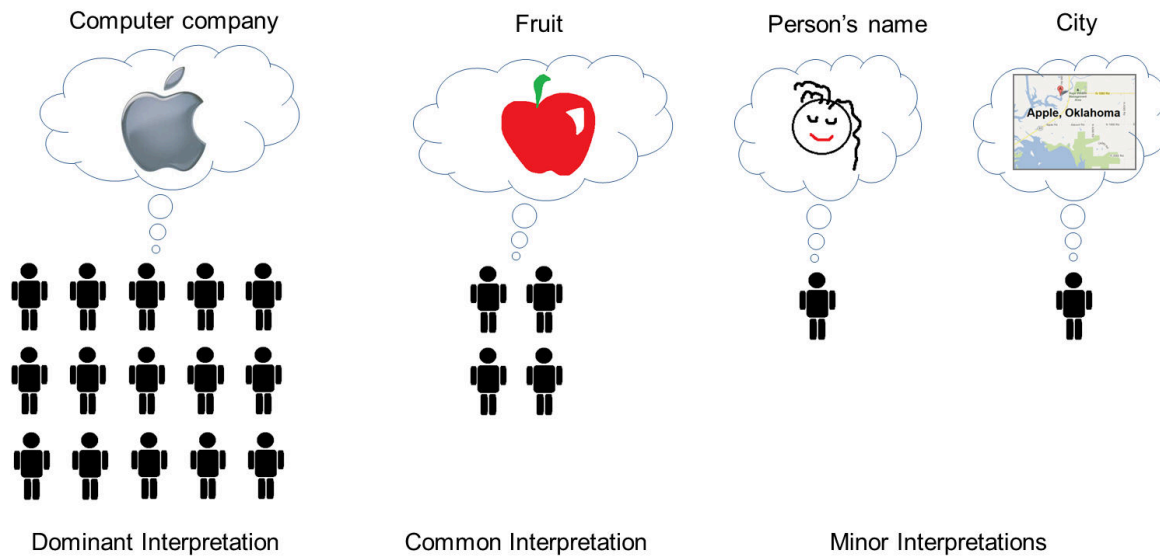
Many queries have more than one meaning. For example, the query [apple] might refer to the computer brand or the fruit. We will call these possible meanings **query interpretations**.

Dominant Interpretation: The *dominant interpretation* of a query is what most users mean when they type the query. Not all queries have a dominant interpretation. The dominant interpretation should be clear to you, especially after doing a little web research.

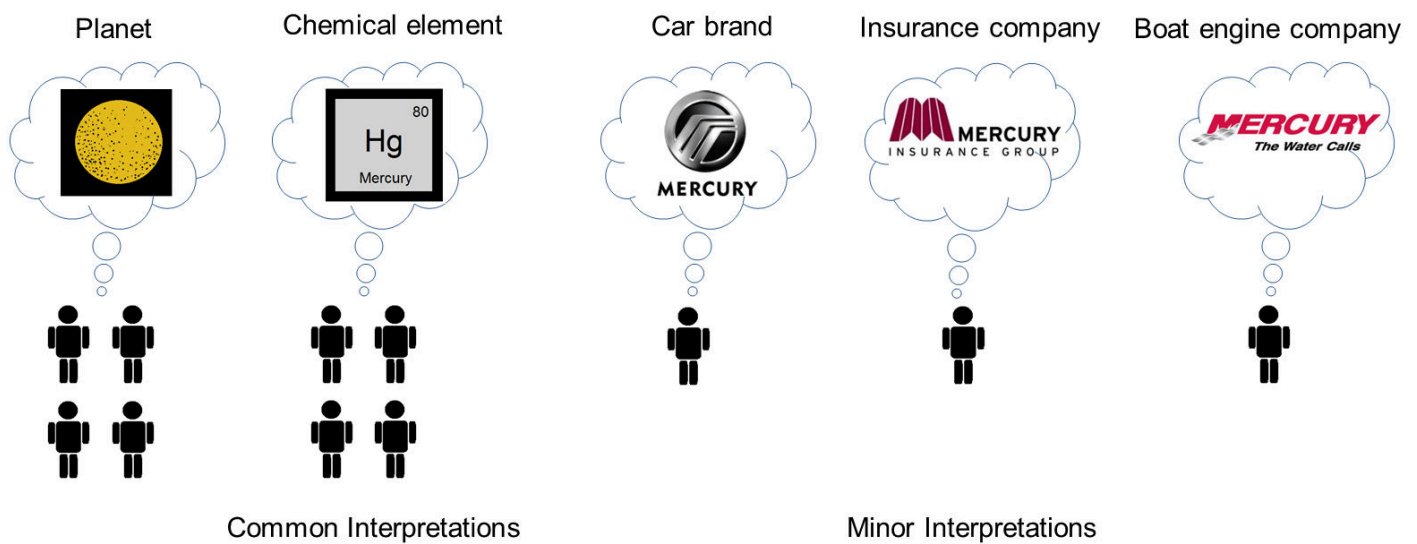
Common Interpretation: A *common interpretation* of a query is what many or some users mean when they type a query. A query can have multiple common interpretations.

Minor Interpretations: Sometimes you will find less common interpretations. These are interpretations that few users have in mind. We will call these *minor interpretations*.

Query: [apple]
Locale: English (US)







Query: [mercury]
Locale: English (US)



12.6 Query Meanings Can Change Over Time

Remember to think about the query and its current meaning as you are rating. We will assume users are looking for current information about a topic, the most recent product model, the most recent occurrence of a recurring event, etc., unless otherwise specified by the query.

| User in 1994 | User in 2004 |
|--|---|
|  <p>Query: [George Bush] Locale: English (US)</p> <p>41st US president</p> |  <p>Query: [George Bush] Locale: English (US)</p> <p>43rd US president</p> |

| User in 2007 | User in 2022 |
|---|---|
|  <p>Query: [iphone] Locale: English (US)</p> <p>iphone 1</p> |  <p>Query: [iphone] Locale: English (US)</p> <p>iphone 13</p> |

The interpretation of the query [iphone], English (US) has changed over time as new iPhone models are released. The first iPhone was introduced in 2007. Users searching for [iphone], English (US) at that time were looking for the new (at the time) first iPhone model. Most users now are looking for the most recent or upcoming iPhone model. In the future, new models will come out and the dominant interpretation will change again.

12.7 Understanding User Intent

It can be helpful to think of queries as having one or more of the following intents.

- **Know** query, some of which are **Know Simple** queries
- **Do** query, when the user is trying to accomplish a goal or engage in an activity
- **Website** query, when the user is looking for a specific website or webpage
- **Visit-in-person** query, some of which are looking for a specific business or organization, some of which are looking for a category of businesses

12.7.1 Know and Know Simple Queries

The intent of a **Know** query is to find information on a topic. Users want to **Know** more about something.

Know Simple queries are a special type of **Know** query. **Know Simple** queries seek a very specific answer, like a fact, diagram, etc. This answer has to be correct and complete, and can be displayed in a relatively small amount of space. As a general rule, if most people would agree on a correct answer, and it would fit in 1-2 sentences or a short list of items, the query can be called a **Know Simple** query.

Know Simple queries may be questions such as [how tall is barack obama]. Frequently, **Know Simple** queries do not have question words. For example, [barack obama height] has the same user intent as [how tall is barack obama], but is not in a question format.

Most queries are *not* **Know Simple** queries, such as:

- Broad, complex, and/or in-depth informational queries that do not have a short answer
- Ambiguous or unclear informational queries
- Informational queries on controversial topics
- Informational queries with no definitive “right answer”
- Queries where different users may want different types of information, or different sources of information

Here are some examples where the **Know Simple** query asks for a simple fact, which can be answered correctly and completely in a small amount of space, and the **Know** query answer is more complex.

| Know Simple Query | Know Query | Explanation |
|---|--|--|
| [barack obama height] [how tall is obama] | [barack obama] | The Know query is a broad information query and different users may be looking for different things (e.g., biography, books, social media posts, etc.). |
| [new york city population 2013] | [new york city] | The Know query is a broad information query and different users may be looking for different things (e.g., tourist and trip planning information, facts, photographs, history). |
| [who is graves disease named after] | [graves disease] | The Know query is a broad query for medical information and different users may have different needs. There is no single “answer” for this query. |
| [macy’s store hours] | [macy’s gift wrap options] | The Know query is a broad query for a particular service offered by a department store, and does not have a short answer. |
| [what is the symbol for the element nickel] | [what nickel is used for] | The Know query is a broad query and there is no short, complete answer. |
| [who won the 2014 bcs national championship game] | [who is going to win the bcs national championship game] | The Know query asks for an opinion and there is no definitive answer. |
| [what is starbucks stock price] | [should i invest in starbucks stock] | Even though the Know query is theoretically a yes/no question, there is not a single answer that everyone would agree on. |
| [weather] | [how do people predict the weather] | <p>The query [weather] may seem like a broad information query, but most people likely have a fairly simple informational need: to find the current or upcoming temperature, and the chance of local weather events such as rain or snow. Therefore, consider queries like [weather], [weather today], [weather tomorrow], [weather this week] to be Know Simple queries.</p> <p>In contrast, the Know query is a broad information query and different users may be looking for different things.</p> |

12.7.2 Do Queries

The intent of a **Do** query is to accomplish a goal or engage in an activity. The goal or activity may be to download, to buy, to obtain, to be entertained by, or to interact with a website or app. Users want to **Do** something.

Here are some examples.

| Query | Likely User Intent |
|---------------------------|---|
| [get my GED online] | Obtain U.S. high school equivalency diploma online. |
| [online personality test] | Take an online personality test. |
| [what is my bmi?] | Calculate BMI (body mass index). |
| [pay parking ticket] | Pay for a parking ticket. |
| [watch stranger things] | Watch the TV show “Stranger Things”. |

12.7.3 Website Queries

The intent of a **Website** query is to locate a specific website or webpage that users have requested. This single webpage is called the **target** of the query.

One type of **Website** query is a URL Query, which can be:

- Exact, perfectly-formed, working URLs, such as [http://www.ibm.com] or [www.ibm.com] or [ibm.com].
- Imperfect URL queries: Queries that look like URL queries, but are not “working URLs”. These URLs do not load if you type or paste them into your browser address bar. Even so, we believe users have a specific page in mind.

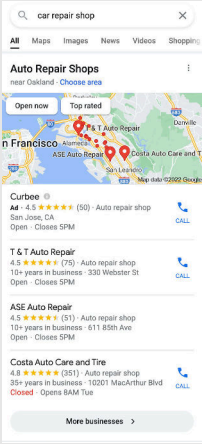
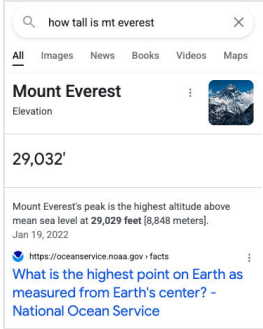
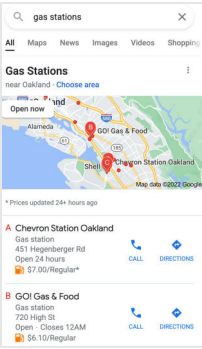
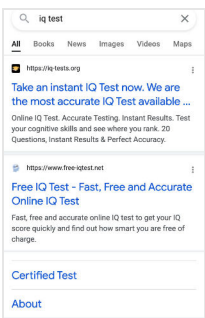
Here are some examples.

| Query | Likely User Intent |
|---|--|
| [reddit login] | View the login page for Reddit. |
| [tiktok] | View the TikTok website. |
| [yahoo mail] | View the Yahoo Mail website. |
| [walmart.com] | View the Walmart website. |
| [featherchair.com featherweight 13.5 lbs. wheelchair] | View the Featherweight 13.5 lbs. wheelchair product page on the Feather Chair website. |

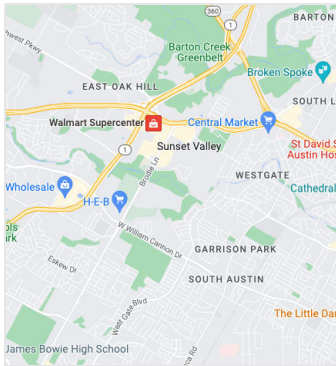
12.7.4 Visit-in-Person Queries and User Location

People use search engines to look for **Visit-in-Person** information, such as finding nearby coffee shops, gas stations, ATMs, restaurants, etc.

Some queries clearly “ask” for nearby information or nearby results (e.g., businesses, organizations, other nearby places). Some queries are not asking for nearby information or nearby results. Here are some examples.

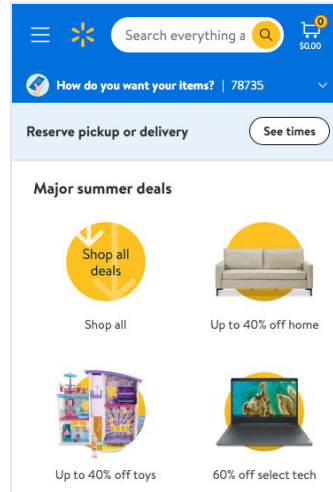
| Queries with Visit-in-Person Intent | Query with Non-Visit-in-Person Intent |
|--|--|
|  <p>“I want to find a car repair shop.”</p> <p>Query: [car repair shop] Locale: English (US)</p> |  <p>“How tall is Mount Everest?”</p> <p>Query: [how tall is mt everest] Locale: English (US)</p> |
|  <p>“I need to find a gas station right away!”</p> <p>Query: [gas stations] Locale: English (US)</p> |  <p>“I would like to take an IQ test online.”</p> <p>Query: [iq test] Locale: English (US)</p> |
| <p>More examples: [pizza], [yoga class], [grocery stores], [movie showtimes], [car repair], [dentists], [bank of america atm locations], [library near me]</p> | <p>More examples: [boston red sox], [scrabble cheat], [definition of sedentary], [aapl], [beyonce], [minecraft], [small dog breeds], [dance videos], [oscars], [silly jokes], [bank of america login]</p> |

And some queries could go either way. Some users may want nearby results and others may not.



“I want to go to a Walmart near me.”

Query: [walmart]
Locale: English (US)



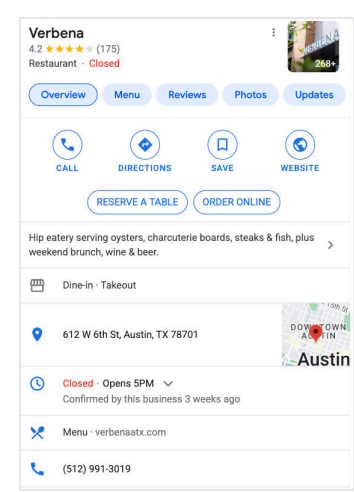
“I want to shop online on the Walmart website”

Query: [walmart]
Locale: English (US)

Here are some examples of queries with both visit-in-person and non-visit-in-person intent:

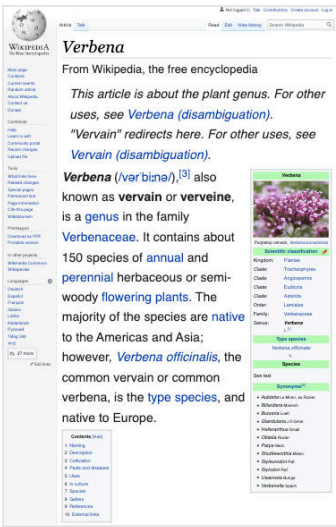
- [hotels]
- [post office]
- [h&m]
- [library]
- [bank of america]
- [the gap]

Sometimes, the user location can change our understanding of the query. For users close to Austin, Texas, the query [verbena] could have two different interpretations: a popular restaurant named Verbena or the plant verbena.



“What is the address of Verbena?”

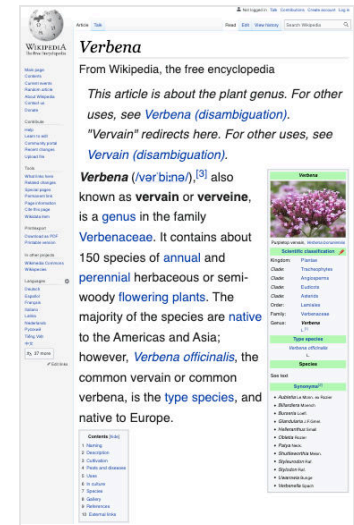
Query: [verbena]
Locale: English (US)
User Location: **Austin, TX**




“I want to learn more about the plant verbena.”

Query: [verbena]
Locale: English (US)
User Location: **Austin, TX**

In most other user locations, there is no restaurant (or anything else) named Verbena and there is just one interpretation of the query [verbena]: the plant. The Austin restaurant is not well-known outside of Austin, TX.



 “I want to learn more about the plant verbena.”

Query: [verbena]
Locale: English (US)
User Location: **Flint, MI**

Use your common sense when thinking about queries and whether they have possible visit-in-person intent.

12.7.5 Queries with Multiple User Intents

Many queries have more than one likely user intent. Please use your judgment when trying to decide if one intent is more likely than another intent.





| Query | Likely User Intent |
|-----------|--|
| [harvard] | Depending on the user need and location, users may want to visit the official homepage (Website), get directions (Visit-in-Person), or learn more about the school (Know). |
| [walmart] | Most users want to go to a nearby Walmart (Visit-in-Person) or view the homepage to shop online (Website). Some or few users may want to learn more information about the company (Know). |

12.8 Understanding Result Blocks

The following sections contain examples of different types of queries and results.

12.8.1 Web Search Result Block Examples

Web Search Result Blocks typically have a title link, a URL and a “snippet” of text describing the page. For many queries, Web Search Result Blocks are the most helpful type of result.

| Query and User Intent | Web Search Result Block |
|---|---|
| <p>Query: [cuisinart food processor reviews]</p> <p>User Intent: This is a Know query. The user wants to find recent reviews of Cuisinart food processors.</p> <p>Result: This is a Web Search Result Block that has a link to a landing page with Cuisinart reviews.</p> | <div> https://www.goodhousekeeping.com > ...</div> <h3>9 Best Food Processors of 2022, According to Kitchen Appliance Experts - Good Housekeeping</h3>  <p>Dec 9, 2021 — Ranking at the top of our tests, this 3-cup Cuisinart is a great do-it-all size: The chop and grind functions provide versatility to mince ...</p> <p>Approx. \$40 to \$1,499</p> |
| <p>Query: [broadway tickets]</p> <p>User Intent: This is a Know query or Do query. The user wants to search prices and/or purchase tickets to a Broadway show in New York City.</p> | <div> https://www.broadway.com</div> <h3>Broadway Tickets Broadway Shows Theater Tickets Broadway.com</h3> <p>The most comprehensive source for Broadway Shows, Broadway Tickets, Off-Broadway, London theater information, Tickets, Gift Certificates, Videos, ...</p>  <div>Shows Tickets The Broadway Show Company Ticket</div> |


12.8.2 Special Content Result Block Examples








Special Content Result Blocks (SCRBs) appear in the search results page, along with Web Search Result Blocks.

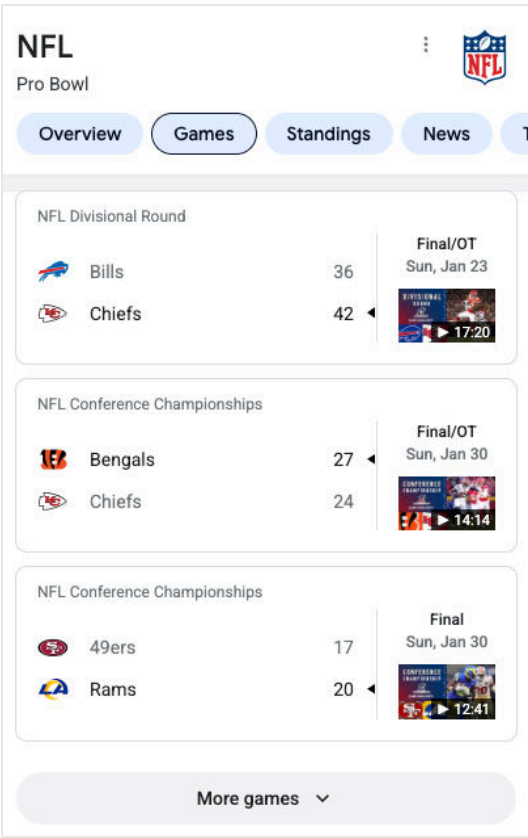
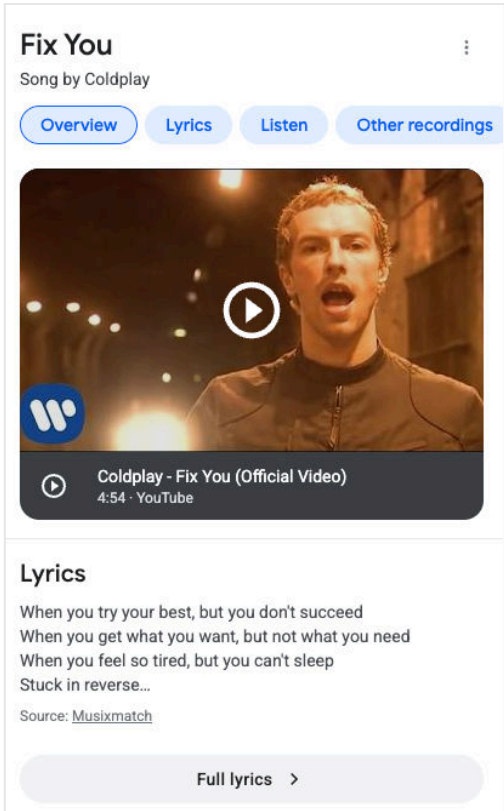
Special Content Result Blocks are designed to show content directly to users on the search results page. From working calculators to playable videos to interactive weather information, these results help users immediately get information or content. Some SCRBs may also have links to landing pages.


Important: Please assume that any interactive features work and function properly. Some notes:

- All result blocks are “screenshots” or images of search results with prominent links enabled. Unfortunately, a screenshot or image of an interactive result block will not function as it would for a real user. **For the purpose of rating, please assume that interactive result blocks do function as intended.** Try to interact with the result block as some links, buttons, or other features may work.
- There may be a delay between when the rating task is created and when you actually rate the block, causing some information in special content result blocks to be a few hours or even days out of date. Stock price or weather informational blocks are designed to give users extremely current and timely information. However, due to a delay in rating time, the information may no longer be accurate. Don't penalize a special content result block for being out of date. **Assume that the blocks show current information for users, unless instructed otherwise.**

| Query and User Intent | Special Content Result Block |
|---|--|
| <p>Query: [weather]</p> <p>User Location: Chicago, Illinois</p> <p>User Intent: This is a Know Simple query since users have a fairly simple informational need: find the current temperature and chance of rain or snow. The user wants to know the weather for the User Location.</p> <p>Note: Assume the block shows current information for users.</p> |  <p>The screenshot displays a weather forecast for Chicago, IL. At the top, it says 'Chicago, IL' and 'Fri, 5 PM, Snow showers'. The current temperature is 22°F. To the right, it lists 'Precip: 70%', 'Humidity: 73%', and 'Wind: 11 mph'. Below this is a timeline slider showing times from 7 PM to 3 PM. At the bottom, there is a 6-day forecast grid. The first column (FRI) shows a high of 27° and a low of 8° with a snow shower icon. The second column (SAT) shows a high of 20° and a low of 15° with a partly cloudy icon. The third column (SUN) shows a high of 32° and a low of 16° with a partly cloudy icon. The fourth column (MON) shows a high of 26° and a low of 17° with a partly cloudy icon. The fifth column (TUE) shows a high of 35° and a low of 32° with a rain icon. The sixth column (WED) shows a high of 31° and a low of 21° with a rain icon. The source 'weather.com' is at the bottom left, and a 'Feedback' link is at the bottom right.</p> |

| Query and User Intent | Special Content Result Block |
|--|---|
| <p>Query: [emma stone movies]</p> <p>User Intent: This is a Know query. The user wants to get information on movies with Emma Stone.</p> <p>Result: In this result block, users can immediately see some popular movies starring Emma Stone, with an option to click on the links to learn more about each movie. Users can also swipe to see a list of more movies.</p> | <div data-bbox="699 170 1247 919"> <p>Popular movies starring Emma Stone</p> <div>    </div> <div> 2021 2018 2017 </div> <p>Romantic movies starring Emma Stone</p> <div>    </div> <div> 2015 2015 2011 </div> <div> More movies ▾ </div> </div> |
| <p>Query: [calories in a banana]</p> <p>User Intent: This is a Know Simple query. The user wants to find out how many calories are in a banana.</p> | <div data-bbox="683 993 1242 1255"> <p>Banana / Energy Amount</p> <p>105 calories</p> <div> <input type="text" value="Bananas"/> </div> <div> <input (118="" 7-7="" 8"="" g)"="" long)="" to="" type="text" value="1 medium (7"/> </div>  </div> |

| Query and User Intent | Special Content Result Block |
|--|--|
| <p>Query: [NFL scores]</p> <p>User Intent: This is a Know query. The user wants to find the most recent National Football League scores.</p> |  <p>The image shows a screenshot of the NFL Pro Bowl page. At the top, there's a header with the NFL logo and tabs for Overview, Games, Standings, and News. Below this, there are three sections of game results:</p> <ul style="list-style-type: none"> NFL Divisional Round: Bills (36) vs Chiefs (42). A video thumbnail for the game is shown with a duration of 17:20. NFL Conference Championships: Bengals (27) vs Chiefs (24). A video thumbnail for the game is shown with a duration of 14:14. NFL Conference Championships: 49ers (17) vs Rams (20). A video thumbnail for the game is shown with a duration of 12:41. <p>At the bottom, there is a button labeled "More games" with a dropdown arrow.</p> |
| <p>Query: [coldplay fix you video]</p> <p>User Intent: This is a Do query. The user wants to watch the music video for the song "Fix You" by Coldplay.</p> <p>Result: By clicking on this result block, users can play the music video for the song, learn more about the artist/album, etc.</p> |  <p>The image shows a screenshot of the "Fix You" song page by Coldplay. At the top, there's a header with the song title and artist, and tabs for Overview, Lyrics, Listen, and Other recordings. Below this, there is a large video player showing the official music video for "Fix You" by Coldplay. The video player has a play button and a duration of 4:54. Below the video player, there is a section for the lyrics of the song. The lyrics are:</p> <p>When you try your best, but you don't succeed When you get what you want, but not what you need When you feel so tired, but you can't sleep Stuck in reverse...</p> <p>Source: Musixmatch</p> <p>At the bottom, there is a button labeled "Full lyrics" with a right arrow.</p> |

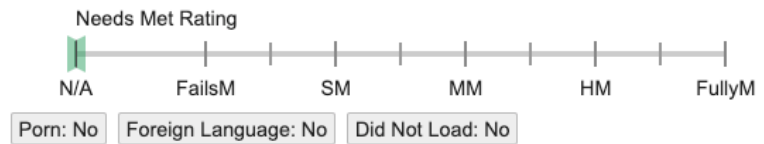
| Query and User Intent | Special Content Result Block |
|---|--|
| <p>Query: [what is the tallest tree]</p> <p>User Intent: This is a Know Simple query. The user wants to know what type of tree is the tallest.</p> | <div data-bbox="698 195 1201 852"><h3>Tallest tree</h3><p>The tallest trees in the world are redwoods (<i>Sequoia sempervirens</i>), which tower above the ground in California. These trees can easily reach heights of 300 feet (91 meters). Among the redwoods, a tree named Hyperion dwarfs them all. The tree was discovered in 2006, and is 379.7 feet (115.7 m) tall. Apr 17, 2013</p><p>https://www.livescience.com/2872...</p><p>What Is the World's Tallest Tree - Live Science</p></div> |

Part 3: Needs Met Rating Guideline

13.0 Rating Using the Needs Met Scale

There are many different kinds of queries and results, but the process of rating is the same: **Needs Met rating tasks ask you to focus on user needs and think about how helpful and satisfying the result is for the users.**

This is what the Needs Met rating slider looks like:



| Rating | Description |
|-------------------------------|--|
| Fully Meets (FullyM) | A special rating category, which only applies to certain queries and results. All or almost all users would be immediately and fully satisfied by the result and would not need to view other results to satisfy their need. |
| Highly Meets (HM) | Very helpful for many or most users. Some users may wish to see additional results. |
| Moderately Meets (MM) | Helpful for many users OR very helpful for some users. Some or many users may wish to see additional results. |
| Slightly Meets (SM) | Helpful for fewer users. There is a connection between the query and the result, but not a strong or satisfying connection. Many or most users would wish to see additional results. |
| Fails to Meet (FailsM) | Completely fails to meet the needs of the users. All or almost all users would wish to see additional results. |

Please note that you may assign **in-between** ratings. Use in-between ratings if you think the rating of a result falls between two labels. You can either drag the slider or click on the point that you want the slider to land on.

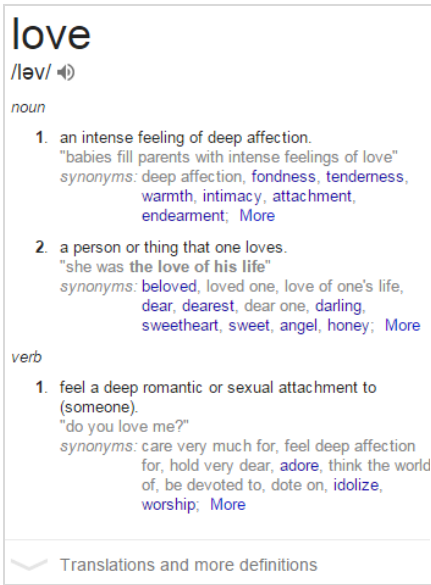
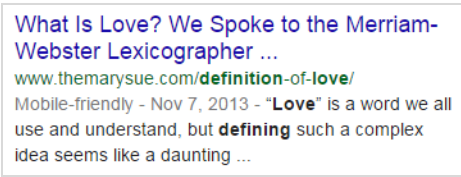
13.1 Rating Result Blocks: Block Content and Landing Pages

For Needs Met rating, you will assign a rating to each result. Each result includes the content inside the result block and landing pages associated with the result.

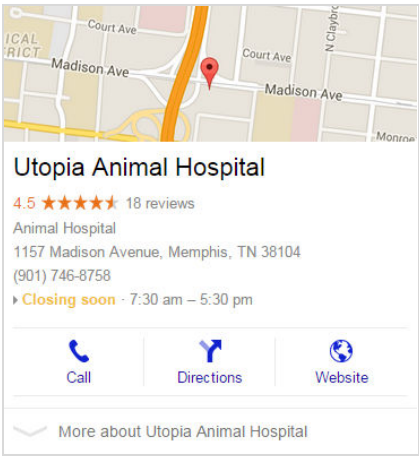

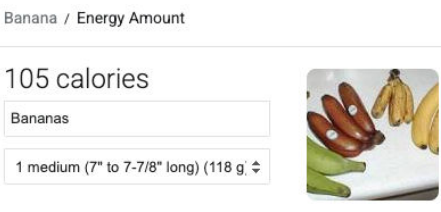
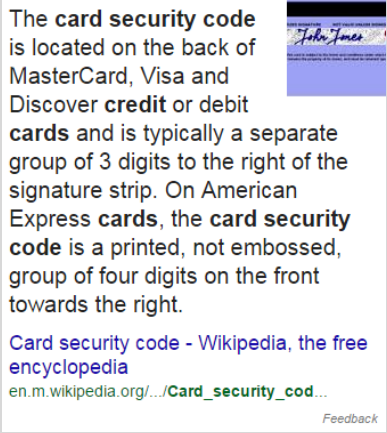
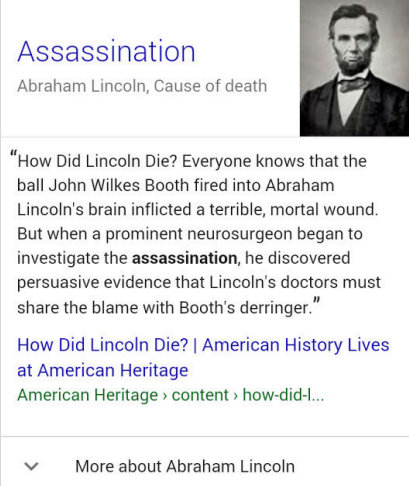
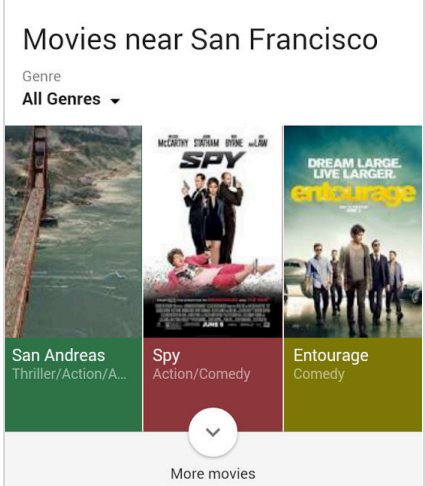
Which part of the result do you rate? It depends on both the query and the result block:

| Type of Block | What to Rate |
|---|---|
| Special Content Result Block (SCRB) Note: Assume that interactive result blocks function as intended. Try to interact with the result block as some links, buttons, or other features in your rating task may work. | <p>The content inside this type of block should always play a large role in your rating.</p> <p>Some Special Content Result Blocks may have links to landing pages. In these cases, think about whether a user would click on the link in order to satisfy their user need.</p> <ul style="list-style-type: none">• If most users would not click, rate the Special Content Result Block based on the block content alone.• If some or many users would click, you may consider the helpfulness of the landing page(s) in addition to the content in the block. In this case, <i>both</i> need to be helpful to justify a high rating. |
| Web Search Result Block | A click is required, and you should evaluate the landing page to assign a rating. |

For example, think about the query [what does love mean].

| Result Block | Query: [what does love mean] | Rating |
|------------------------------|--|--|
| Special Content Result Block |  <p>The screenshot shows a dictionary entry for the word "love". It includes the pronunciation /ləv/ with a speaker icon, the part of speech "noun", and two numbered definitions. Definition 1 describes love as an intense feeling of deep affection, with a synonym list including "deep affection, fondness, tenderness, warmth, intimacy, attachment, endearment". Definition 2 describes love as a person or thing that one loves, with a synonym list including "beloved, loved one, love of one's life, dear, dearest, dear one, darling, sweetheart, sweet, angel, honey". Below the noun section, it shows the part of speech "verb" and a numbered definition for feeling a deep romantic or sexual attachment, with a synonym list including "care very much for, feel deep affection for, hold very dear, adore, think the world of, be devoted to, dote on, idolize, worship". At the bottom, there is a link to "Translations and more definitions".</p> | <p>Most users would probably not click on the Special Content Result Block, because the block contains a large amount of helpful content and has no obvious landing page link associated with it.</p> <p>Therefore, base your rating on the content inside the block itself.</p> |
| Web Search Result Block |  <p>The screenshot shows a web search result snippet. The title is "What Is Love? We Spoke to the Merriam-Webster Lexicographer ...". The URL is "www.themarysue.com/definition-of-love/". The text of the snippet reads: "Mobile-friendly - Nov 7, 2013 - 'Love' is a word we all use and understand, but defining such a complex idea seems like a daunting ...".</p> | <p>In this case, users would have to click on the web search result in order to get an answer to the question.</p> <p>Therefore, base your rating on the content of the landing page.</p> |

Here are some examples of Special Content Result Blocks where the block should be rated primarily on the content inside the block itself. As always, please use your judgment.

| Query and Special Content Result Block | | |
|--|---|--|
| <p>Query: [utopia animal hospital]</p>  | <p>Query: [chicago weather]</p>  | <p>Query: [calories in a banana]</p>  |
| <p>Query: [how to find security code on visa]</p>  | <p>Query: [how did Lincoln die]</p>  | <p>Query: [movies san francisco]</p>  |

Note: The guidance in this section specifically applies to Needs Met ratings. For Special Content Result Blocks that have landing pages, you may or may not also be asked to provide Page Quality ratings. In these cases, your Page Quality rating should always be based on the landing page. Please refer to [Section 14.0](#) for more about the relationship between Needs Met and Page Quality ratings.

13.2 Fully Meets (FullyM)

Fully Meets is a special rating category, which can be used in the following situations:

- The query and user need must be specific, clear, and unambiguous.
- All or almost all users would be completely satisfied by the result—users issuing that query would not need additional results to fully satisfy the user intent.

In other words, the **Fully Meets** rating should be reserved for results that are the “complete and perfect response or answer” so that no other results are necessary for all or almost all users to be fully satisfied.

You will need to use your judgment to decide whether a result block can **Fully Meet** the user need. Here are some scenarios when the **Fully Meets** rating is appropriate:

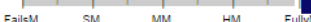

- The user is clearly looking for a specific webpage or website and the result block with the specific webpage or website **Fully Meets** the user’s need.
- The user is looking for a very specific fact or piece of information and the result block provides the information thoroughly, accurately, and clearly, and is from a high quality source. No other results would be needed. Before using the **Fully Meets** rating for queries seeking a very specific fact or piece of information, you must check for accuracy and confirm that the information is supported by expert consensus where such consensus exists.

Fully Meets may apply in other situations as well. Ask yourself whether the result block alone is the perfect and complete result that would fully satisfy all or almost all users. Be conservative when using the **Fully Meets** rating. When in doubt, consider a lower rating.


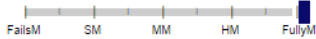
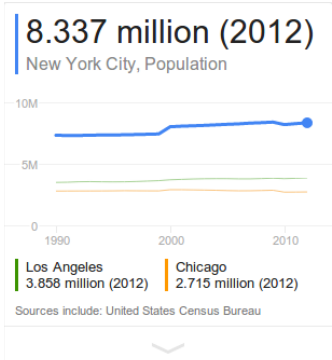
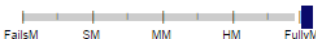


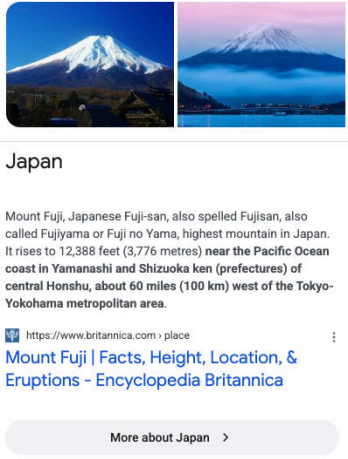
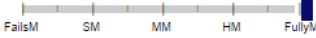
Note: If a result block is very close to being fully satisfying, but the block alone may not be sufficient in order to fully satisfy all or almost all users, a rating of **Highly Meets+** may be appropriate.

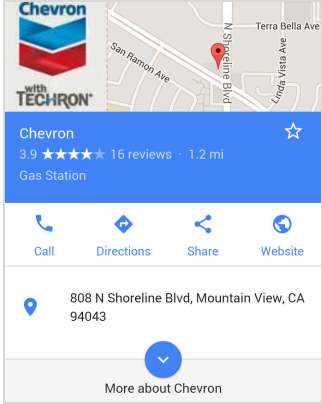
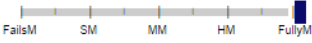
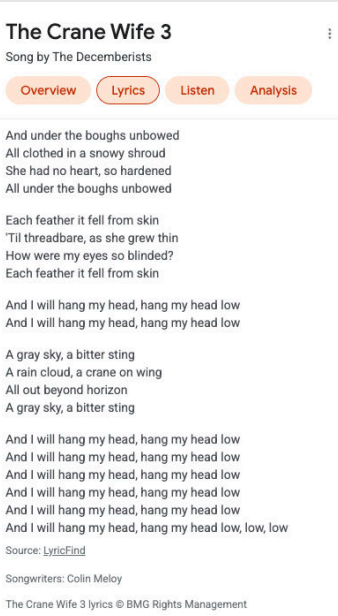
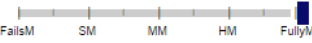
Sometimes you have to think about how specific the user need is and will need to make a judgment call on whether it is specific enough to possibly have a **Fully Meets** rating.

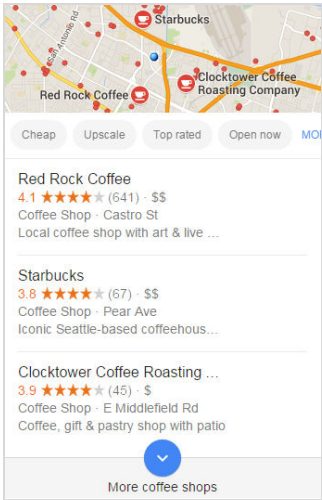
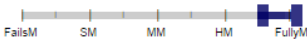
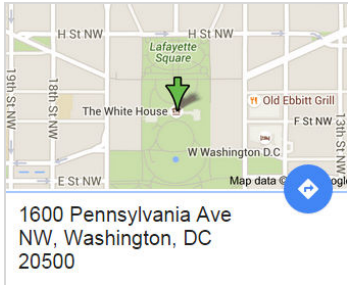

13.2.1 Examples of Fully Meets (FullyM) Result Blocks

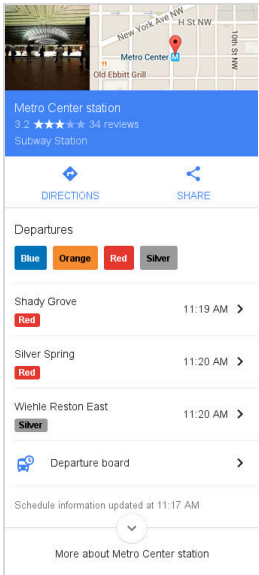
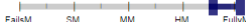
| Query and User Intent | Result | Rating | Fully Meets Explanation |
|---|---|--|---|
| Query: [amazon] User Intent: Go to the Amazon website. | Amazon.com www.amazon.com Mobile-friendly - Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and ... |  | The query has clear intent to go to the amazon.com website. While there may be other interpretations for the query, the dominant one is by far the website. |
| Query: [target website] User Intent: Go to the Target website. | Target : Expect More. Pay Less. www.target.com/ Spend \$50 and get free shipping on over 500K items. Choose from a wide selection of furniture, kids ... Mountain View Target Find Store Women's Electronics Home : Decor, Furn...Weekly Ad |  | The query has clear intent to go to target.com. |

| Query and User Intent | Result | Rating | Fully Meets Explanation |
|---|---|--------|--|
| Query: [shop nordstrom online] User Intent: Go to the Nordstrom website for online shopping. | Nordstrom m.shop.nordstrom.com/ Mobile-friendly - Shop online for shoes, clothing, jewelry, dresses, makeup and more from top brands. Make returns in store or by mail. | | The query has clear intent to go to the Nordstrom website. |
| Query: [titanic imdb] User Intent: Go to the IMDb page for Titanic. | Titanic - IMDb m.imdb.com/title/tt0120338/ ★★★★★ Rating: 7.7/10 - 663,660 votes Mobile-friendly - Titanic -- Experience James Cameron's Titanic like never before. Leonardo DiCaprio and Kate Winslet Titanic -- Jack ... | | The query has clear intent to go to the IMDb page for Titanic. |
| Query: [www.yahoo.c0m] User Intent: Go to the Yahoo website. | Yahoo https://www.yahoo.com/ Mobile-friendly - A new welcome to Yahoo . The new Yahoo experience makes it easier to discover the news and information that you ... | | Even though this is an imperfect URL query, it's clear the user wants to go to the Yahoo website. |
| Query: [cnn health] User Intent: Go to the Health section of cnn.com. | Health News - Medical, Mental and Dental ... www.cnn.com/HEALTH/ Mobile-friendly - Discover the latest news and video about health at CNN . CNN covers diet, fitness, parenting, conditions and more, ... | | The query has clear intent to go to the Health section of the cnn.com webpage. |
| Query: [cnn] User Intent: Go to the CNN website. | CNN.com www.cnn.com/ Mobile-friendly - CNN .com delivers the latest breaking news and information on the latest top stories, weather, business, entertainment, ... | | The query has clear intent to access CNN news and content. The website has the content the user is searching for, and fully satisfies the user intent. |
| Query: [lebron james stats basketball- reference.com] User Intent: Go to the player statistics page for LeBron James on a specific website. | LeBron James NBA & ABA Stats Basketball-Reference.com www.basketball-reference.com > ... > J 6/19 Factory of Sadness: Intel: LeBron James Opting in or Signing With Cavs: Just following the NBA Finals we wrote that Well, that's the latest talk, as noted by ESPN and others. | | The query has clear intent to go to the player statistics page for LeBron James on a specific website, basketball-reference.com. |
| Query: [chef chu phone number] User Location: Los Altos, California User Intent: Find the phone number for the restaurant called Chef Chu's. | | | Chef Chu's is a Chinese restaurant located in the user location. This result block shows the correct phone number with the option to call the number directly on the device—it Fully Meets the user intent. Note: You must check for accuracy before using the Fully Meets rating. You can verify that the phone number in this SCRB is correct by checking Chef Chu's official website. |

| Query and User Intent | Result | Rating | Fully Meets Explanation |
|---|---|--|--|
| <p>Query: [how to find Mac OS version]</p> <p>User Intent: Find out how to locate the OS version of a Mac.</p> |  |  | <p>The result block displays the complete and correct answer prominently in the result block, in a way that is easy for users to read, and comes from a high quality, authoritative source for Apple product information. The result block Fully Meets the user need.</p> |
| <p>Query: [new york city population 2012]</p> <p>User Intent: Find the population of New York City back in 2012.</p> |  |  | <p>The result block displays the complete and correct answer prominently in the result block, in a way that is easy for users to read—it Fully Meets the user need.</p> |
| <p>Query: [what is the weather forecast for today]</p> <p>User Location: Mountain View, California</p> <p>User Intent: Find weather forecast information for the current day in Mountain View, California.</p> |  |  | <p>The result block displays the complete and correct answer prominently in the result block in a way that is easy for users to read, and comes from a high quality source. This result Fully Meets the user need.</p> <p>Remember that we consider weather queries, like this one, to be a Know Simple query.</p> |
| <p>Query: [what country is mount fuji in]</p> <p>User Intent: Find the country in which Mount Fuji is located.</p> |  |  | <p>The result block displays the complete and correct answer prominently in the result block, in a way that is easy for users to read, and comes from a high quality, trustworthy encyclopedia. The result block Fully Meets the user need.</p> |

| Query and User Intent | Result | Rating | Fully Meets Explanation |
|---|--|--|---|
| <p>Query: [chevron at shoreline and middlefield]</p> <p>User Location: Mountain View, California</p> <p>User Intent: Find the specific gas station specified by the user in order to visit the location in person.</p> |  |  | <p>The intent is to visit the specific gas station specified by the user. This result block is for the specified Chevron location, with information to visit this location in person.</p> |
| <p>Query: [decemberists crane wife 3 lyrics]</p> <p>User Intent: See the lyrics to The Decemberists song called "Crane Wife 3."</p> |  |  | <p>The result has exactly what the user wants, displaying the lyrics to the specified song clearly and completely inside the result block, and comes from a source with high E-A-T for this topic. The user does not need to click to a new page to see the complete lyrics for this song.</p> <p>Note: The lyrics posted on LyricFind are licensed.</p> |

| Query and User Intent | Result | Rating | Fully Meets Explanation |
|--|---|--|---|
| <p>Query: [nearby coffee shops]</p> <p>User Location: Mountain View, California</p> <p>User Intent: Find coffee shops near the user location.</p> |  |  | <p>The intent is to find coffee shops near the specific user location, represented by the blue dot on the map.</p> <p>This result block has a very satisfying list of nearby, popular, and prominent options within a few miles of the specific location. This kind of block is especially helpful for users who want to visit the business in person. Note that these blocks are interactive—clicking on a coffee shop will give options to call the business, get directions, read reviews, etc.</p> <p>Note: A range is included because some users would be fully satisfied with these selections, while some users would want more information (e.g., hours, distance from location, longer list of options).</p> |
| <p>Query: [1600 pennsylvania ave washington dc]</p> <p>User Location: Bakersville, California</p> <p>User Intent: Find a map, directions, information about what is located at this address, etc.</p> |  |  | <p>This block contains a map with the queried address, link to get directions, and specifies the landmark at the well-known address on the map (“The White House”).</p> <p>It’s not unusual to search for an address (or business) that is far from the user location. Here, the user has explicitly asked for a specific address in a far away place, and this result is very satisfying. For a query this specific, the user location does not change the rating.</p> <p>Note: A range is included because some users would be fully satisfied with this result, while some users would want more information (e.g., photos, a brief description).</p> |

| Query and User Intent | Result | Rating | Fully Meets Explanation |
|--|---|---|--|
| <p>Query: [metro center station]</p> <p>User Location: Adams Morgan, Washington D.C.</p> <p>User Intent: The user wants to see a map, schedule, transfer options, and/or other train information for the Metro Center station, given that the user is close to the queried station.</p> |  <p>The screenshot shows the Google Maps interface for Metro Center station. At the top, there's a map view with a red pin on the station. Below the map, the station name 'Metro Center station' is displayed along with its rating (3.2 stars) and the number of reviews (34). There are buttons for 'DIRECTIONS' and 'SHARE'. Under the 'Departures' section, there are four colored buttons: Blue, Orange, Red, and Silver. Below these, a list of departing trains is shown with their destinations and times: Shady Grove (11:19 AM, Red line), Silver Spring (11:20 AM, Red line), and Wiehle Reston East (11:20 AM, Silver line). There is also a link to the 'Departure board' and a note that the schedule information was updated at 11:17 AM. At the bottom, there is a link to 'More about Metro Center station'.</p> |  <p>The diagram shows a horizontal line with five markers labeled 'FallsM', 'SM', 'MM', 'HM', and 'FullM'. A blue vertical bar is positioned at the 'FullM' marker.</p> | <p>This block contains a map, link to get directions, departure times for the multiple train lines that operate at this station, link to a detailed schedule (i.e., the “Departure board”), and an option to see more information.</p> <p>Since the user is located in the same city as the station, the information in this block is highly satisfying.</p> <p>Note: A range is included because some users would be fully satisfied with this result, while some users may want more information (e.g., nearby attractions, ticket prices).</p> |

13.2.2 Examples of Queries that Cannot Have Fully Meets Results

There are some queries that *cannot* have a **Fully Meets** result. Here are some examples.

| Type of Query | Example | No Fully Meets Result: Explanation |
|--|--|---|
| Broad queries where no single result could fully satisfy all users | [knitting] | This is a broad informational query. Knitting is an activity anyone can do and that anyone can create a website for. Different users may want different types of content: videos, instructions, patterns, etc. There is no one official source for knitting information and no one result could satisfy most users. Therefore, no Fully Meets result is possible for this query. |
| | Famous names e.g., [barack obama] | This is a broad informational query and it is impossible to know exactly what the user is looking for. |
| Ambiguous queries without a clear user intent or dominant interpretation | [ada] | There is no dominant interpretation for this query. The following entities are all common interpretations: Americans with Disabilities Act, American Dental Association, and American Diabetes Association. While each interpretation has an official homepage, none is Fully Meets since there is no dominant interpretation. |
| | Non-famous people names e.g., [sam wen] | Queries for people's names can be tricky. Many or most people queries do not have a dominant interpretation. Even unusual sounding name queries may not have a dominant interpretation. For example, the queries [sam wen], [tran nguyen], and [david mease] can have no Fully Meets result because there are multiple people with each of these names, and it is not clear that most users are looking for any one particular individual. |

13.3 Highly Meets (HM)

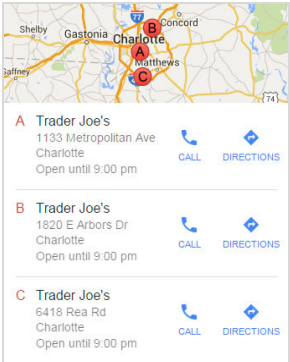


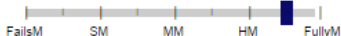
A rating of **Highly Meets** is assigned to results that meet the needs of many or most users. **Highly Meets** results are highly satisfying and a good “fit” for the query. In addition, they often have some or all of the following characteristics: high quality, authoritative, entertaining, and/or recent (e.g., breaking news on a topic).

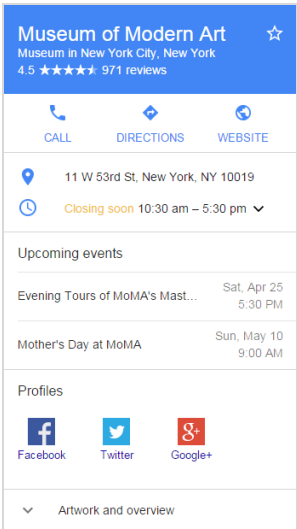

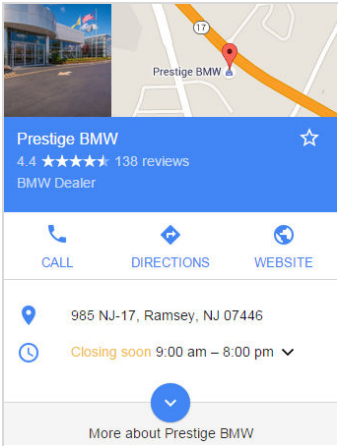
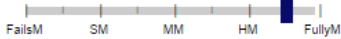
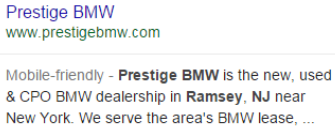
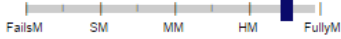
In order to receive a **Highly Meets** rating, information pages such as encyclopedia articles and news articles must be accurate and highly credible. **Highly Meets** medical and scientific information pages must represent well-established scientific/medical consensus unless the user is clearly seeking an alternative viewpoint. For all information pages, you must check for accuracy and confirm that the information is supported by expert consensus where such consensus exists.

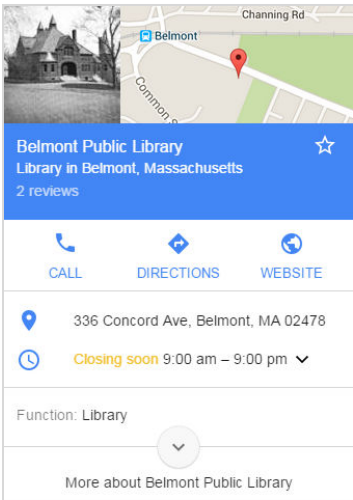
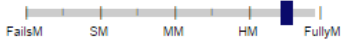
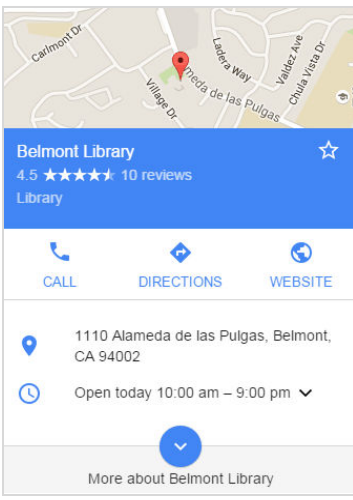
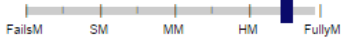
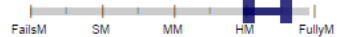
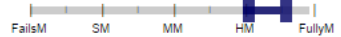
A query can have many **Highly Meets** results.

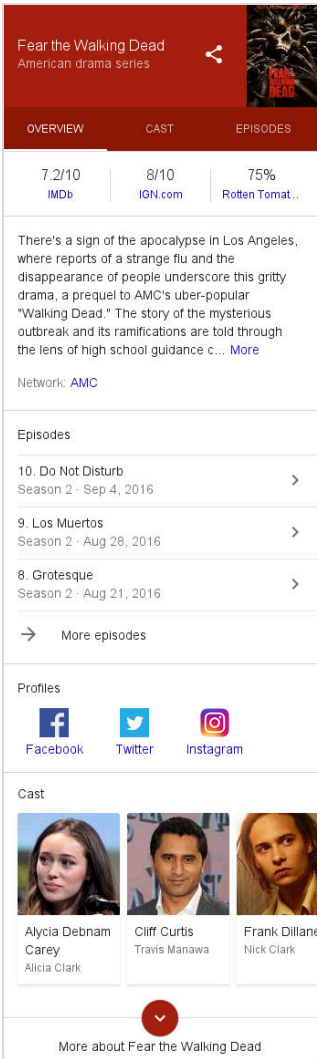
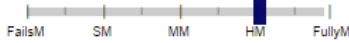
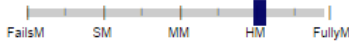

Have high standards for the **Highly Meets** rating. This is especially important for queries with many on-topic results.

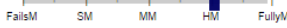
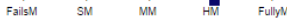

13.3.1 Examples of Highly Meets (HM) Result Blocks

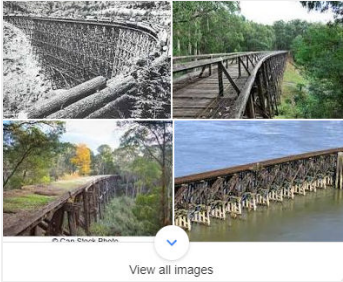



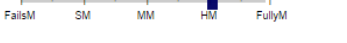
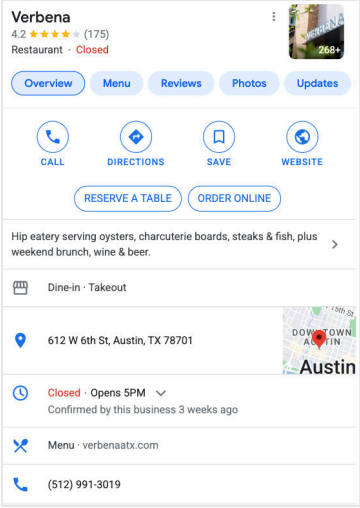

| Query and User Intent | Result | Rating | Highly Meets Explanation |
|--|---|--|---|
| <p>Query: [trader joes]</p> <p>User Location: Charlotte, North Carolina</p> <p>User Intent: There are two possible user intents: most users probably want to visit a nearby location or go to the website.</p> |  |  | <p>This result shows a complete list of all three locations in the Charlotte area, with information that is especially helpful for users who want to visit the store.</p> <p>Note: This result block is not Fully Meets because users who want to go to the website to see coupons, promotions, etc. would have to see additional results.</p> |
| <p>Query: [trader joes]</p> <p>User Location: Charlotte, North Carolina</p> <p>User Intent: There are two possible user intents: most users probably want to visit a nearby location or go to the website.</p> | <p>Trader Joe's www.traderjoes.com</p> <p>Mobile-friendly - Trader Joe's is a neighborhood grocery store with amazing food and drink from around the globe and around the corner ...</p> |  | <p>This is the official website for Trader Joe's, which has highly authoritative information on the businesses' stores, promotions, recipes, news, etc.</p> <p>Note: This result block is not Fully Meets because users who want information to visit the store have to do a bit of work to find that information—it is not immediately available.</p> |
| <p>Query: [museum of modern art]</p> <p>User Location: Manhattan, New York</p> <p>User Intent: There are two possible user intents: most users probably want to visit the museum (note that the user is located in NYC where the museum is located) or go to the website.</p> | <p>MoMA Museum of Modern Art Museum of Modern Art > ...</p> <p>Mobile-friendly - The Museum of Modern Art (MoMA) is a place that fuels creativity, ignites minds, and provides inspiration.</p> <p>Hours & Admission - Calendar - Buy Tickets</p> |  | <p>This is the museum's official website and has very helpful information about exhibits, membership, the store, etc.</p> <p>Note: This result block is not Fully Meets because users who want information to visit the museum have to do a bit of work to find that information—it is not immediately available.</p> |

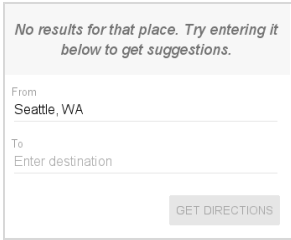
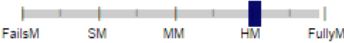
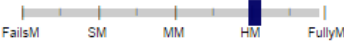

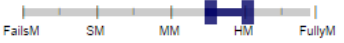

| Query and User Intent | Result | Rating | Highly Meets Explanation |
|--|--|--|--|
| <p>Query: [museum of modern art]</p> <p>User Location: Manhattan, New York</p> <p>User Intent: There are two possible user intents: most users probably want to visit the museum (note that the user is located in NYC where the museum is located) or go to the website.</p> |  <p>The result block shows information about the Museum of Modern Art (MoMA) in New York City. It includes the address (11 W 53rd St, New York, NY 10019), phone number, website link, and upcoming events like 'Evening Tours of MoMA's Mast...' and 'Mother's Day at MoMA'. It also features social media links for Facebook, Twitter, and Google+.</p> |  <p>The rating scale shows a blue bar indicating a rating of approximately 4.5 out of 5, corresponding to the 'FullyM' (Fully Meets) category.</p> | <p>The result block shows information about the museum, and is especially helpful for users who want to visit the museum.</p> <p>Note: This result block is not Fully Meets— even though there is a website link, it is not very satisfying for users who want to go to the website because it is not as informative as a web search result block with a title, snippet, and URL.</p> |
| <p>Query: [prestige bmw]</p> <p>User Location: Ramsey, New Jersey</p> <p>User Intent: There are two possible user intents: most users probably want to visit the car dealership or go to the website.</p> |  <p>The result block shows information about Prestige BMW, a BMW Dealer in Ramsey, NJ. It includes the address (985 NJ-17, Ramsey, NJ 07446), phone number, website link, and a 'More about Prestige BMW' button.</p> |  <p>The rating scale shows a blue bar indicating a rating of approximately 4.4 out of 5, corresponding to the 'FullyM' (Fully Meets) category.</p> | <p>The query is the name of a car dealership in New Jersey, which is the only dealership with that name in the user location (Ramsey, New Jersey). The result block shows information about the dealership, and is especially helpful for users who want to visit the business.</p> <p>Note: This result block is not Fully Meets— even though there is a website link, it is not very satisfying for users who want to go to the website because it is not as informative as a web search result block with a title, snippet, and URL.</p> |
| <p>Query: [prestige bmw]</p> <p>User Location: Ramsey, New Jersey</p> <p>User Intent: There are two possible user intents: most users probably want to visit the car dealership or go to the website.</p> |  <p>The result block shows the official website of Prestige BMW. It includes the website URL (www.prestigebmw.com) and a snippet describing the dealership as a new, used & CPO BMW dealership in Ramsey, NJ near New York.</p> |  <p>The rating scale shows a blue bar indicating a rating of approximately 4.4 out of 5, corresponding to the 'FullyM' (Fully Meets) category.</p> | <p>This is the car dealership's official website and has very helpful information about inventory, financing, etc.</p> <p>Note: This result block is not Fully Meets because users who want information to visit the dealership have to do a bit of work to find that information—it is not immediately available.</p> |

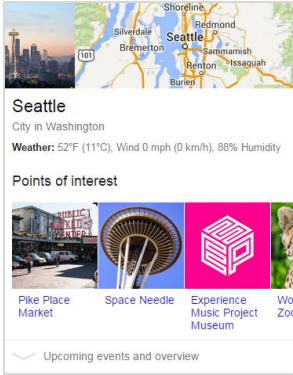
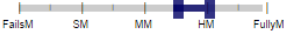
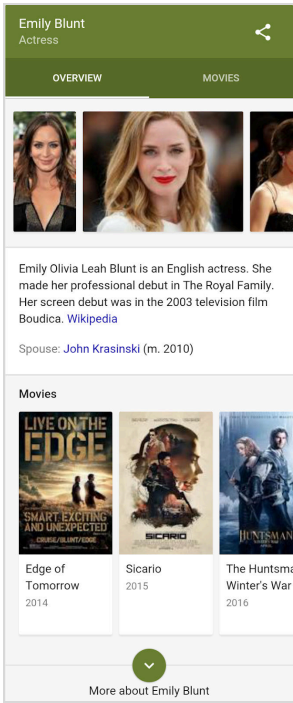
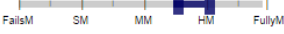
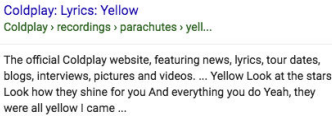

| Query and User Intent | Result | Rating | Highly Meets Explanation |
|---|---|--|---|
| <p>Query: [belmont library]</p> <p>User Location: Belmont, Massachusetts</p> <p>User Intent: Find information about this library or go to the website.</p> |  |  | <p>There is only one library in the user location (Belmont, Massachusetts). The result block shows information about the library, and is especially helpful for users who want to visit the location.</p> <p>Note: This result block is not Fully Meets— even though there is a website link, it is not very satisfying for users who want to go to the website because it is not as informative as a web search result block with a title, snippet, and URL.</p> |
| <p>Query: [belmont library]</p> <p>User Location: Belmont, California</p> <p>User Intent: Find information about this library or go to the website.</p> |  |  | <p>There is only one library in the user location (Belmont, California). The result block shows information about the library, and is especially helpful for users who want to visit the location.</p> <p>Note: This result block is not Fully Meets— even though there is a website link, it is not very satisfying for users who want to go to the website because it is not as informative as a web search result block with a title, snippet, and URL.</p> |
| <p>Query: [decemberists]</p> <p>User Intent: Learn more about the band, The Decemberists.</p> | <p>The Decemberists www.decemberists.com/ Mobile-friendly - New album - What A Terrible World, What A Beautiful World - coming January 20, 2015. Pre-order now. On-Tour - Discography - "V is for Victory" Benefit ...</p> |  | <p>The user intent is too broad to have a Fully Meets result. However, this is The Decemberists' official website and has a lot of content including tour dates, music videos, the latest album, etc. The result is uniquely authoritative and most users would be very satisfied by this website.</p> |
| <p>Query: [celine dion]</p> <p>User Intent: Learn more about the singer Celine Dion.</p> | <p>Celine Dion The Official Celine Dion Site www.celinedion.com/ Celine Dion's official website featuring Celine news, music, videos, album info and more! Videos - What's Goin' - TeamCeline account</p> |  | <p>The user intent is too broad to have a Fully Meets result. However, this is Celine Dion's official website and has a lot of content including recent news, show information, music, photos, videos, etc. The result is uniquely authoritative and most users would be very satisfied by this website.</p> |


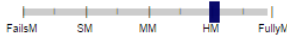
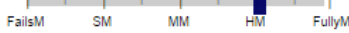
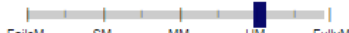
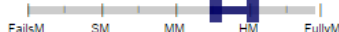
| Query and User Intent | Result | Rating | Highly Meets Explanation |
|--|---|--|--|
| <p>Query: [fear the walking dead]</p> <p>User Intent: Find information about the TV show (e.g., show summary, episode guide, cast information, streaming options, etc.).</p> |  |  | <p>The user intent is too broad to have a Fully Meets result, and different users may be looking for different things.</p> <p>This interactive block has a large amount of helpful content for a TV show including a summary, episode and cast information, etc.—this result would be very helpful for many or most users.</p> |
| <p>Query: [manresa reviews]</p> <p>User Location: San Jose, California</p> <p>User Intent: Find reviews for this restaurant located in Los Gatos, California.</p> | <p>Manresa, Los Gatos - Menu, Prices & Reviews - TripAdvisor www.tripadvisor.com/Restaurant_Review... ★★★★★ Rating: 4 - 127 reviews Mobile-friendly - Manresa, Los Gatos: See 127 unbiased reviews of Manresa, rated 4 of 5 on TripAdvisor and ranked #12 of 139 ...</p> |  | <p>The LP for this web result has 127 reviews for the restaurant. The first three reviews show automatically, and then you can click to see more. This result would be very helpful for many or most users.</p> |
| <p>Query: [what country is mount fuji in]</p> <p>User Intent: Find the country in which Mount Fuji is located.</p> | <p>Wikipedia https://en.m.wikipedia.org/wiki/Mount_Fuji Mount Fuji - Wikipedia Mount Fuji (富士山, Fujisan, Japanese: [ɸɯˈ(d͡ʒiːsan)] (listen)), or Fugaku, located on the island of Honshū, is the highest mountain in Japan, standing ...</p> |  | <p>This is a specific Know Simple query. The LP for this web result provides the answer to the query along with a lot of information about the mountain. While the answer can also be found in the description of the web result, it is not displayed prominently.</p> |

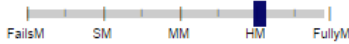
| Query and User Intent | Result | Rating | Highly Meets Explanation |
|--|--|--|---|
| <p>Query: [broadway tickets]</p> <p>User Location: New York, New York</p> <p>User Intent: Research prices and/or purchase tickets to a Broadway show.</p> | <p>Broadway tickets, show dates, calendar. Official Ticketmaster site. www.ticketmaster.com/broadway Find and buy broadway show tickets at Ticketmaster.com.</p> |  | <p>The LP for this web result offers many Broadway tickets for sale, from a highly trustworthy source. While you have to zoom in and scroll to navigate the site, this result would be very helpful for many or most users because it is so highly trustworthy.</p> |
| <p>Query: [kids backpacks]</p> <p>User Intent: Research prices and/or purchase backpacks for kids.</p> | <p>Kids' School Backpacks & Messenger Bags Free Shipping from L.L. ... www.llbean.com/llb/.../818?...backpacks Our durable kids' backpacks are loaded with pockets and features - like padded shoulder straps, nighttime reflective ...</p> |  | <p>The LP for this web result offers many kids backpacks for sale. The company is well-known for manufacturing and selling high quality backpacks for kids of different ages. There is a lot of product information and many user reviews for each backpack, in addition to helpful filter options. This result would be very helpful for many or most users.</p> |
| <p>Query: [poison ivy]</p> <p>User Intent: Find pictures of poison ivy plants, information about how to treat poison ivy, etc.</p> | <p>Outsmarting Poison Ivy and Other Poisonous Plants www.fda.gov/.../ucm049342.htm Sep 2, 2008 - Poison ivy and other poisonous plants are a hazard all year round. Here are tips for preventing and ...</p> |  | <p>The LP for this web result is part of an authoritative government website and provides a lot of helpful information about poison ivy. This result would be very helpful for many or most users. A few or some users may wish to see additional results.</p> |
| <p>Query: [michael jordan]</p> <p>User Intent: Find information, news, images, etc. about Michael Jordan.</p> | <p>Michael Jordan - Wikipedia, the free encyclopedia en.wikipedia.org/wiki/Michael_Jordan Michael Jeffrey Jordan (born February 17, 1963), also known by his initials, MJ, is an American former professional ...</p> |  | <p>The LP of this web result is a Wikipedia article about Michael Jordan. This result would be helpful for many or most users.</p> |
| <p>Query: [dance video]</p> <p>User Intent: Find a dance video to watch.</p> | <p>Evolution of Dance - YouTube m.youtube.com/watch... Apr 6, 2006</p>  |  | <p>Users are looking for good or entertaining dance videos and there are many options online.</p> <p>There are many on-topic results for this query and this is one very popular video of a comedian demonstrating dance styles from previous decades.</p> |

| Query and User Intent | Result | Rating | Highly Meets Explanation |
|--|---|--|---|
| <p>Query: [trestle bridge]</p> <p>User Intent: The user wants to understand what a trestle bridge is or learn more information about them (e.g., what it looks like, how they are built, types of materials, well-known examples, etc.).</p> |  <p>View all images</p> |  | <p>Seeing images of trestle bridges is very helpful in understanding this type of bridge. In this case, “a picture is worth a thousand words”, meaning that a picture may be more helpful than a text description due to the unique design of the bridge.</p> |
| <p>Query: [purple coneflowers]</p> <p>User Intent: Find images of or information about purple coneflowers.</p> |  <p>More images for purple coneflowers</p> |  | <p>This block contains many helpful images, and the landing page shows even more images—it Highly Meets the user intent.</p> |
| <p>Query: [invasive species]</p> <p>User Intent: Find more information about invasive species.</p> | <p>An invasive species is a plant or animal that is not native to a specific location (an Introduced species); and has a tendency to spread, which is believed to cause damage to the environment, human economy and/or human health.</p> <p>www.nature.org</p> <p>Invasive species - Wikipedia, the free encyclopedia</p> |  | <p>The result block has a good summary of what invasive species are, but some users would probably want to see more information like examples, impact, etc.</p> |
| <p>Query: [verbena]</p> <p>User Location: Austin, TX</p> <p>User Intent: Find information about the spice or the restaurant in Austin.</p> |  |  | <p>For users in Austin, TX, the query [verbena] could have two different interpretations: a popular restaurant named Verbena or the plant verbena. Because the user is located in Austin, many users are probably looking for the restaurant. However, it is not completely clear because some users may want to find information about the plant. This result about the restaurant has satisfying information for users who want to visit it—the result Highly Meets the most likely user need.</p> |

| Query and User Intent | Result | Rating | Highly Meets Explanation |
|--|---|--|---|
| <p>Query: [how to get from seattle to xpppyzii]</p> <p>User Location: Seattle, Washington</p> <p>User Intent: Get directions from Seattle to another place. Note that the location in the query ("xpppyzii") is garbled and it is impossible to know what the user wanted. (The name was likely mistyped or mistranscribed from a voice query.)</p> |  |  | <p>Even though the user has to re-enter the destination, the result block recognizes that the user was asking for directions from Seattle. The user has to enter the destination manually because the name in the query ("xpppyzii") is so garbled that there is no good guess as to what the user meant.</p> <p>Therefore, this block is satisfying because it helps the user correct the request and then immediately get the desired directions.</p> |
| <p>Query: [kristen wiig]</p> <p>User Intent: Find more information about the actress, comedian, writer, and producer.</p> | <p>Kristen Wiig www.kristenwiig.org • Your fan site for Oscar ...</p> <p>www.kristenwiig.org</p> <p>Mobile-friendly - Watch the full interview on the official website to hear Kristen and director Shira Piven talk about their careers in acting, ...</p> <p>Photo Gallery - KristenWiig.org Video Archive</p> |  | <p>This is a fan site dedicated to Kristen Wiig. The website has comprehensive info including over 50,000 pictures and 300 video clips, interviews, articles, and more. This website Highly Meets the need of many or most users.</p> |
| <p>Query: [greek alphabet]</p> <p>User Intent: Find historical information about the Greek alphabet, the names of the letters in the Greek alphabet, images of the letters, etc.</p> | <p>Images</p>  <p>More images for Greek alphabet</p> |  | <p>This is a broad query. Different users may be looking for different things.</p> <p>This result shows multiple tables of images with the letters in the Greek alphabet. This result would be helpful for many users. Some users may wish to see additional results.</p> |
| <p>Query: [jennifer aniston]</p> <p>User Intent: Find images, recent news, gossip, information, etc. about Jennifer Aniston.</p> | <p>In the news</p> <p>What Oscar Snubs? Inside Jennifer Aniston and Angelina Jolie's Night at the Critics' Choice Awards : People.com</p> <p>People.com - 5 hours ago</p> <p>EXCLUSIVE: Jennifer Aniston double heartbreak as BOTH her 'lost love' and best friend, who starred in cult classic ... Daily Mail - 2 hours ago</p> <p>Jennifer Aniston Reacts to Oscars 2015 Cake Snub, Says Reese Witherspoon and Julianne Moore Emailed Her Us Magazine - 4 hours ago</p> <p>More news for jennifer aniston</p> |  | <p>This is a broad query for an actress. Different users may be looking for different things.</p> <p>This result shows recent news about Jennifer Aniston. The articles are timely (at the time this was written) and relatively interesting, and not just common everyday news about the actress. Many users would be satisfied with the result and some users may wish to see more results.</p> |

| Query and User Intent | Result | Rating | Highly Meets Explanation |
|---|---|--|---|
| <p>Query: [seattle, washington]</p> <p>User Intent: Find information, news, maps, etc. related to Seattle, Washington.</p> |  |  | <p>This is a broad query for a city. Different users may be looking for different things.</p> <p>The result contains a wide variety of helpful information such as a map, weather information, several points of interest, and has an option to see more information containing nearby events and facts about the city. Moderately Meets+ to Highly Meets is an appropriate rating for this result.</p> |
| <p>Query: [emily blunt]</p> <p>User Intent: Find biographical information (e.g., filmography) or current news/celebrity gossip about Emily Blunt.</p> |  |  | <p>This is a broad query for an actress. Different users may be looking for different things.</p> <p>The result contains a variety of helpful information such as images, brief biography, recent movies, and an option to see more. Moderately Meets+ to Highly Meets is an appropriate rating for this result.</p> |
| <p>Query: [coldplay yellow lyrics]</p> <p>User Intent: Find the lyrics to the song "Yellow", which was written by the band Coldplay.</p> |  |  | <p>This page provides the requested lyrics on Coldplay's official website. Users can also navigate around the site to listen to the song, explore all albums the song appears on, listen to or view lyrics for other songs on the same album, or learn more about the artist overall.</p> <p>Additionally, users can trust that the lyrics on the LP are 100% accurate due to the uniquely authoritative nature of the source, which makes this result very helpful for many or most users.</p> |

| Query and User Intent | Result | Rating | Highly Meets Explanation |
|---|--|--|---|
| <p>Query: [1969 moon landing]</p> <p>User Intent: Find accurate and authoritative information about this historical event.</p> | <p>July 20, 1969: One Giant Leap For Mankind NASA NASA (.gov) > apollo > apollo11</p> <p>At 10:56 p.m. EDT Neil Armstrong is ready to plant the first human foot on another world. With more than half a billion people watching on television, he climbs down the ladder and proclaims: "That's one small step for a ..."</p>  |  | <p>The LP for this web result contains authoritative information about the Apollo 11 moon landing on the official website of NASA, which was the organization that oversaw this mission in 1969. The MC has a lot of helpful information and content, including a detailed summary, video footage, and images of the moon landing that users can view and explore. This result would be very helpful for many or most users.</p> |
| <p>Query: [stem education]</p> <p>User Intent: Find information or recent news about education in STEM fields (i.e., Science, Technology, Engineering, and Mathematics).</p> | <p>Educators, advocates see increased importance in US STEM ... Fox News > 2015/06/29 > educators-adv...</p> <p>AMP - Jun 29, 2015 - When it comes to education reform in the United States, Science, Technology, Engineering, and ...</p> |  | <p>This is an informational query on a fairly broad topic. Different users may be looking for different things, yet accuracy and credibility of the source are important.</p> <p>This LP is a news article published on a reputable news website. The MC of the article covers recent efforts to reform STEM education in the U.S., and it includes citations from expert sources. This result would be helpful for many or most users.</p> |
| <p>Query: [mentos and coke death]</p> <p>User Intent: Find accurate information about a rumor that a mixture of Mentos and Coca-Cola can cause death, which was spread on the Internet in 2006.</p> | <p>Mentos and Coke Death : snopes.com Snopes > Fact Check > Horrors</p> <p>Nov 9, 2006 - Mixture of Mentos and Coca-Cola kills child? ... Last week a little boy died in Brazil after eating MENTOS and drinking COCA COLA together.</p> |  | <p>This LP is on a well-known fact-checking and debunking website. The page calls this story "False", then provides a credible explanation of how the authors came to that conclusion, including history of similar urban legends. This result would be very helpful for users seeking to verify the credibility of this rumor.</p> |
| <p>Query: [pj fleck]</p> <p>User Location: Minneapolis, Minnesota</p> <p>User Intent: Find information or recent news about P.J. Fleck, who had just become the new head football coach at the University of Minnesota a few days before this example was written.</p> | <p>Welcome aboard, 'life coach' P.J. Fleck - StarTribune.com Star Tribune > welcome-aboard-life-coac...</p> <p>Jan 9, 2017 - P.J. Fleck's tenure as head football coach at the University of Minnesota will not be defined by an ...</p> |  | <p>This LP is an opinion piece written by the Editorial Board of the largest newspaper in the U.S. state of Minnesota. The MC of the article expresses well-informed opinions about Fleck's upcoming tenure as head coach, and it would likely be of interest to many or most users when this query was issued.</p> |

| Query and User Intent | Result | Rating | Highly Meets Explanation |
|--|---|--|--|
| <p>Query: [batman lego movie review]</p> <p>User Intent: Find reviews of the 2017 film <i>The LEGO Batman Movie</i> on credible news or entertainment sources.</p> | <p>'The Lego Batman Movie' is the best Batman movie since 'The Dark Knight' - LA Times - Los Angeles Times</p> <p>Los Angeles Times > movies > la-et-mn-l...</p> <p>© AMP - Feb 9, 2017 - Justin Chang reviews 'The Lego Batman Movie,' starring Will Arnett.</p> |  | <p>This LP is an in-depth review of the queried movie by a film critic at a reputable newspaper. This result would be very helpful for many or most users.</p> |



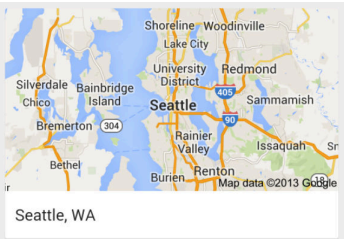

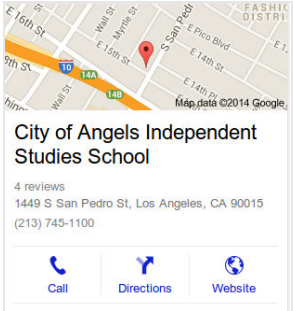

13.4 Moderately Meets (MM)

A rating of **Moderately Meets** is assigned to results that are helpful and satisfying for many users or very satisfying for some users.

Moderately Meets results have fewer valuable attributes than **Highly Meets** results. **Moderately Meets** results should still “fit” the query, but they might be less comprehensive, less up-to-date, come from a less authoritative source, etc.

Moderately Meets results are not low quality, out-of-date, or inaccurate. **Moderately Meets** results are generally average to good.

13.4.1 Examples of Moderately Meets (MM) Result Blocks

| Query and User Intent | Result | Rating | Moderately Meets Explanation |
|--|--|--|---|
| <p>Query: [shutterfly]</p> <p>User Intent: Go to the Shutterfly website or find information about the company.</p> | <p>Shutterfly CrunchBase www.crunchbase.com/.../shutterfly Shutterfly is a manufacturer and digital retailer, offering personalized stationery and other related products and services.</p> |  | <p>The LP for this web result is a high-quality page on crunchbase.com—a member site on the TechCrunch network—with a profile of Shutterfly. The MC has a lot of helpful and accurate information about the company. This result would be helpful for many users or very helpful for some.</p> |
| <p>Query: [tom cruise]</p> <p>User Intent: Find biographical information or current news/celebrity gossip about Tom Cruise.</p> | <p>Tom Cruise Pictures, Biography, Filmography, News ... - Starpulse.com www.starpulse.com/Actors/Cruise_Tom/ Tom Cruise Pictures, Biography, Filmography, News, Box Office, Videos, Awards.</p> |  | <p>The LP for this web result contains information about Tom Cruise, which would be helpful for many users or very helpful for some users. The photos and main links can easily be accessed on a phone.</p> <p>Note that there are many, many pages about Tom Cruise and this result is not helpful enough for a rating of Highly Meets.</p> |
| <p>Query: [seattle, washington]</p> <p>User Intent: Find information, news, maps, etc. related to Seattle, Washington.</p> |  |  | <p>This is a broad query for a city. Different users may be looking for different things.</p> <p>The result shows a map of Seattle, Washington and clicking on the map brings up a more detailed map. This result may be helpful for some users.</p> |
| <p>Query: [city of angels]</p> <p>User Intent: Find information about the movie, song, musical, school, or some other entity by this name.</p> |  |  | <p>This result reflects one of several possible user intents, as the query is also the name of a movie, song, musical, and more. However, since the user location is near the school, this result would be very helpful for some users—specifically, users who are looking for the school.</p> |

| Query and User Intent | Result | Rating | Moderately Meets Explanation |
|---|---|--------|--|
| <p>Query: [nicaraguan money]</p> <p>User Intent: Find out what Nicaraguan currency is called, what it looks like, the exchange rate, etc.</p> | <div>Nicaraguan córdoba</div> <div>Nicaragua, Currency</div> | | <p>This result displays the name of Nicaraguan currency. Some users may have their need met by learning the name of the currency, but many users may want images, know the exchange rate, etc. This result would be helpful for many users or very helpful for some users.</p> |
| <p>Query: [where is virginia in the us]</p> <p>User Intent: Find where the state of Virginia is located in the U.S.</p> | <div>Virginia is bordered by Maryland and Washington, D.C. to the north and east; by the Atlantic Ocean to the east; by North Carolina and Tennessee to the south; by Kentucky to the west; and by West Virginia to the north and west.</div> <div> Virginia - Wikipedia, the free encyclopedia en.m.wikipedia.org/wiki/Virginia </div> <div>Feedback</div> | | <p>The description in this result block may be helpful for users who are already familiar with this area in the United States. Many or most users would probably want to see a map or a clearer description.</p> |
| <p>Query: [every breath you take lyrics]</p> <p>User Intent: Find the lyrics to the song “Every Breath You Take,” which was written by Sting.</p> | <div>STING LYRICS - Every Breath You Take - A-Z Lyrics</div> <div> www.azlyrics.com/lyrics/sting/everybreath... Lyrics to “Every Breath You Take” song by STING: Every breath you take Every move you make Every bond you break ... </div> | | <p>The LP for this lyrics website page has the requested lyrics. There are many lyrics websites on the web and many pages are not 100% accurate. Moderately Meets is an appropriate rating for average pages with the requested lyrics.</p> |
| <p>Query: [kristen wiig]</p> <p>User Intent: Find more information about the actress, comedian, writer, and producer.</p> | <div>Kristen Wiig! The Official Website of Kristen Wiig.</div> <div> kristenwiig.com Mobile-friendly - The official website of Kristen Wiig. Kristen Wiig is not on Twitter, Facebook, MySpace, or any other social networking ... </div> | | <p>This is Kristen Wiig’s official website, but the only content is links to her talent and PR agencies, along with a note that says she is not on any social networking sites. While this information is helpful, many users would want to see more.</p> |

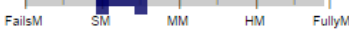
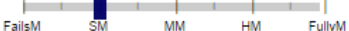
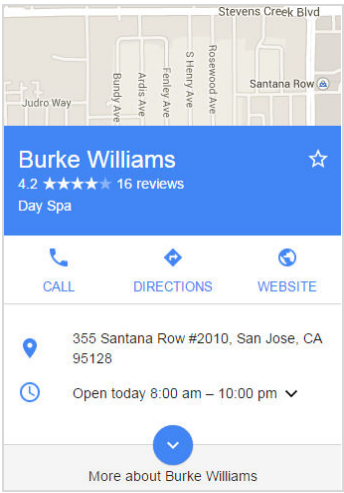
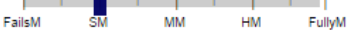

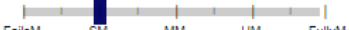
13.5 Slightly Meets (SM)


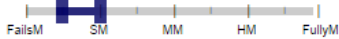
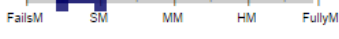
A rating of **Slightly Meets** is assigned to results that are helpful and satisfying for some or few users. **Slightly Meets** results may serve a minor interpretation, be low quality, have stale or outdated information, have some minor inaccuracies, be too specific, too broad, too niche for the general user population considering the query, etc. to receive a higher rating.

Important note: Many users decide which result to click or tap on based on the title of the web result on the search results page. (Note that these titles usually come from webpages.) A result with a very misleading or exaggerated title should be rated **Slightly Meets** or lower, due to the poor user experience that occurs when the landing page does not match the expectation of the user when clicking or tapping on the result.

13.5.1 Examples of Slightly Meets (SM) Result Blocks

| Query and User Intent | Result | Rating | Slightly Meets Explanation |
|---|---|--------|--|
| Query: [britney spears] User Intent: Find information about Britney Spears (e.g., current news, pictures). | Britney Spears Files for Divorce TMZ.com www.t TMZ.com/.../britney-spears-files-for-... Nov 7, 2006 - Britney Spears has filed a petition for divorce from Kevin Federline. TMZ obtained the legal papers, ... | | The LP of this web result has a 2006 article about Britney Spears filing for divorce. This is very old, stale news, making the result helpful for few users. |
| Query: [honda odyssey] User Intent: We will assume that users are interested in the current Honda Odyssey model, unless specified otherwise. | 2010 Honda Odyssey - Kelley Blue Book www.kbb.com/honda/odyssey/2010-hon... Review by KBB.com Editors - Jan 6, 2010 Learn more about the 2010 Honda Odyssey with Kelley Blue Book expert reviews. Discover information including ... | | Although the LP has comprehensive information from a reputable source, the information is about the 2010 Honda Odyssey. This information would be considered stale for the query today, making this result helpful for some or few users. |
| Query: [hot dog] User Intent: Find information about hot dogs, such as recipes or nutrition information. | Hot Dog... The Movie (1984) - IMDb www.imdb.com/title/tt0087425/ Directed by Peter Markle. With David Naughton, Patrick Houser, Tracy Smith, John Patrick Reger. Naive corn-pone ... | | The LP of this web result is about the movie "Hot Dog," which came out in 1984 and is a minor interpretation of this query. Because this is an unlikely interpretation, this web result would be helpful for few users, even though the landing page has good content from a reputable source. |
| Query: [motorcycles] User Location: Potsdam, New York User Intent: Find information about motorcycles. | | | This result provides contact information for one of the two motorcycle shops in Potsdam, New York. It is possible this would be helpful for some users, but many users would be looking for information. Additionally, there is distracting information (a listing for an insurance agent). |

| Query and User Intent | Result | Rating | Slightly Meets Explanation |
|---|---|--|---|
| <p>Query: [abe lincoln's birthday]</p> <p>User Intent: Find this specific piece of information.</p> | <p>List of Presidents of the United States by date of birth - Wikipedia</p> <p>en.m.wikipedia.org/.../List_of_Presidents...</p> <p>Mobile-friendly - The following is a list of U.S. Presidents, organized by date of birth, plus additional lists of birth related statistics.</p> <p>United States Presidents by ...</p> |  | <p>This is a Wikipedia page that has birthdays for all U.S. presidents, including Abraham Lincoln. However, his birthday is not prominently displayed and it is not obvious that the answer is there—users have to do some work and search around on the page to find the answer, making SM to SM+ an appropriate rating.</p> |
| <p>Query: [lack of sex and problems with my marriage]</p> <p>User Intent: Find help for marital issues.</p> | <p>5 Tips to Fix a Sexless Marriage Or Relationship - Ezine Articles</p> <p>ezinearticles.com > ... > Marriage</p> <p>Mobile-friendly - Feb 25, 2008 - Look to the past - Sexless marriages don't just spring up out of thin air. They are just symptoms of other ...</p> |  | <p>The quality of writing in this article, which was created by a person without expertise in marriage or relationship counseling, is poor. Even though the article is about the query, the page is low quality and untrustworthy. It would be helpful for few users.</p> |
| <p>Query: [nail spa]</p> <p>User Location: San Jose, California</p> <p>User Intent: Find a nail spa in or near San Jose.</p> |  |  | <p>Burke Williams is a day spa that offers many treatments like massage therapy, skin care, etc. While it does have nail care options, it is not a dedicated nail spa.</p> |
| <p>Query: [what type of sharks live in rivers]</p> <p>User Intent: Find information about what types of sharks live in rivers.</p> | <p>Although there are a handful of species that live in freshwater, we tend to think of sharks as being ocean dwellers. But there is also a very unique shark that can live in both ocean and fresh water estuaries and lakes: the Bull Shark.</p> <p>Shark Savers :: How Bull Sharks Survive in Fresh Water</p> <p>www.sharksavers.org/.../how-bull-sharks...</p> |  | <p>This result block does not contain enough information to be fully satisfying and mentions only one type of shark. Most users would need to do further research.</p> |
| <p>Query: [210 area code]</p> <p>User Intent: Find what area uses the 210 area code for phone numbers.</p> | <p>Most of Bexar County stayed in 210, while the San Antonio suburbs and the Texas Hill Country were split off as area code 830. The southern portion became area code 956. The 1997 split made San Antonio one of the few cities that are split between two area codes.</p> <p>Area code 210 - Wikipedia, the free encyclopedia</p> <p>en.m.wikipedia.org/wiki/Area_code_210</p> |  | <p>The answer in this result block is really confusing. Even if users can figure it out, they would likely still have to click on the link, or go to another website, to confirm the information.</p> <p>While there is a map, you would have to expand or click on it to see the details, so it is not that helpful.</p> |

| Query and User Intent | Result | Rating | Slightly Meets Explanation |
|--|--|--|---|
| <p>Query: [ibm]</p> <p>User Intent: Go to the IBM website or find information about the company.</p> |  |  | <p>This block contains images of the logo for IBM, but these images are not particularly helpful for this query.</p> |
| <p>Query: [where is nibiru]</p> <p>User Intent: Find the location of "Nibiru", which was a fictional planet in the movie <i>Star Trek Into Darkness</i>, as well as a pseudoscientific outer planet in the solar system that doesn't actually exist.</p> | <p>Planet Nibiru has appeared in the sky and DOOMSDAY is on the way ...</p> <p>https://www.thesun.co.uk/.../planet-nibiru-has-appeared...</p> <p>Aug 23, 2016 - Now a YouTube channel called Nibiru/Planet X has uploaded footage shot in August which allegedly shows a blood red moon alongside a ...</p> |  | <p>The title of this article makes it appear as though the article describes an impending catastrophe. Yet, the MC states in its third paragraph that Nibiru "doesn't actually exist" and calls believers in it "conspiracy theorists". The title contradicts the content of the article, and as a result could mislead users who don't read the full article.</p> <p>Note: Many users decide which result to click or tap on based on the title of the web result on the search results page. Results with very misleading or exaggerated titles should be rated Slightly Meets or lower, due to the poor user experience that occurs when the landing page does not match the expectation of the user when clicking or tapping on the result.</p> |

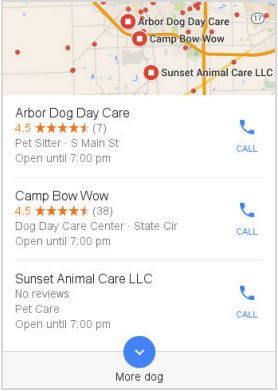

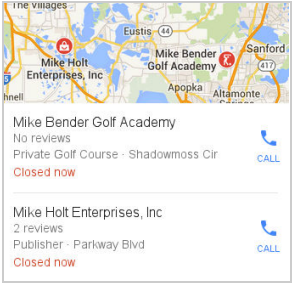
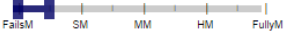
13.6 Fails to Meet (FailsM)


A rating of **Fails to Meet** should be assigned to results that are helpful and satisfying for no or very few users. **Fails to Meet** results are unrelated to the query, factually incorrect (please check for factual accuracy of answers), and/or all or almost all users would want to see additional results. These results completely fail to meet the user intent, such as a lack of attention to an aspect of the query (or user location) that is important for satisfying user intent. **Fails to Meet** may also be used for results that have very stale or outdated information.

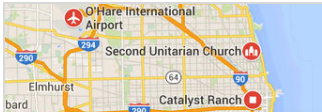
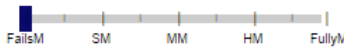
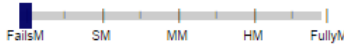
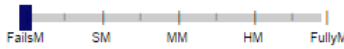

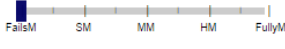
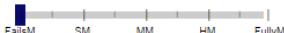
Search results should never surprise people with unpleasant, upsetting, offensive, or disturbing content. For this reason, all of the following types of content should be rated **Fails to Meet** if it is clear that the user is not looking for such content:

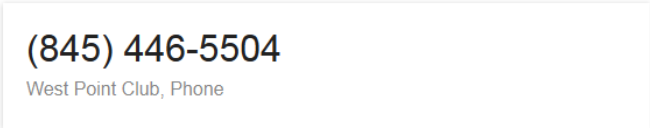
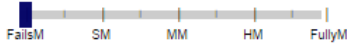
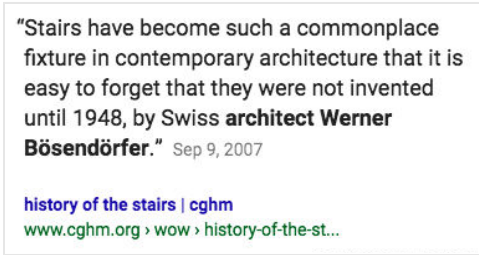
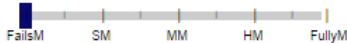

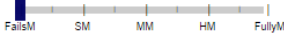

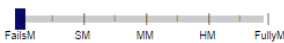
- Harmful to Self or Other Individuals ([Section 7.1](#))
- Harmful to Specified Groups ([Section 7.2](#))
- Harmfully Misleading Information ([Section 7.3](#))
- Untrustworthy ([Section 7.4](#))
- Spammy ([Section 7.5](#))
- Porn ([Section 15.1](#))

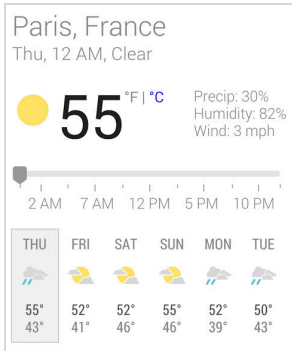
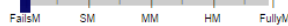
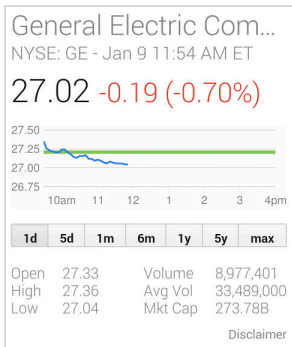
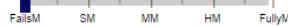
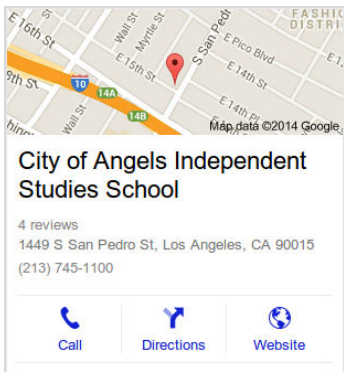
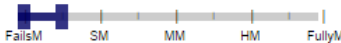
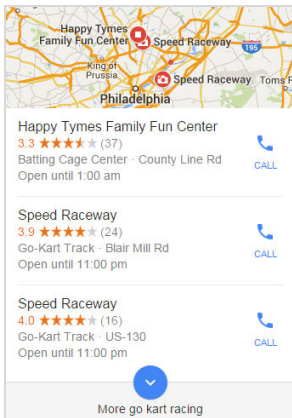
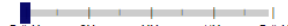
13.6.1 Examples of Fails to Meet (FailsM) Result Blocks

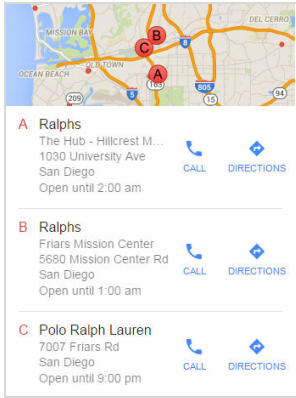
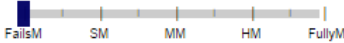
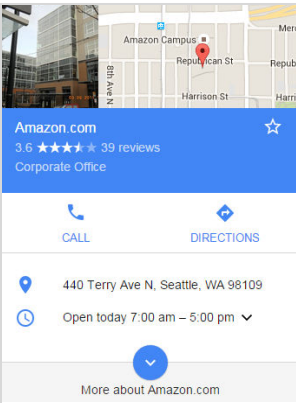


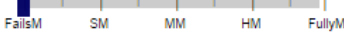
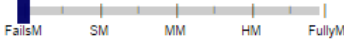
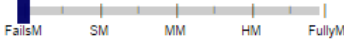
| Query and User Intent | Result | Rating | Fails to Meet Explanation |
|---|---|--|---|
| <p>Query: [dogs]</p> <p>User Location: Pittsfield Charter Township, Michigan</p> <p>User Intent: Find information (e.g., pictures, breeds, training details, etc.) related to dogs.</p> <p><i>Note:</i> For this query, it is very unlikely users want to go anywhere in person.</p> |  |  | <p>This is a broad informational query for an animal. Different users may be looking for different things.</p> <p>This result block shows visit-in-person information for three different dog care providers near the user location. However, the query is very broad and it is unlikely users want to go anywhere in person.</p> |
| <p>Query: [mike]</p> <p>User Location: Eustis, Florida</p> <p>User Intent: Find information about something related to Mike.</p> <p><i>Note:</i> For this query, it is unlikely users want to go anywhere in person.</p> |  |  | <p>This is a broad query and it is unclear exactly what the user is looking for.</p> <p>This result block shows visit-in-person information for two businesses that contain the name Mike. However, the query is very broad and it is very unlikely these businesses are what users seek given the query.</p> |

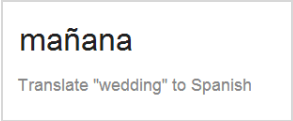
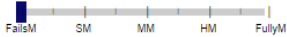

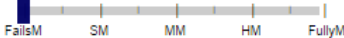
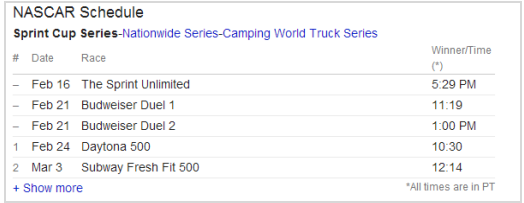
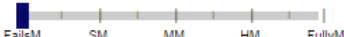
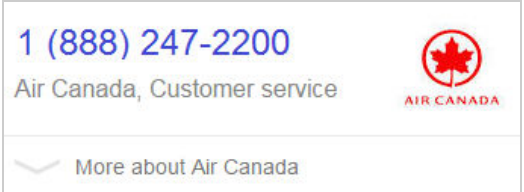

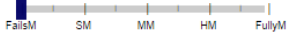
| Query and User Intent | Result | Rating | Fails to Meet Explanation |
|--|---|--|---|
| <p>Query: [tampa rays]</p> <p>User Location: Tampa, Florida</p> <p>User Intent: Find information (e.g., scores, roster, recent news) about a professional baseball team in Florida called Tampa Bay Rays.</p> <p><i>Note:</i> For this query, it is unlikely users want to go anywhere in person.</p> |  |  | <p>This result block shows information to visit a sports card store in person, which happens to have the baseball team in the name. However, remember that for this query, it is unlikely users want to go anywhere in person.</p> <p><i>Note:</i> This business was fabricated for the purposes of this example, and does not exist in real life.</p> |
| <p>Query: [wral]</p> <p>User Location: Wake County, North Carolina</p> <p>User Intent: Go to the WRAL website or find other information about the news station in North Carolina.</p> <p><i>Note:</i> Users generally would not go to a news station in person.</p> |  |  | <p>WRAL is a television news station in North Carolina. Users want to go to the website or find information about the station.</p> <p>In this example, clicking on the blocks show information about the businesses' corporate headquarters. Note that television stations (like radio stations, newspapers, etc.) usually have special contact information for the public that is different than their corporate headquarter information. Also, with the query just being the name of the station, it is very unlikely that users want this kind of information.</p> |
| <p>Query: [texas farm fertilizer]</p> <p>User Location: Dallas, Texas</p> <p>User Intent: Find information about, or where to buy, fertilizer from the company Texas Farm.</p> |  |  | <p>This result block shows the Texas Farm corporate office, which is not helpful given the user intent—users could not physically go to the company's corporate office to buy or learn about the product. Fertilizer is the kind of product that you would have to buy at a store.</p> |

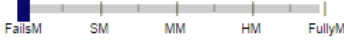

| Query and User Intent | Result | Rating | Fails to Meet Explanation |
|---|---|---|---|
| <p>Query: [united 656]</p> <p>User Intent: Find information about flight 656 operated by United Airlines (e.g., whether the flight is on time, what gate it is departing from).</p> | <div><div><div>Second Unitarian Church</div><div>1 review</div><div>Church - W Barry Ave</div><div>CALL</div></div><div><div>O'Hare International Airport</div><div>3.6 ★★★★★ (1,007)</div><div>Airport - W O'Hare Ave</div><div>Massive airport serving the Midwest</div><div>CALL</div></div><div><div>Catalyst Ranch</div><div>4.6 ★★★★★ (11)</div><div>Event Venue - W Randolph St</div><div>CALL</div></div></div> | <div></div> | <p>This result shows information for a church, an event venue, and the closest airport. However, users clearly want to know details about a specific flight, and there is absolutely no information in the block about the flight. This result Fails to Meet the user intent.</p> |
| <p>Query: [german cars]</p> <p>User Intent: Find information about German cars or go to the official homepage of a German automaker.</p> | <p>Subaru of America: Subaru Cars, Sedans, SUVs, Crossovers, Wagons https://www.subaru.com/ Visit Subaru of America for reviews, pricing and photos of Subaru Cars, Sedans, Wagons, Crossovers & SUVs.</p> | <div></div> | <p>This LP is the homepage of Subaru, a Japanese car company, not a German car company.</p> <p>The page completely Fails to Meet the user intent and would be helpful for no or very few users.</p> |
| <p>Query: [company to get rid of the possum in my attic]</p> <p>User Location: Naperville, Illinois</p> <p>User Intent: Find a company to trap and remove a possum from the attic.</p> | <p>Complete Pest Control - Adelaide South Australia Adelaide Pest ... completepest.com.au/ Our family owned business has been delivering professional pest control services to metropolitan Adelaide since 1988. Termite Treatments - Pest Specials</p> | <div></div> | <p>This LP is the homepage of a pest control company in Australia. U.S. users would need a U.S. company to take care of this problem. There is a mismatch between the page and the locale that makes this result helpful for no users—it completely Fails to Meet the user intent.</p> |
| <p>Query: [starting jets quarterback 2001]</p> <p>User Intent: Find the name of the starting quarterback for the New York Jets football team in 2001.</p> | <div>https://www.espn.com/name/nyj</div> <p>New York Jets Roster ESPN Visit ESPN to view the New York Jets team roster for the 2014 season.</p> | <div></div> | <p>Although this is a trustworthy website for information about NFL football, this LP does not contain the information requested by the user. This result completely Fails to Meet the user intent.</p> |
| <p>Query: [doctor salary]</p> <p>User Location: San Francisco, California</p> <p>User Intent: Find information about doctor salaries.</p> | <div><div>In 2013–2014, annual tuition and fees at public medical schools averaged approximately \$31,783 for state residents and \$55,294 for non-residents. At private schools, tuition and fees averaged \$52,093 for residents and \$50,476 for non-resident students.</div><div>How Do I... Pay for Medical School? - Pay for Med School - Aspiring ... https://www.aamc.org/.../pay-med-school...</div><div>Feedback</div></div> | <div></div> | <p>The answer in this block is about the cost of education, not salary, which is misleading and doesn't answer the user's query.</p> |

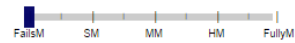

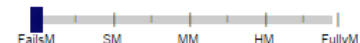
| Query and User Intent | Result | Rating | Fails to Meet Explanation |
|--|--|--------|--|
| <p>Query: [stony child development center west point phone number]</p> <p>User Location: West Point, New York</p> <p>User Intent: Find the telephone number for the Stony Child Development Center in West Point, New York.</p> |   | | <p>The answer in this block provides the phone number for the West Point Club, not the Stony Child Development Center located in West Point, New York. This result Fails to Meet the user intent.</p> |
| <p>Query: [who invented stairs]</p> <p>User Intent: Find out about the origin of stairs.</p> |   | | <p>The answer provided in this result block is factually inaccurate. Stairs have been a common architectural feature of buildings, pathways, outdoor structures, etc. since long before 1948, and they were not invented by a person named Werner Bösendörfer.</p> |
| <p>Query: [batman]</p> <p>User Location: Anaheim, California</p> <p>User Intent: Find information about the fictional superhero that appears in American comic books, movies, and television shows.</p> |   | | <p>It is extremely unlikely (potentially a no-chance interpretation) that this query is looking for information on a city in Turkey called Batman, given that the user is located in the United States. No or almost no users would be satisfied with this result.</p> |
| <p>Query: [obama]</p> <p>User Location: Austin, Texas</p> <p>User Intent: Find information about Barack Obama.</p> |   | | <p>It is extremely unlikely (potentially a no-chance interpretation) that this query is looking for information on a city in Japan called Obama, given that the user is located in the United States. No or almost no users would be satisfied with this result.</p> |

| Query and User Intent | Result | Rating | Fails to Meet Explanation |
|---|---|--|--|
| <p>Query: [weather paris, texas]</p> <p>User Location: Paris, Texas</p> <p>User Intent: Find current weather information for Paris, Texas.</p> |  |  | <p>This result completely fails to satisfy the user intent, which is to find weather information for Paris, Texas, and <i>not</i> Paris, France. No users would be satisfied with this result.</p> |
| <p>Query: [what is the third quarter earnings for ge]</p> <p>User Intent: Find this most recent third quarter earnings information for General Electric.</p> |  |  | <p>This result does not answer the user's question to show third quarter earnings for GE. No users would be satisfied with this result.</p> |
| <p>Query: [city of angels]</p> <p>User Location: Chicago, Illinois</p> <p>User Intent: Find information about the school, a movie by this name, or some other entity by this name.</p> |  |  | <p>This result reflects one of several possible user intents, as the query is also the name of a movie, song, musical, and more.</p> <p>Since the user location is in Chicago, very few or no users would be interested in seeing information about a school by this name in Los Angeles that is not well known outside of this city. It is very unlikely that people outside of Los Angeles would use this query to search for this school.</p> |
| <p>Query: [go kart for sale]</p> <p>User Location: Warrington, Pennsylvania</p> <p>User Intent: Find go karts for sale in the Warrington, Pennsylvania area.</p> |  |  | <p>This result block shows a go kart arcade in Warrington, Pennsylvania, and two other go kart arcades in the surrounding area. These arcades are places to go ride go karts, not purchase them, so the result completely Fails to Meet the user intent. No users would be satisfied with this result.</p> |

| Query and User Intent | Result | Rating | Fails to Meet Explanation |
|--|---|--|--|
| <p>Query: [ralphs]</p> <p>User Location: San Clemente, California</p> <p>User Intent: There are two possible user intents: most users probably want to visit a nearby Ralphs location or go to the website.</p> |  |  | <p>Ralphs is a nationwide supermarket chain. These locations are all in San Diego, California, which is a major city south of the user location (about 60 miles away). These results are too far to be helpful.</p> |
| <p>Query: [amazon]</p> <p>User Location: Austin, Texas</p> <p>User Intent: Go to the Amazon website.</p> |  |  | <p>Users issuing this query want to go to the Amazon website.</p> <p>Showing information about how to visit or call the corporate office for an online company would not be helpful. Very, very few people ever go to an Amazon corporate office, which is not open to the public. If someone needed to go to the office for an interview or business visit, they would need to get that information from someone at the company or would use a more specific query.</p> |
| <p>Query: [what is the closest large city]</p> <p>User Location: Myrtle Beach, South Carolina</p> <p>User Intent: Find the closest large city to Myrtle Beach, South Carolina.</p> | <p>News for large city</p>  |  | <p>A news result is inappropriate and completely unhelpful for this query. No users would be satisfied with this result.</p> |
| <p>Query: [australian open mens singles result 2008]</p> <p>User Intent: Find a page that displays the 2008 men's singles result for this tennis tournament.</p> | <p>2004 Australian Open – Men's Singles - Wikipedia, the free ...</p> <p>en.m.wikipedia.org/.../2004_Australian_...</p> <p>Mobile-friendly - Roger Federer defeated Marat Safin 7–6(7–3), 6–4, 6–2 in the final to win the Men's Singles title at the 2004 Australian ...</p> <p>Seeds - Draw - References - External links</p> |  | <p>This LP is about the 2004 Australian Open, not the 2008 Australian Open. It does not pay attention to an aspect of the query that is important for satisfying user intent (i.e., 2008). The result Fails to Meet the user intent.</p> |
| <p>Query: [tooth loss five years old]</p> <p>User Intent: Find information about tooth loss in a five-year-old child.</p> | <p>Gallery of Pennsylvania Fishes - Chapter 16, Pikes and Mudminnows</p> <p>fishandboat.com/pafish/.../chap16pikes.ht...</p> <p>Pikes and Mudminnows. Family Esocidae. Family overview: Pike are long, slender, "duck-billed" predator fish, popular ...</p> |  | <p>This LP has information about tooth loss in pike fish and has the words "five years old" on the page. This result Fails to Meet the user intent because it has keyword matches only and would be helpful for no users.</p> |

| Query and User Intent | Result | Rating | Fails to Meet Explanation |
|---|---|--|--|
| Query: [what is wedding in spanish] User Intent: Find how to say the word “wedding” in Spanish. |  |  | <p>The translation in the result block is completely wrong and inaccurate.</p> <p>Mañana means “tomorrow,” not “wedding.”</p> |
| Query: [american express] User Intent: Go to the American Express card website or get information about the company and its products and services. | <p>The Lipstick Chronicles: November 2007 thelipstickchronicles.typepad.com/.../11/ Nov 30, 2007 - ... of infected machines to mount a brute force attack against, say, American Express or Wells Fargo.</p> |  | <p>The LP is a humorous blog post about a wife helping her husband to buy a suit. The page mentions “American Express,” but is insufficiently related to the query to be helpful for users, so it Fails to Meet the user intent.</p> |
| Query: [how to quit smoking] User Intent: Find information on ways to quit smoking. | <p>How to type a cigarette - ws.gy xe4c.ws.gy/fo The eGo is one of the most popular models in the e-cigarette industry. It's affordable, provides great battery life, has an .</p> |  | <p>This LP has gibberish text. Read this sentence: “How do you make a cigarette symbol on the keyboard? In.” The quality of the landing page is so low that the page Fails to Meet the user intent.</p> |
| Query: [starting order for today's nascar race] User Intent: Find information about the starting order of the Nascar race that day. |  |  | <p>This result shows a NASCAR schedule, but does not have the starting order. The content is not what the user is looking for and Fails to Meet the user intent.</p> |
| Query: [air canada phone number] User Intent: Find the customer service phone number for the airline Air Canada. |  |  | <p>Remember that you should check for the factual accuracy of answers. For this result, go to the company's page at www.aircanada.com/en/customer-care/int/ and select USA to check the number shown here. According to the airline's website, the correct phone number is 1-888-247-2262. Because this answer is incorrect, it should be rated Fails to Meet.</p> |
| Query: [obama news] User Intent: Find recent news about Barack Obama, the 44th president of the United States. | <p>Obama Announces Plans For A Third Term Presidential Run - News ... newsexaminer.net/.../obama-announces-plans-for-a-third-term... Washington, DC — President Barack Obama shocked the country this morning with news that he is running for a third term. ...</p> |  | <p>The MC of this page is an example of a demonstrably inaccurate news report, including a fictitious quotation by Barack Obama. Because the content is presented as a factual news article, it is inaccurate with an intent to deceive users and should be rated Fails to Meet.</p> |

| Query and User Intent | Result | Rating | Fails to Meet Explanation |
|--|--|--|---|
| <p>Query: [does smoking cause cancer]</p> <p>User Intent: Find out whether smoking causes cancer.</p> | <p>Smoking does NOT cause lung cancer, in fact it just might protect ... https://www.sott.net/...-Smoking-does-NOT-cause-lung-cancer-in-fact-... Apr 10, 1999 - The following excerpt is taken from Lauren A. Colby's book In Defense of Smokers.</p> |  | <p>Despite strong medical consensus linking tobacco to lung cancer—which can be found at authoritative sources by searching [lung cancer and smoking]—this LP claims there is no connection between smoking and cancer by selectively interpreting some experiments done on animals.</p> <p>Additionally, this is a YMYL query on a medical topic, so accurate and trustworthy information is highly important. This page directly contradicts well-established medical consensus and may potentially cause harm to users, so it should be rated Fails to Meet.</p> |
| <p>Query: [miley cyrus]</p> <p>User Intent: Find information about the American singer/actress Miley Cyrus, such as biographical info, discography/filmography, current news, etc.</p> | <p>TRAGIC: MILEY CYRUS DEAD AT THE AGE OF 22 - Now8News Now8News › miley-cyrus-dead-age-22-2</p> <p>MILEY CYRUS DEAD AT THE AGE OF 22, Hollywood, CA – Miley Cyrus' lifeless body was found by her entourage in a bathtub at her Hollywood home on Wednesday, authorities revealed. ... Meanwhile, paparazzi are swarming her Hollywood home awaiting Cyrus' body to emerge.</p> |  | <p>Miley Cyrus was alive at the time this example was written. This LP is an article written by an unknown author that was designed to look like a news story and falsely states that she died. Furthermore, the page is found on a low quality website, and the article has not been updated, clarified, or removed even days after having been proven false. This page is factually inaccurate and deceptive to users, so it should be rated Fails to Meet.</p> <p>Remember: Just because a website has the look and feel of a traditional news site does NOT mean that you should consider the reporting to be factually accurate without further research. Watch out for sites that present themselves as news, but were actually created with the intent to mislead or misinform users.</p> |

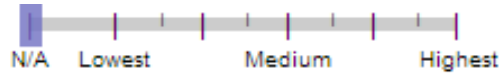
| Query and User Intent | Result | Rating | Fails to Meet Explanation |
|---|---|--|---|
| <p>Query: [holocaust history]</p> <p>User Intent: Find historical information about the Holocaust.</p> | <p>Top 10 reasons why the holocaust didn't happen. - Stormfront https://www.stormfront.org › General › History & Revisionism Dec 19, 2008 - 10 posts - 8 authors History & Revisionism Reexamining history, particularly the court historians' The Holocaust Lie more than anything else keeps</p> |  | <p>This query is seeking historical information. The LP of this web result is on a well-known white supremacist hate site (read more here or here). The discussion on this page is inaccurate and misleading, since the Holocaust is an extremely well-documented historical event.</p> <p>Remember: Pages that directly contradict well-established historical facts should be rated Fails to Meet, unless the user clearly indicates the user is seeking an alternative viewpoint.</p> |
| <p>Query: [who is hitler's daughter]</p> <p>User Intent: Find the name of or information about Adolf Hitler's daughter, if Hitler in fact had a daughter.</p> | <p>The Vatic Project: Angela Merkel is Hitlers Daughter and a Rothschild vaticproject.blogspot.com/.../angela-merkel-is-hitlers-daughter-and.html Dec 22, 2013 - Then on November 22nd, 2005, Hitler's biological daughter, Angela Merkel was elected Chancellor of Germany. The day, ...</p> |  | <p>This LP is a blog post presenting a factually unsupported conspiracy theory that Angela Merkel is the daughter of Adolph Hitler. Because the MC is inaccurate and misleading, it completely Fails to Meet the user intent, even though the topic of the page matches the query.</p> <p>Note: A more helpful result for this query might confirm that Adolf Hitler had no children, or provide information on the novel <i>Hitler's Daughter</i> by Jackie French.</p> |
| <p>Query: [islam]</p> <p>User Intent: Find information about the religion of Islam.</p> | <p>Proof that Islam is Evil, Violent, and Intolerant- Straight From the Koran janmorganmedia.com/.../proof-islam-evil-violent-intolerant-straight-koran/ May 13, 2014 - Every time I write and article that sheds Islam in a negative light, my life gets threatened</p> |  | <p>This is a broad query seeking information about Islam. The LP was created for the purpose of stating the author's opinion that Islam is not a religion. The author lacks expertise in the topic; the writing has frequent misspellings, typos, and grammar errors; and the page seems to exist to promote intolerance or hate.</p> |

14.0 The Relationship between Page Quality and Needs Met

The Needs Met rating is based on *both* the query and the result. You must carefully think about the query and user intent when assigning a Needs Met rating.





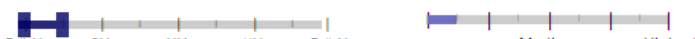

The Page Quality rating slider does *not* depend on the query. Do not think about the query when assigning a Page Quality rating to the LP.

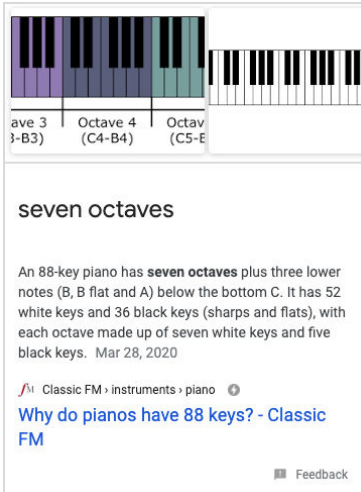



Some results don't have a Page Quality slider. If a result block has no Page Quality rating slider, you do not have to give a Page Quality rating. If there is a Page Quality slider, please assign a Page Quality rating based on the landing page.

Here is some guidance about assigning Needs Met and Page Quality ratings:

- Useless results should always be rated **FailsM**, even if the landing page has a high Page Quality rating. Useless is useless.
- On-topic, helpful, but low Page Quality results should get lower Needs Met ratings than on-topic, helpful, and high Page Quality results. The Needs Met scale encompasses all aspects of “helpfulness,” and many users find low Page Quality results less helpful than high Page Quality results. Your ratings should reflect this.
- The **HM** rating should be given to helpful, high Page Quality pages that are a good fit for the query. The **HM** rating may also be used for results that are very helpful, medium quality, and have other very desirable characteristics, such as very recent information.
- The **HM** rating may not be appropriate if a page has low Page Quality or has any other undesirable characteristics, such as outdated or inaccurate information, or if it is a poor fit for the query. We have very high standards for the **HM** rating.
- **SM** is often an appropriate rating for low quality but on-topic pages. However, a page can have such low Page Quality that it is useless for nearly all queries. Gibberish pages are a good example of pages with low Page Quality that should be rated **FailsM**. An exception to this is queries with clear website intent, where the target website should be rated **FullyM** even if the page has low Page Quality.
- Remember that if a page lacks a beneficial purpose, it should always be rated Lowest Page Quality - regardless of the page's Needs Met rating or how well-designed the page may be. Please review [Section 7.0](#) for a summary of other types of Lowest Page Quality pages.

| Query and User Intent | Result Block and LP, Needs Met Rating, Page Quality Rating | Explanation |
|---|---|--|
| <p>Query: [how do electric cars work]</p> <p>User Intent: Find information about how electric cars work.</p> | <p>Electric Car Motors - How Do Electric Car Motors ... - Ezine Articles ezinearticles.com/?...Motors...Motors... Mobile-friendly - Oct 10, 2008 - This engine which runs on gasoline principally has dominated the world of automobiles until recently.</p>  | <p>Needs Met: This page would be helpful for few users.</p> <p>Page Quality: Read this content out loud. The article on the LP is shallow and unintentionally humorous. The MC has four paragraphs of text, but it basically says that electric cars use electricity and have to be charged. The page also lacks E-A-T. Low is an appropriate rating.</p> |
| | <p>Mobility scooter - Wikipedia, the free encyclopedia en.m.wikipedia.org/wiki/Mobility_scooter Mobile-friendly - ... configured like a motorscooter. It is often referred to as a power-operated vehicle/scooter or electric scooter as well.</p>  | <p>Needs Met: The query asks how electric cars work, but the article on the LP is about mobility scooters.</p> <p>Page Quality: There is a lot of helpful MC on the landing page on Wikipedia.org. The page has high E-A-T. Medium+ to High is an appropriate rating.</p> |
| <p>Query: [symptoms of dehydration]</p> <p>User Intent: Find information about the symptoms of dehydration.</p> | <p>Symptoms of Dehydration www.symptomsofdehydration.com/ What are the symptoms of dehydration? Learn about the signs you can expect when dehydration begins and also as it ...</p>  | <p>Needs Met: Even though the article is topical, the information is not reliable and potentially misleading or dangerous.</p> <p>Page Quality: This is a YMYL topic. This page has no evidence of medical expertise/authority and is not trustworthy.</p> |
| | <p>Dehydration Symptoms - Diseases and Conditions - Mayo Clinic www.mayoclinic.org/.../dehydration/.../sy... Mobile-friendly - Severe dehydration, a medical emergency, can cause: • Extreme thirst • Extreme fussiness or sleepiness in infants and children; irritability and confusion in adults • Very dry mouth, skin and mucous membranes • Little or no urination — any urine that is produced will be darker than normal • Sunken eyes 8 more items</p>  | <p>Needs Met: This result would be very helpful for most users.</p> <p>Page Quality: This is a YMYL topic. This page is on a highly authoritative medical website and has a lot of reliable and accurate MC. This page is very trustworthy.</p> |

| Query and User Intent | Result Block and LP, Needs Met Rating, Page Quality Rating | Explanation |
|--|---|-------------|
| <p>Query: [how many octaves on a guitar]</p> <p>User Intent: Find out the number of octaves on a guitar.</p> |  <p>Needs Met: This block shows the number of octaves on a piano, not a guitar. Even though this SCRB has a link to a high quality landing page about pianos, it is irrelevant to the query. Useless results are useless. This result Fails to Meet the user intent.</p> <p>Page Quality: There is a lot of helpful MC on the landing page. The page has medium to high E-A-T. Medium+ to High is an appropriate rating.</p>  | |

15.0 Rating Porn, Foreign Language, and Did Not Load Results

You will be asked to assign **Porn**, **Foreign Language**, and **Did Not Load** flags to result blocks when appropriate. Some rating tasks may also ask you to identify **Upsetting-Offensive** and/or **Not-for-Everyone** results.

All flags should be assigned based on the result alone and do not depend on the query. Here is a screenshot of the flags:

Porn: No Foreign Language: No Did Not Load: No

Click on the flag name to select it. The flag will turn red and change the “No” to “Yes.” For example, here is a result block that shows when the **Foreign Language** flag should be used.

| Query and User Intent | Result Block and LP, Needs Met Rating, Flag | Explanation |
|---|--|---|
| <p>Query: [baidu.com]</p> <p>Locale: English (US)</p> <p>User Intent: Go to the Baidu website.</p> | <p>百度 www.baidu.com/ 移动版适用 - 主要提供网页、音乐、图片、新闻搜索，同时有贴吧和WAP搜索功能。</p> <p>FailsM SM MM HM FullyM</p> <p>Porn: No Foreign Language: Yes Did Not Load: No</p> | <p>This LP is the homepage of the Baidu website. The result is the target page of the query, but is in a foreign language (Chinese).</p> <p>This result merits a FullyM rating and the Foreign Language flag.</p> |

15.1 Porn Flag

Please assign the **Porn** flag to all porn pages, whether the query is porn-seeking or not. The **Porn** flag does not depend on the query or user intent.

This flag should be used if the content inside the result block, or the content on the LP, is pornographic, including porn images, links, text, pop-ups, and/or prominent porn ads. An image may be considered porn in one culture or country, but not another. Please use your judgment and knowledge of your locale.

Remember: The **Porn** flag is used to indicate that the result is porn. It doesn't matter whether the query “asks for porn”.

15.2 Needs Met Rating for Porn Results

15.2.1 Needs Met Rating for Clear Non-Porn Intent Queries

If the user intent is clearly **not** porn-seeking, a landing page that has porn for its MC should be rated **Fails to Meet**.

- When the user intent is clearly not porn, a porn result should be considered unhelpful or useless.
- Uninvited porn is a very bad experience for many users.

The following queries should be considered non-porn intent queries: [girls], [wives], [mature women], [gay people], [people kissing], [boy speedos], [moms and sons], [pictures of girls], [pictures of women], [mothers and daughters], [cheerleaders], etc.

Remember to assign the **Porn** flag for all porn pages. Use your judgment and represent users in your locale.

| Query | User Intent | Landing Page | Rating | Porn Flag? |
|-------------------------------------|--|---|--------|------------|
| [toys], English (US) | Find toys to buy. | Example Warning – this page is porn. | FailsM | Yes |
| [how tall is a camel], English (US) | Find the answer to this question about camels. | Example Warning – this page is porn. | FailsM | Yes |
| [car pictures], English (US) | Find pictures of cars. | Example Warning – this page is porn. | FailsM | Yes |

15.2.2 Needs Met Rating for Possible Porn Intent Queries

Some queries have both non-porn and porn interpretations. For example, the following English (US) queries have both a non-porn and an erotic or porn interpretation: [breast], [sex]. We will call these queries “possible porn intent” queries.

For “possible porn intent” queries, please rate as if the non-porn interpretation were dominant, even though some or many users may be looking for porn. For example, please rate the English (US) query [breast] assuming a dominant health or anatomy information intent.

| Query | User Intent | Landing Page | Rating | Porn flag? |
|-------------------------|---|---|--------|------------|
| [breasts], English (US) | Find anatomy or health information about breasts. | Example | HM | No |
| [breasts], English (US) | Find anatomy or health information about breasts. | Example Warning – this page is porn. | FailsM | Yes |

15.2.3 Needs Met Rating for Clear Porn Intent Queries

For very clear porn intent queries, assign a rating to the porn landing page based on how helpful it is for the user. Even though there is porn intent, the page should still be assigned a **Porn** flag.

Do not simply rate all porn pages for porn queries as **MM** or **HM**. Even though the query is porn and the result is porn, the page must fit the query and be helpful to get a high Needs Met rating.

Pages that provide a poor user experience, such as pages that try to download malicious software, should also receive low ratings, even if they have some images appropriate for the query.

| Query | User Intent | Landing Page | Rating | Porn Flag? |
|------------------------------------|-------------------------------------|---|----------|------------|
| [freeones], English (US) | Navigate to the Freeones homepage. | Example: http://www.freeones.com Warning – this page is porn. | FullyM | Yes |
| [freeones], English (US) | Navigate to the Freeones homepage. | Example: http://www.baberoad.com Warning – this page is porn. | FailsM | Yes |
| [anime sex pictures], English (US) | Find anime sex pictures. | Example Warning – this page is porn. | MM to HM | Yes |
| [cheerleader porn], English (US) | Find porn pictures of cheerleaders. | Example Warning – this page is porn. | MM to HM | Yes |

15.3 Reporting Illegal Images

Child Pornography

Note: When working on rating projects in any task location or locale, you must follow United States federal law, which considers child pornography to be illegal.

Definition of Child Pornography

An image is child pornography if it is a visual depiction of someone who appears to be a minor (i.e., under 18 years old) engaged in sexually explicit conduct (e.g., vaginal or anal intercourse, oral sex, bestiality or masturbation as well as lascivious depictions of the genitals), or sadistic or masochistic abuse. The image of sexually explicit conduct can involve a real child; a computer-generated, morphed, composite or otherwise altered image that appears to be a child (think of images that have been altered using "Photoshop"); or an adult who appears to be a child; and the image can be non-photographic (e.g., drawings, cartoons, anime, paintings, or sculptures) so long as the subject is engaging in sexually explicit conduct that is obscene. If it is indistinguishable from child pornography, it is child pornography.

Even if the pornographic image depicts children in a literary (think of the famous book "Lolita"), political (think of political cartoons), artistic, or scientific context, please send the link to your employer/company as instructed below.

Depiction of the genitals does not require the genitals to be uncovered. Thus, for example, a video of underage teenage girls dancing erotically, with multiple close-up shots of their covered genitals, or images of children with opaque underwear that focus on the genitalia could be considered child pornography.

An image of a naked child (e.g., in the bathtub or at a nudist colony) is not considered child pornography as long as the child is not engaging in sexually explicit conduct, or the focus is not on the child's genitalia. Visual depictions of adults who look like children (e.g., a 35-year-old man play-acting in diapers, or an obvious woman dressed as a school girl) are not child pornography. If you don't think it's a minor, it probably isn't child pornography. However, if you cannot tell that the person in the image is over 18 (e.g., an under-developed 18-year-old whose body hair has been waxed), that is child pornography.

Reporting Instructions

Please report images containing child pornography (URLs only) as instructed by your employer/company.

15.4 Foreign Language Flag

15.4.1 Using the Foreign Language Flag

Please do not assign the **Foreign Language** flag when the language on the landing page is one of the following:

- The task language
- A language that is commonly used by a significant percentage of the population in the task location
- English

For example, most Catalan-speaking users in Spain also speak Spanish. Therefore, for rating tasks in Catalan (ES), the Foreign Language flag should NOT be assigned to landing pages in Catalan, Spanish, or English.

Here is a screenshot of a result block that shows when the **Foreign Language** flag would be used.

| Query and User Intent | Result Block and LP, Needs Met Rating, Flag | Explanation |
|---|--|---|
| <p>Query: [baidu]</p> <p>Locale: English (US)</p> <p>User Intent: Go to the Baidu website.</p> |  | <p>This LP is the homepage of the Baidu website. The result is the target page of the query, but is in a foreign language (Chinese).</p> <p>This result merits a FullyM rating and the Foreign Language flag.</p> |

Important:

- Please assign the **Foreign Language** flag even if you personally understand the language, but most users in your locale do not.
- Please assign the **Foreign Language** flag based on the language of the landing page, not the appearance of the result block.
- Please remember to flag all foreign pages with the **Foreign Language** flag, even if most users in your locale would expect or want a foreign language page for the query.
- Sometimes it is difficult to determine what language the landing page is in. The LP may have multiple languages or no words at all. In these cases, try to represent users in your locale. Does it feel like a foreign language page? When in doubt, don't use the **Foreign Language** flag.

15.4.2 Needs Met Rating for Foreign Language Results

You must assign a Needs Met rating for all result blocks in your task, even if the result blocks have a foreign language landing page.




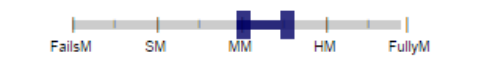
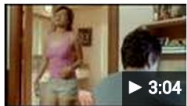
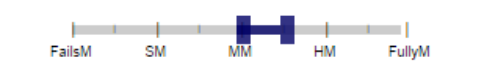
In most cases, pages you flag as **Foreign Language** should be rated **FailsM**, because they cannot be understood by most users in your locale and are therefore useless. Remember that if users in your locale can read the language, then you shouldn't be using the **Foreign Language** flag. Occasionally, you will encounter helpful **Foreign Language** pages.

If the query clearly indicates that most users would expect or want a foreign language result, then the Needs Met rating of the foreign language page should *not* be **FailsM**. For example, please assign the **FullyM** rating and **Foreign Language** flag for baidu.com if the query is [baidu.com], English (US).

Videos are often an example where foreign language pages are helpful and desired. Think about user intent and what pages are good for users. If the query "asks" for a foreign language song, band, film, sporting event, etc., then a video of the song, band, film, sporting event, etc. is helpful since it can probably be understood or enjoyed even though it is in a foreign language. For these types of queries, foreign language results are often expected.

If the video is someone talking about the song, band, film, or event, the result probably cannot be understood or enjoyed and should be assigned a **FailsM** rating and the **Foreign Language** flag.

Note: If you are unable to evaluate the Page Quality rating of a **Foreign Language** result, you do not need to assign a Page Quality rating and can leave the slider at **N/A**.

| Query and User Intent | Result Block and LP, Needs Met Rating | Explanation |
|--|--|--|
| <p>Query: [video of celine dion singing s'il suffisait d'aimer]</p> <p>Locale: English (US)</p> <p>User Intent: Watch a video of Celine Dion singing this song.</p> | <p>Celine Dion - S'il Suffisait D'aimer Live - YouTube</p>  <p>YouTube app Sep 2, 2011 Open on youtube.com</p>  | <p>This video is just what English (US) users are looking for, even though the video is not in English. The language of the LP is mostly English (even though the video is in French), so the Foreign Language flag is not needed.</p> |
| <p>Query: [alex c]</p> <p>Locale: English (US)</p> <p>User Intent: Watch a video or listen to a song by this German composer or find information about him.</p> | <p>Alex C ft. Yass- Doktorspiele - YouTube</p>  <p>YouTube app Mar 26, 2011 Open on youtube.com</p>  | <p>The query is for the German composer, Alex C. The landing page has a video with one of his songs sung by Y-ass (misspelled as "Yass" in the YouTube title) in German. It would be helpful for some or many English (US) users who type the query, even though it is not in English. The language of the landing page isn't clear. Use your judgment when deciding whether to assign the Foreign Language flag.</p> |
| <p>Query: [kasal, kasali, kasalo]</p> <p>Locale: English (US)</p> <p>User Intent: Watch a trailer of this Filipino film or find information about it.</p> | <p>Kasal Kasalo Kasali - YouTube</p>  <p>m.youtube.com/watc... Apr 8, 2007</p>  | <p>The query is for "Kasal, Kasali, Kasalo," a Filipino film. The LP is a clip from the movie in Filipino (Tagalog), the language spoken in the Philippines. It would be helpful for many English (US) users who type the query, even though it is not in English. Use your judgment when deciding whether to assign the Foreign Language flag.</p> |

15.5 Did Not Load Flag

15.5.1 Using the Did Not Load Flag

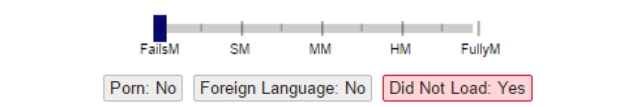
Did Not Load is used to indicate technical problems with the webpage that prevent users from viewing any LP content.

Use the **Did Not Load** flag when:

- The MC of the landing page is a web server or web application error message and there is no other content on the page: no navigation links, no home link, no SC, and no Ads. See [here](#) for a Wikipedia page on different types of error messages.
- The landing page is completely blank: no MC, no SC, and no Ads.

Assign the **Did Not Load** flag based on the landing page, not the result block.

Here is an example of a **Did Not Load** landing page. You cannot tell that the landing page doesn't load by looking at the result block.

| Query and User Intent | Result Block and LP, Needs Met Rating, Flag | Explanation |
|---|--|---|
| <p>Query: [douglas instruments]</p> <p>User Intent: Navigate to the homepage of this website.</p> | <p>Douglas Instruments Success in Protein ... www.douglas.co.uk/ Douglas Instruments designs and manufactures robots for protein crystallization. Our systems are setting new standards ...</p>  | <p>This page displays a generic 404 message. There is no MC, SC, or Ads on the page.</p> <p>This result merits a FailsM rating and the Did Not Load flag.</p> |

Here are screenshots of other types of landing pages that should be assigned the **Did Not Load** flag: [DNL1](#), [DNL2](#).

You should **not** use the **Did Not Load** flag for:

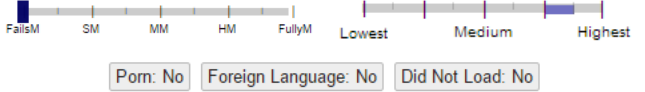
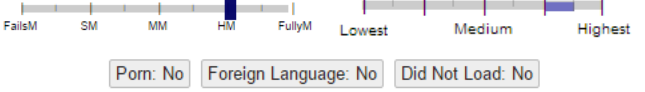
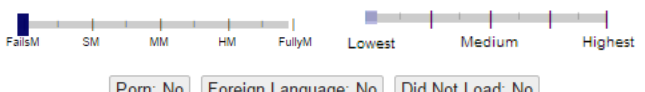
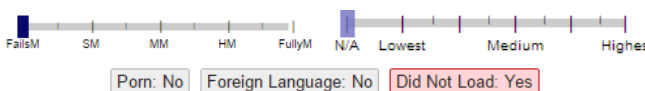
- Malware warnings, such as “Warning – visiting this site may harm your computer!” ([example](#)).
- Pages that have removed or expired MC (e.g., expired classified listing, removed social media post, products or services unavailable).
- Pages that are inaccessible because you need a subscription to view the MC.

15.5.2 Needs Met Rating and the Did Not Load Flag

All result blocks must be given a Needs Met rating. If the landing page truly doesn't load, assign the **Did Not Load** flag and rate the page **FailsM**. True **Did Not Load** pages are useless.

Sometimes the page partially loads or has an error message. Give Needs Met ratings based on how helpful the result is for the query. Error messages can be customized by the webmaster and are part of a well-functioning website. Sometimes these pages are helpful for the query.

Note: If you are unable to evaluate the Page Quality rating of a **Did Not Load** result, you do not need to assign a Page Quality rating and can leave the slider at **N/A**.

| Query and User Intent | Result Block and LP, Needs Met Rating, Page Quality Rating, Flags | Explanation |
|---|--|---|
| <p>Query: [boys pink snow shoes]</p> <p>User Intent: Find information about or purchase boys' snow shoes.</p> | <p>Boys' Snow Boots & Winter Socks Nordstrom m.shop.nordstrom.com > Kids > Boys Mobile-friendly - Shop online for boys' snow boots & winter socks at Nordstrom.com. Browse cold-weather boots, waterproof boots ...</p>  | <p>Needs Met: The MC has an error message, but the LP has a lot of SC. However, the page has no information about boys pink snow shoes and is unhelpful for the query.</p> <p>Page Quality: This LP is on a well-known, reputable merchant website. Despite the error message, this page does a nice job of explaining the issue and providing a search box, including helpful search tips and customer service information.</p> <p>Do not assign the Did Not Load flag.</p> |
| <p>Query: [bible passages]</p> <p>User Intent: Find specific passages in the Bible.</p> | <p>Bible Gateway https://www.biblegateway.com/ Mobile-friendly - Unlock your own digital study library on Bible Gateway. Browse Products. Our Blog. Daily Bible-focused news, articles, ...</p>  | <p>Needs Met: In spite of the customized “No results found” message on the LP, it has links to all passages in the Bible, organized by book. It would be very helpful for most users.</p> <p>Page Quality: This page is a well-known, reputable reference website. In addition to links to all passages in the Bible, this error page provides a search box as well as a suggestion explaining how to refine searches.</p> <p>Do not assign the Did Not Load flag.</p> |
| <p>Query: [broadway tickets]</p> <p>User Intent: This is a Know query or Do query. The user wants to search prices and/or purchase tickets to a Broadway show in New York City.</p> | <p>http://malicious-site.url/ > broadway</p> <p>Click HERE for free broadway tickets!</p> <p>... maclicious site · broadway · tickets phishing · special offer · malware warning ...</p>  | <p>Clicking on this result block leads to a malware warning. You can assume that the page is malicious without continuing to the page. As discussed in Sections 7.4.6 and 13.6, you should assign a FailsM Needs Met rating and Lowest Page Quality rating.</p> <p>Do not assign the Did Not Load flag.</p> |
| <p>Query: [paranormal activity]</p> <p>User Intent: Learn more about the 2007 film <i>Paranormal Activity</i> or the associated film series.</p> | <p>https://paranormalhangout.com > ...</p> <p>Paranormal Activity Discussion Board</p> <p>Welcome to our Paranormal Activity discussion board! Come discuss the film, the series, or your own personal encounters with paranormal ...</p>  | <p>This page cannot be reached because the site's server IP address was not found. There is no MC, SC, or Ads on the page.</p> <p>This result merits a FailsM Needs Met rating, and no Page Quality rating is required.</p> <p>Assign the Did Not Load flag.</p> |

15.6 Additional Flags in Some Rating Tasks

Some rating tasks may ask you to identify **Upsetting-Offensive** and/or **Not-for-Everyone** results.

Mark content that may be upsetting or offensive from the perspective of a typical user in your locale as **Upsetting-Offensive**, keeping in mind that people of all ages, genders, races, religions, and political affiliations use the Internet to understand the world and other points of views.

Mark content that may be unpleasant or uncomfortable for some people in your locale (e.g., content that may not be appropriate in a public space, professional environment, or school) as **Not-for-Everyone**.

16.0 Rating Queries with Multiple Interpretations and Intents

Some queries really only have one meaning. Consider the query [iphone], English (US). There may be different user intents for this query (research iPhones, buy an iPhone, go to the iPhone page on Apple's website), but all users are basically referring to the same thing: the phone made by Apple, Inc.

Some queries truly have different possible meanings. Consider the query [apple], English (US). Some users may want to find more information on the computer brand or the fruit. We refer to these different meanings as query interpretations.

When giving Needs Met ratings for results involving different query interpretations, think about how likely the query interpretation is and how helpful the result is.

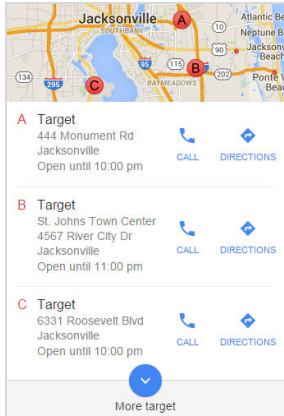
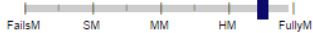

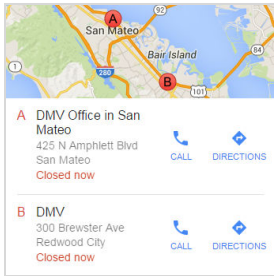
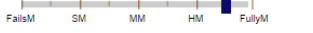
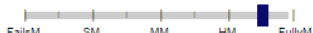
- A very helpful result for a **dominant interpretation** should be rated **Highly Meets**, because it is very helpful for many or most users. Some queries with a dominant interpretation have a **FullyM** result.
- A very helpful result for a **common interpretation** may be **Highly Meets** or **Moderately Meets**, depending on how likely the interpretation is.
- A very helpful result for a very **minor interpretation** may be **Slightly Meets** or lower because few users may be interested in that interpretation.
- There are some interpretations that are so unlikely that results should be rated **FailsM**. We call these “no chance” interpretations.

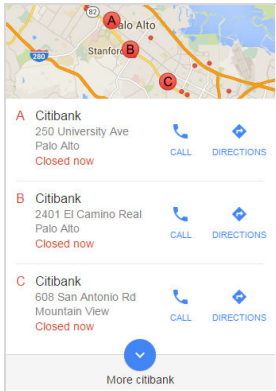
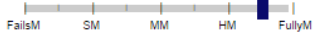

16.1 Rating Queries with Both Website and Visit-in-Person Intent

Some queries have two possible strong intents:

1. **Go to the website** intent: in order to, for example, find out information, buy something online, make a reservation, schedule an appointment, interact with customer support, or fulfill some other need that can be satisfied online
2. **Visit-in-person** intent: user wants to visit the store, business, etc. in person

We know the user intent is to accomplish one or the other, but it is unclear which one the user wants. For these queries, result blocks that only satisfy one intent should NOT get a **Fully Meets** rating.

| Query and User Intent | Result Block and LP | Needs Met Rating and Explanation |
|--|--|--|
| <p>Query: [target]</p> <p>User Location: Jacksonville, Florida</p> <p>User Intent: There are two possible strong user intents: most users probably want to visit a nearby Target location or go to the website to shop online, research products, find prices, etc.</p> |  |  <p>The result block shows three popular Target locations in Jacksonville, with information that is especially helpful for users who want to visit the store. This fulfills the user intent to find a nearby Target location.</p> |
| | <p>Target m.target.com</p> <p>Mobile-friendly - ... with \$25 purchase or free same day store pickup on all online orders ...</p> <p>Search target.com</p> |  <p>The result is very satisfying and fulfills the user intent to shop online or otherwise use the website.</p> |
| <p>Query: [dmv]</p> <p>User Location: Belmont, California</p> <p>User Intent: There are two possible strong user intents: most users probably want to visit a nearby DMV location or go to the DMV website to renew a license, pay a fee, find some information, etc.</p> |  |  <p>The result block shows two nearby DMV locations, with information that is especially helpful for users who want to visit the locations. This fulfills the user intent to find a nearby DMV location.</p> |
| | <p>DMV - State of California https://www.dmv.ca.gov</p> <p>California DMV Home Page is available for customers to check out publications, download forms, brochures, FAQs, ...</p> |  <p>The result is very satisfying and fulfills the user intent to find information or otherwise use the website (e.g., to review a license, pay a fee).</p> |

| Query and User Intent | Result Block and LP | Needs Met Rating and Explanation |
|---|---|--|
| <p>Query: [citibank]</p> <p>User Location: Palo Alto, California</p> <p>User Intent: There are two possible strong user intents: most users probably want to visit a nearby Citibank location or go to the website to bank online.</p> |  |  <p>The result block shows three nearby Citibank locations in the user location of Palo Alto. The information is especially helpful for users who want to visit the bank. This fulfills the user intent to find a nearby Citibank location.</p> |
| | <p>Citibank: Sign On https://online.citibank.com</p> <hr/> <p>Mobile-friendly - Discover financial services tailored to your life from Citibank®. Learn more about our full range of banking products, ...</p> <p>Citi® Credit Cards - Login - Sign On</p> |  <p>The result is very satisfying and fulfills the user intent to do online banking or otherwise use the website.</p> |

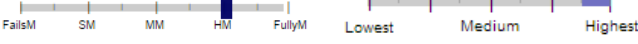
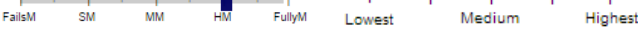
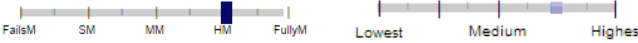
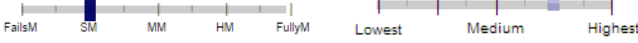
17.0 Specificity of Queries and Landing Pages

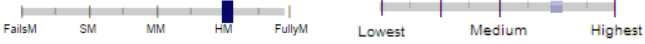
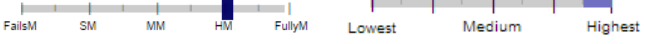
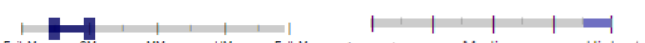
Some queries are very general and some queries are specific. Here are some examples that compare levels of specificity of English (US) queries:

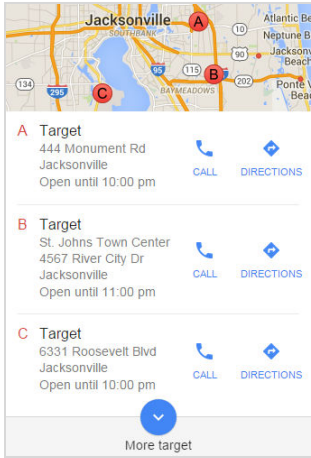
| Query | More Specific Query | Even More Specific Query |
|-----------------------|------------------------------------|---|
| [chair] | [dining room chair] | [ikea "henriksdal" highback upholstered chair] |
| [library] | [harvard library] | [harvard anthropology library] |
| [interview questions] | [interview questions for teachers] | [practice interview questions used for teach for america] |
| [restaurants] | [chinese restaurants] | [takeout chinese restaurants in downtown Austin] |
| [coffee shops] | [starbucks] | [red rock coffee mountain view] |

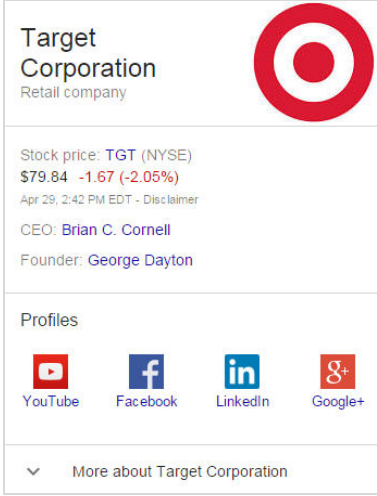
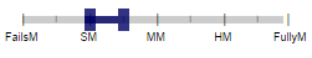
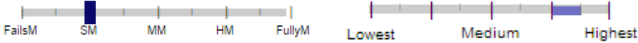
Results for specific queries are easier to rate on the Needs Met scale because we know more about what the user is looking for. Giving a Needs Met rating for results for general queries can be difficult. As always, your rating is based on how helpful the result is for the query, not the specificity fit.

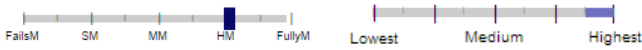

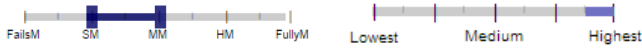
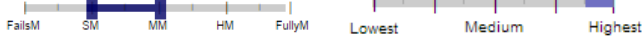

When the query is a broad category, such as [cafes] [restaurants] [hotels] [books] [tourist attractions in paris] etc., popular and prominent examples may be considered very helpful. Please do web research to help you understand what is popular and prominent in different locations.

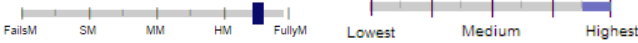
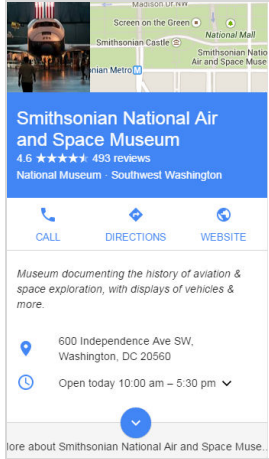
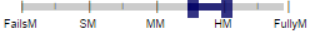
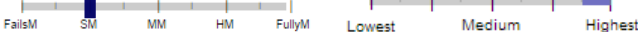
| Query and User Intent | Result Block & LP, Needs Met & Page Quality Ratings | Explanation |
|--|---|---|
| <p>Query: [credit cards]</p> <p>User Intent: Users are probably looking to sign up for a credit card online, or want to research credit cards before signing up.</p> | <p>Credit cards & Rewards credit cards Visa USA usa.visa.com/cards/credit-cards/index.js... Mobile-friendly - Whether you are looking for a premium rewards card or a traditional credit card, Visa has something to fit your needs. Apply for a Credit Card - Apply</p>  | <p>Even though there are many options, a page for an individual company that offers different cards could be very helpful.</p> <p>Needs Met: This LP is more specific than the query, but could still be helpful for many or most users because Visa is a popular credit card company.</p> <p>Page Quality: Visa is a credit card company with high E-A-T that offers services for credit cards, banking, etc. and has a good reputation. High+ to Highest is an appropriate rating.</p> |
| | <p>Credit Cards and Credit Card Offers - Apply Online Discover Card https://www.discover.com/credit-cards/ Mobile-friendly - See all the ways you can earn and enjoy credit card rewards with the Discover it credit card, the game changing cash ...</p>  | <p>Even though there are many options, a page for an individual company that offers different cards could be very helpful.</p> <p>Needs Met: This LP is more specific than the query, but could still be helpful for many or most users because Discover is a popular credit card company.</p> <p>Page Quality: Discover is a company with high E-A-T that offers services for credit cards, banking, etc. with a good reputation. High+ to Highest is an appropriate rating.</p> |
| | <p>Best Credit Cards of 2015: Reviews, Rewards and Offers - NerdWallet www.nerdwallet.com/the-best-credit-cards Mobile-friendly - NerdWallet's credit card experts rank the best credit cards out there. Offers include no fee cash back cards with up to 5% ...</p>  | <p>This page offers a list of top credit cards in a variety of categories.</p> <p>Needs Met: This LP fits the query. It would be helpful for most users.</p> <p>Page Quality: This website helps consumers make money decisions. It has a good reputation, high E-A-T, and has been recommended by several major newspapers. High is an appropriate rating.</p> |
| | <p>Union Plus Credit Card for Union Members www.unionplus.org/credit/credit-card Mobile-friendly - The Union Plus Credit Card is designed for union members. The credit card offers financial hardship assistance, strike ...</p>  | <p>This page describes a credit card that requires union membership.</p> <p>Needs Met: Since the credit card requires union membership, the page would be helpful for some users.</p> <p>Page Quality: This company is an expert on its own credit card, which is issued by HSBC Bank, a financial services organization with a good reputation and high E-A-T. High is an appropriate rating.</p> |

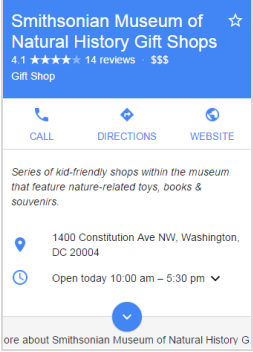
| Query and User Intent | Result Block & LP, Needs Met & Page Quality Ratings | Explanation |
|--|--|---|
| <p>Query: [hotels]</p> <p>User Intent: Users are probably planning a trip, but this query is very general and vague.</p> | <p>Hotels, Hotel Rooms, Discount Hotel Rates & Cheap Motels on Orbitz www.orbitz.com/hotels/ Mobile-friendly - Find discount hotels, motels, and cheap hotel rooms with hotel reviews on Orbitz. Get our lowest hotel rates on our ...</p>  | <p>This is a popular travel aggregator website, and the hotel page on the site can help users find hotels in the U.S. Users can read reviews, compare hotels, or make a reservation.</p> <p>Needs Met: This LP fits the query. It would be very helpful for most users.</p> <p>Page Quality: Orbitz is a popular website with high E-A-T and a good reputation. High is an appropriate rating.</p> |
| | <p>Marriott www.marriott.com/default.mi Mobile-friendly - Browse and book hotel rooms that suit your needs and style and start your next adventure with Marriott.</p>  | <p>This is a very popular hotel chain with hotels available in the majority of the U.S. at many different price points.</p> <p>Even though the list of possible hotel chains is long, the homepage of an individual chain that offers different prices, features, and location options could be very helpful.</p> <p>Needs Met: This LP is more specific than the query, but it would still be helpful for many or most users because the Marriott is a popular chain of hotels.</p> <p>Page Quality: The Marriott website gives information on Marriott hotels, a popular chain of hotels. Marriott has a good reputation and is an expert on Marriott hotels, making the information on this page highly authoritative. High+ to Highest is an appropriate rating.</p> |
| | <p>Emeryville Hotels near Berkeley CA Courtyard Hotel in ... - Marriott www.marriott.com/hotels/.../oakmv-court... Mobile-friendly - 4 days ago - This Emeryville, CA hotel near Berkeley offers a modern lobby with flexible work spaces, free Wi-Fi ... Hotel Details - 5555 Shellmound Street ...</p>  | <p>This is the webpage of the Marriott Courtyard hotel in Emeryville, California.</p> <p>Needs Met: The LP is too specific for the query, but this is a well-known brand and users can navigate to other Marriott hotels from this page. Few users would find this page helpful.</p> <p>Page Quality: The Marriott website gives information on Marriott hotels, a popular chain of hotels. Marriott has a good reputation and is an expert on Marriott hotels, making the information on this page highly authoritative. High+ to Highest is an appropriate rating.</p> |

| Query and User Intent | Result Block & LP, Needs Met & Page Quality Ratings | Explanation |
|---|--|--|
| <p>Query: [target]</p> <p>User Location: Jacksonville, Florida</p> <p>User Intent: Go to target.com or find a nearby Target store.</p> |  <p>Target 444 Monument Rd Jacksonville Open until 10:00 pm</p> <p>Target St. Johns Town Center 4567 River City Dr Jacksonville Open until 11:00 pm</p> <p>Target 6331 Roosevelt Blvd Jacksonville Open until 10:00 pm</p> <p>More target</p> <p>FailM SM MM HM FullyM</p> <p>No Page Quality rating required</p> | <p>Needs Met: The result block shows three popular Target locations in Jacksonville, with information that is especially helpful for users who want to visit the store.</p> |
| | <p>Target m.target.com Mobile-friendly - ... with \$25 purchase or free same day store pickup on all online orders ...</p> <p>Search target.com</p> <p>FailM SM MM HM FullyM</p> <p>Lowest Medium Highest</p> | <p>The LP is the Target website.</p> <p>Needs Met: The result is very satisfying for users that want to go to the website.</p> <p>Page Quality: Target is a popular shopping website in the U.S. with high E-A-T and is trusted by users for online purchases. High to High+ is an appropriate rating.</p> |
| | <p>Find Store - Target m.target.com/store-locator/find-stores Mobile-friendly - find a store. Target; find a store ... search for a store ... -or- view all stores by state. Only show stores with: Apple Store</p> <p>FailM SM MM HM FullyM</p> <p>Lowest Medium Highest</p> | <p>The LP is the “store locator” page on the Target website.</p> <p>Needs Met: The LP is more specific than the query, but many or most users would be interested in this page.</p> <p>Page Quality: Target is the expert about where its stores are located. This page is the most authoritative page on this topic. High to Highest is an appropriate rating.</p> |
| | <p>Electronics : Target m.target.com/c/electronics/-/N-5xtg6 Mobile-friendly - Buy electronics online from the top brands at Target, from TVs and cameras to computers and tablets. Free shipping on ... TVs & home theater - Computers & Office</p> <p>FailM SM MM HM FullyM</p> <p>Lowest Medium Highest</p> | <p>The LP is the “electronics” page on the Target website.</p> <p>Needs Met: The LP is more specific than the query, but many or most users would be interested in this page.</p> <p>Page Quality: Target is a popular shopping website in the U.S. with high E-A-T and is trusted by users for online purchases. High to High+ is an appropriate rating.</p> |

| Query and User Intent | Result Block & LP, Needs Met & Page Quality Ratings | Explanation |
|---|--|---|
| <p>Query: [target]</p> <p>User Location: Jacksonville, Florida</p> <p>User Intent: Go to target.com or find a nearby Target store.</p> | <div data-bbox="527 163 901 655">  </div> <div data-bbox="397 709 966 766">  <p>No Page Quality rating required</p> </div> <div data-bbox="397 802 841 982"> <p>Women's Jegging Black - Cherokee : Target m.target.com/.../women...jegging-black-c... Mobile-friendly - Jan 4, 2015 - Find product information, ratings and reviews for a Women's Jegging Black - Cherokee.</p> </div> <div data-bbox="397 1066 1031 1108">  </div> | <p>Needs Met: While this result block has some helpful content, most people searching for Target are not looking for the stock price or the names of the CEO and Founder. Slightly Meets to Slightly Meets+ is an appropriate rating.</p> <p>The LP on the Target website is for a specific type of women's pants.</p> <p>Needs Met: The LP is much more specific than the query and would be helpful for very few users.</p> <p>Page Quality: Target is a popular shopping website in the U.S. with high E-A-T and is trusted by users for online purchases. High to High+ is an appropriate rating.</p> |

| Query and User Intent | Result Block & LP, Needs Met & Page Quality Ratings | Explanation |
|---|--|--|
| <p>Query: [chicken recipes]</p> <p>User Intent: Users probably want to make a chicken dish and are looking for some recipes to choose from. Users probably expect and want a list of recipes.</p> | <p>Chicken Recipes: Food Network : Recipes and Cooking : Food ... www.foodnetwork.com/.../chicken.html Results 1 - 10 of 5500 - Find chicken recipes, videos, and ideas from Food Network.</p>  | <p>This LP has many chicken recipes (with reviews) on a popular recipe website.</p> <p>Needs Met: This LP fits the query. It would be very helpful for most users.</p> <p>Page Quality: Food Network is a popular website with high E-A-T and a good reputation for providing high quality recipes and cooking information. High+ to Highest is an appropriate rating.</p> |
| | <p>Chicken Parmesan Recipe : Tyler Florence : Food Network  www.foodnetwork.com/.../ty... ★★★★★ Rating: 5 - 427 reviews - 1 hr 5 mins Mobile-friendly - Get Tyler Florence's classic Chicken Parmesan recipe from Food 911.</p>  | <p>This LP has a single recipe for chicken parmesan.</p> <p>Needs Met: This is a popular type of chicken recipe on a popular website, but the LP is more specific than the query. Some or few users would find this page helpful.</p> <p>Page Quality: Food Network is a popular website with high E-A-T and a good reputation for providing high quality recipes and cooking information. High+ to Highest is an appropriate rating.</p> |
| | <p>Fried Chicken Recipes - Allrecipes.com m.allrecipes.com/recipes/.../chicken/fried-... Mobile-friendly - See more than 80 delicious authentic fried chicken recipes with photos and tips. ... Staff Picks. Honey Fried Chicken ...</p>  | <p>This LP has over 25 recipes for fried chicken, a popular chicken dish.</p> <p>Needs Met: Even though there are over 25 different recipes on the LP, they are all for the same basic dish. Therefore, this LP is also more specific than the query. Some or few users would find this page helpful.</p> <p>Page Quality: Allrecipes.com is a popular website with high E-A-T and a good reputation for providing high quality recipes with lots of reviews. High+ to Highest is an appropriate rating.</p> |
| | <p>Chickenrecipes www.chickenrecipes.com/ chickenrecipes.com has been informing visitors about topics such as Chicken Breast Recipes, Easy Chicken Dishes ...</p>  | <p>This is a fake search page for chicken recipes.</p> <p>Needs Met: It should be rated FailsM as it would be helpful for no users.</p> <p>Page Quality: Ads should never disguise themselves as the MC of the page. Pages with Ads that are designed to look like MC do not have a beneficial purpose. Since this page deceives users, it should receive the Lowest rating.</p> |

| Query and User Intent | Result Block & LP, Needs Met & Page Quality Ratings | Explanation |
|--|--|---|
| <p>Query: [smithsonian air and space museum store]</p> <p>User Location: Washington, DC</p> <p>User Intent: Go to the store website or find information, such as opening hours, about the museum's store in Washington, DC.</p> | <p>Museum Store National Air and Space Museum Smithsonian Institution > airandspace > ... Bring home a memento of your Museum visit or find the perfect gift for someone special. The Museum store offers a ...</p> <hr/>  | <p>This LP is the official website for the museum store.</p> <p>Needs Met: The result is very satisfying for users that want to go to the website.</p> <p>Page Quality: This is the website of a popular museum store with a good reputation and high E-A-T. The museum is the expert on information about the store, including hours, phone numbers, membership information, etc. High+ to Highest is an appropriate rating.</p> |
| |  <hr/>  <p>No Page Quality rating required</p> | <p>Needs Met: While the result is about the museum, the hours, address, and directions are the same as the museum store. This information is helpful for users searching for the store.</p> |
| | <p>Volunteer National Air and Space Museum Smithsonian Institution > airandspace > v... Mobile-friendly - Support the Museum by volunteering your time. Work as a ... Smithsonian Air and Space Museum.</p> <hr/>  | <p>This LP has information about how to volunteer at the museum.</p> <p>Needs Met: The LP is more specific than the query and would be helpful for few users.</p> <p>Page Quality: This is the volunteer page for a popular museum with a good reputation and high E-A-T. The museum is the expert on their own volunteer opportunities. High+ to Highest is an appropriate rating.</p> |

| Query and User Intent | Result Block & LP, Needs Met & Page Quality Ratings | Explanation |
|--|--|--|
| <p>Query: [smithsonian air and space museum store]</p> <p>User Location: Washington, DC</p> <p>User Intent: Go to the store website or find information, such as opening hours, about the museum's store in Washington, DC.</p> |  <p>No Page Quality rating required</p> | <p>Needs Met: This is not the museum requested in the query so the result Fails to Meet the user intent.</p> |

18.0 Needs Met Rating and Freshness

Some queries demand very recent or “fresh” information. Users may be looking for “breaking news,” such as an important event or natural disaster happening right now. Here are different types of queries demanding current/recent results.


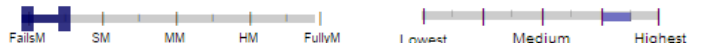

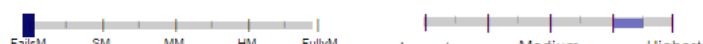


| Type of Query | Example Queries | Explanation |
|--|--|---|
| “Breaking news” queries | [tornado], [tsunami] | Assume users need the information right away. Imagine someone who needs immediate weather information because a big storm is coming. Information about last year’s weather would not be helpful. |
| Recurring event queries, such as elections, sports events, TV shows, conferences, etc. | [olympics], [american idol], [redsox schedule], [tax forms], [elections] | Assume users are looking for the most recent or current information about the event. For example, if the Olympics are happening right now, users searching [olympics] want information about the current Olympics, not results from years ago. If the next Olympics are a few months away, users are probably interested in the upcoming Olympics. |
| Current information queries | [population of paris], [amount of u.s. debt], [airfare from ny to sfo], [next federal holiday] | Assume users are looking for the most current information, such as prices or airfare. |
| Product queries | [iphone], [toyota camry], [windows operating system] | Assume users are looking for information about the most recent model/version for these product queries. |


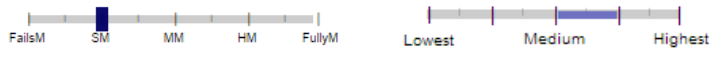

When a query demands recent content, only pages with current, recent, or updated content should get high Needs Met ratings. For these queries, pages about past events, old product models and prices, outdated information, etc. are not helpful. They should be considered “stale” and given low Needs Met ratings. In some cases, stale results are useless and should be rated **FailsM**.

For some queries, there may be “newsy” or recent information user intent, as well as more “timeless” information user intent. Users issuing queries for celebrities or politicians may be interested in biographical information, or users may be looking for the latest news or gossip.

Freshness is generally less of a concern for Page Quality rating. “Stale” pages can have high Page Quality ratings. For example, some highly reputable news websites maintain “archival” content. However, unmaintained/abandoned “old” websites or unmaintained and inaccurate/misleading content is a reason for a low Page Quality rating.

Note: The date the page was created may be different from when the content was last updated or modified. When content is updated, the page will sometimes show the date of the update, not the date the page was created. Some websites always show the current date, regardless of when the content was last updated. If you are curious about the content of a page, see [here](#) to try the “Wayback Machine” on the Internet Archive. Not all pages are available, but this tool may help you understand how some pages were created and how their content has changed over time.

| Query and User Intent | Result Block and LP, Needs Met Rating, Page Quality Rating | Explanation |
|--|---|---|
| <p>Query: [nasa mars landing]</p> <p>User Intent: On the date this example was written, NASA had just landed the “Curiosity” rover on Mars. Most users are probably looking for breaking news and pictures about the event.</p> | <p>Curiosity Rover Lands Safely on Mars - NYTimes.com mobile.nytimes.com/.../curiosity-rover-la... Mobile-friendly - Aug 6, 2012 - One of the first test images from NASA's Mars Curiosity rover that helped signal that everything was ...</p>  | <p>This LP has an article about the “Curiosity” rover landing, published on the same day as the landing, which is the day this example was written.</p> |
| | <p>NASA's Curiosity Rover Sets Off for Mars Mission - NYTimes.com www.nytimes.com/.../nasas-curiosity-rov... Nov 26, 2011 - NASA Launches Sophisticated Rover on Journey to Mars. NASA/Reuters. A rendering of the Mars ...</p>  | <p>This LP has an article about the launching of the “Curiosity” rover, published nine months before its landing on Mars. The content on this page would be considered stale for the query.</p> |
| <p>Query: [los angeles traffic]</p> <p>User Location: Los Angeles, California</p> <p>User Intent: Users are looking for current information about traffic conditions in Los Angeles. Even pages about traffic conditions the day before would be considered stale for the query.</p> | <p>Your commute: Live L.A. traffic conditions L.A. NOW Los Angeles ... latimesblogs.latimes.com/.../2012/.../your... Mobile-friendly - Your commute: Live L.A. traffic conditions. August 7, 2012 4:30 pm. Los Angeles . Traffic Report by Sigalert.com.</p>  | <p>This LP shows traffic conditions in Los Angeles on August 7, 2012, which is the day this example was written.</p> |
| | <p>Your commute: Live L.A. traffic conditions L.A. NOW Los Angeles ... latimesblogs.latimes.com/.../2012/.../your... Mobile-friendly - Your commute: Live L.A. traffic conditions. August 6, 2012 6:30 am. Los Angeles . Traffic Report by Sigalert.com.</p>  | <p>This LP shows traffic conditions in Los Angeles on August 6, 2012. It is stale and useless for the query even though it is only one day old.</p> |
| <p>Query: [nobel peace prize winner]</p> <p>User Intent: Find the name of the most recent winner of this prize. This is a Know Simple query. At the time this example was originally written, 2011 was the most recent year that the Nobel Peace Prize was awarded.</p> | <p>Nobel Peace Prize Awarded to Three Activist Women www.nytimes.com/2011/.../nobel-peace-... Published: October 7, 2011 ... Among 3 Women Awarded Nobel Peace Prize, a Nod to the Arab Spring (October 8, 2011) ...</p>  | <p>This LP on the New York Times website has information about the most recent winner of this prize, based on the date when this example was written.</p> |
| | <p>BBC NEWS Europe Nobel for anti-poverty pioneers news.bbc.co.uk/2/hi/europe/6047020.stm Oct 13, 2006 - Muhammad Yunus of Bangladesh and the Grameen Bank have been jointly awarded the 2006 Nobel ...</p>  | <p>This LP on the BBC website has information about the 2006 winner of this prize. This page is stale for the query.</p> |

| Query and User Intent | Result Block and LP, Needs Met Rating, Page Quality Rating | Explanation |
|--|---|---|
| <p>Query: [arthritis]</p> <p>User Intent: Users are looking for information about this disease. Because there is ongoing research done on treatments and cures for most diseases, users are probably looking for authoritative, up-to-date information on arthritis.</p> | <p>Arthritis: MedlinePlus m.medlineplus.gov/arthritis.html If you feel pain and stiffness in your body or have trouble moving around, you might have arthritis. Most kinds of arthritis ...</p>  | <p>Medline Plus is an authoritative website that regularly updates its content.</p> |
| | <p>Arthritis Drug Approved for Expanded Use - New York Times www.nytimes.com/2006/05/.../20drug.ht... May 20, 2006 - Federal regulators approved wider use of Johnson & Johnson's drug Remicade but also said that a ...</p>  | <p>This 2006 article would be considered stale for this medical query.</p> |
| <p>Query: [when was franklin d roosevelt born]</p> <p>User Intent: Users want to find this well understood fact.</p> | <p>Franklin D. Roosevelt - Biography - U.S. President - Biography.com www.biography.com/.../franklin-d-roose... Born on January 30, 1882, in Hyde Park, New York, Franklin D. Roosevelt was stricken with polio in 1921. He became the 32nd U.S. president in 1933, and was the only president to be elected four times.</p>  | <p>This LP has the information users are looking for.</p> |
| | <p>We couldn't find a stale page for this query.</p> | <p>N/A</p> |

19.0 Misspelled and Mistyped Queries and Results

19.1 Misspelled and Mistyped Queries

You will notice that some queries are misspelled or mistyped. Here are some examples of queries that are obviously misspelled:

| Misspelled Query | Query Interpretation |
|--------------------------------------|---|
| [federal expres], English (US) | The only reasonable query interpretation is the company named Federal Express. |
| [new england patroits], English (US) | The only reasonable interpretation is the NFL football team. |
| [byonce knowles], English (US) | The only reasonable interpretation is the famous singer/actress, Beyonce Knowles. |


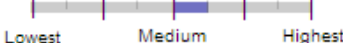

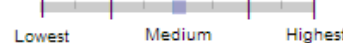

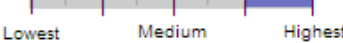
Some misspelled or mistyped queries are more difficult to interpret. Use your judgment and do query research.

For **obviously** misspelled or mistyped queries, you should base your rating on user intent, not necessarily on exactly how the query has been spelled or typed by the user.

For queries that are **not** obviously misspelled or mistyped, you should **respect the query as written**, and assume users are looking for results for the query as it is spelled.

19.2 Name Queries

Consider the query [john stuart], English (US). There is a very famous Jon Stewart, the comedian and former host of a popular U.S. television show. However, we should not assume that the query [john stuart] has been misspelled. There are many people named John Stuart. We will respect the query as written and assume the user is looking for someone named “John Stuart.”


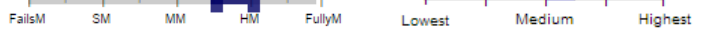
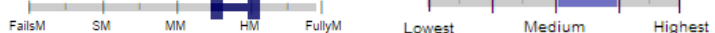



| Query and Possible User Intents | Result Block and LP, Needs Met Rating, Page Quality Rating | Explanation |
|---|--|---|
| <p>Query: [micheal jordan], English (US)</p> <p>User Intent: There are many people named “Micheal Jordan.”</p> <p>Helpful results for more prominent people named Micheal Jordan should receive higher ratings than helpful results for less prominent people named Micheal Jordan.</p> <p>Because Michael Jordan is such a famous athlete/celebrity, we will consider Michael Jordan to be a minor interpretation.</p> | <p>Micheal Jordan profiles LinkedIn https://www.linkedin.com/.../Micheal/Jor... Mobile-friendly - View the profiles of professionals named Micheal Jordan on LinkedIn. There are 25 professionals named Micheal ...</p>   | <p>The page lists all members of the LinkedIn site named “Micheal Jordan.” LinkedIn is a very popular social networking website for professionals in the U.S. This result would be very helpful for many or most users trying to find information about someone named “Micheal Jordan.”</p> |
| | <p>Micheal Jordan LinkedIn www.linkedin.com/.../micheal-jordan/.../ Atlanta, Georgia - Facilities Services Professional Office Supporter at Fort Street U.M. Church; Administrator/Facilitator at Fort Street United Methodist Church; Supervisor ...</p>   | <p>LinkedIn page for Micheal Jordan, a facilities services professional in Atlanta, Georgia.</p> |
| | <p>NBA.com: Michael Jordan Career Stats www.nba.com/history/.../jordan_stats.htm... Full Name: Michael Jeffrey Jordan Born: 2/17/63 in Brooklyn, N.Y. High School: Laney (Wilmington, N.C.) College: North ...</p>   | <p>Michael Jordan's player profile page on the NBA basketball website.</p> |

20.0 Non-Fully Meets Results for URL Queries

Raters sometimes ask the question, “For a well-formed working URL query, are the only acceptable Needs Met ratings for a result either **Fully Meets** or **Fails to Meet**?” The answer is no. There can be other helpful results for URL queries.

Some users issue URL queries to find information about a website, such as reviews or recent news. We recommended this to you as one method of reputation research in the PQ guidelines. Real users do this too. Results that give reviews and reputation information can be very helpful for a URL query.

However, websites that offer usage statistics about a website are not usually helpful results for URL queries. Most users aren't interested in this kind of information.

| Query and User Intent | Result Block and LP, Needs Met Rating, Page Quality Rating | Explanation |
|---|--|--|
| Query: [potterybarn.com] User Intent: Pottery Barn is a home furnishing store. Users may want to go to the website, do research, or find more information on the company. | <p>Pottery Barn Pottery Barn > home</p> <hr/> <p>Mobile-friendly - Pottery Barn's expertly crafted collections offer a widerange of stylish indoor and outdoor furniture, accessories, decor ...</p> <hr/>  | This LP is the target of the query. |
| | <p>Up to 75% off Pottery Barn Coupons, Promo ... Coupons.com > ... > Home & Garden</p> <hr/> <p>★★★★★ Rating: 81% - 37 votes Mobile-friendly - 5 verified Pottery Barn coupons and promo codes as of May 25. Popular now: Save Up to 75% Off Sale & Clearance ...</p> <hr/>  | Online coupon codes are very popular in the U.S. and this LP (from a well-known coupon site) displays codes for online purchases on the Pottery Barn website. Users may be interested in coupon codes and this would be very helpful for those shopping online at potterybarn.com, especially frequent shoppers. |
| | <p>Pottery Barn Reviews - Consumer Reviews of Potterybarn.com SiteJabber www.sitejabber.com > reviews > www.po...</p> <hr/> <p>Mobile-friendly - 73 reviews for Pottery Barn, 4.2 stars: "I love the stuff here. ... SiteJabber Online Business Reviews and Complaints.</p> <hr/>  | This LP (from a well-known review site) has reviews of the potterybarn.com website. Users may be interested in reading reviews when considering whether to make purchases at potterybarn.com, especially new shoppers. |
| Query: [ratemyprofessors.com] User Intent: Go to www.ratemyprofessors.com , a website where students can rate their college professors. | <p>Rate My Professors - Review Teachers and Professors, School ... www.ratemyprofessors.com/</p> <hr/> <p>Mobile-friendly - Rate My Professors is the best college professor reviews and ratings source based on student feedback. Over 1.4 ...</p> <hr/>  | This LP is the target of the query. |
| | <p>RateMyProfessors.com Rankings Released Leslie Reece Schichtel www.huffingtonpost.com/leslie-reece.../c...</p> <hr/> <p>Mobile-friendly - Aug 31, 2012 - The rankings offer good news to both penny-pinching students and America at large. Less expensive ...</p> <hr/>  | This LP is a Huffington Post article dated August 31, 2012 about ratemyprofessors.com. The article was newly published when it was added to the guidelines. Some users might be interested in this article. |
| | <p>Towson's RateMyProfessor gets ready to test the market - Baltimore ... www.bizjournals.com/.../story8.html?...</p> <hr/> <p>Apr 17, 2006 - Two Towson entrepreneurs bought RateMyProfessor.com last fall for seven figures. They're already ...</p> <hr/>  | This LP is an article dated April 17, 2006 about the ratemyprofessors.com website. Few or no users would be interested in this outdated information. |

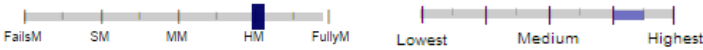
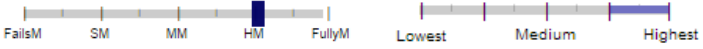
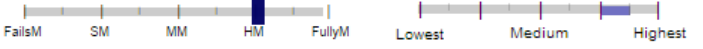
21.0 Product Queries: Importance of Browsing and Researching

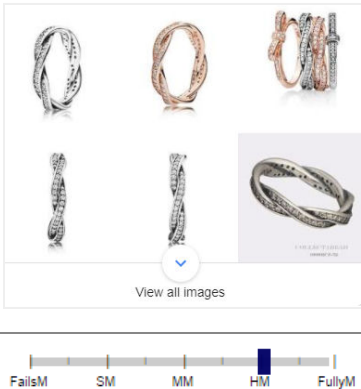
Some product queries, such as [ipad reviews], have a clear information-seeking (**Know**) intent. Other product queries, such as [buy ipad], have a clear purchase (**Do**) intent. And some product queries, such as [ipad store.apple.com], have a clear navigation (**Website**) intent. However, most product queries don't obviously specify one type of intent.

Keep in mind that many users enjoy browsing and visually exploring products online, similar to window shopping in real life. Give high Needs Met ratings to results that allow users to research, browse, and decide what to purchase.

Users may not always plan to buy products online that they are browsing and researching, for example, cars or major appliances. Even though the ultimate goal may be to purchase a product, many other activities may take place first: researching the product (reviews, technical specifications), understanding the options that are available (brands, models, pricing), viewing and considering various options (browsing), etc.

Important: Page Quality ratings for product results need extra care and attention.

| Query and User Intent | Result Block and LP, Needs Met Rating, Page Quality Rating | Explanation |
|--|---|---|
| <p>Query: [high definition tv]</p> <p>User Intent: This query doesn't specify a size or brand of TV. Users are probably doing research before making a purchase.</p> | <p>HDTV Reviews HDTVs Review PCMag.com www.pcmag.com/reviews/HDTV PCMag provides up-to-date coverage and product reviews of HDTVs.</p>  | <p>This LP has comprehensive information about different types of high definition TVs (plasma, LCD, LED), as well as reviews about many specific models. The website is known for having helpful reviews and information about electronics.</p> |
| <p>Query: [girl toddler jeans size 3T]</p> <p>User Intent: The query is very specific. The user wants to browse and find an item to buy.</p> | <p>Toddler Girl Jeans at babyGap Gap - Free Shipping on \$50 www.gap.com > Home > Toddler Clothing Mobile-friendly - Gap toddler girl jeans collection includes a variety of popular styles. Pick from toddler girls jeans in skinny, wide leg and ...</p>  | <p>This is a helpful page for browsing and shopping for toddler girls jeans. There are many options for jeans in size 3T. This is a high quality store known for selling jeans.</p> |
| <p>Query: [cufflinks]</p> <p>User Intent: Most users probably want to find different cufflink styles and options to browse or purchase.</p> | <p>Cuff Links for Men & More Men's Jewelry Nordstrom m.shop.nordstrom.com/c/mens-cuff-links Mobile-friendly - Free shipping on cuff links & men's jewelry at Nordstrom.com. Shop cuff links, tie clips, bracelets & necklaces. Totally ...</p>  | <p>This LP has a large collection of cufflinks from a very reputable retailer. There are many options and styles. This is a good page for browsing. There are helpful features at the top to choose styles, price ranges, etc.</p> |

| Query and User Intent | Result Block and LP, Needs Met Rating | Explanation |
|--|---|--|
| <p>Query: [twist of fate ring pandora]</p> <p>User Intent: The user is looking for a specific ring sold by the Pandora brand and likely wants to research the ring, see what it looks like, find options to browse or purchase, etc.</p> |  | <p>This result has a variety of images of the ring, showing different angles and materials. Knowing what the ring looks like is very helpful to users who are researching the product and browsing options that are available.</p> |

22.0 Rating Visit-in-Person Intent Queries

When there is a user location for a visit-in-person intent query and a location has not been specified in the query itself, such as [chinese restaurants] with a user location of **Boston, MA**, results in or near the user location are the most helpful.


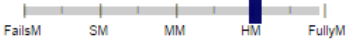

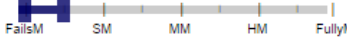
How close is “near”? The type of business and/or entity should be taken into consideration when deciding if the distance of the visit-in-person result is too far. For example, most people are not willing to travel very far for a gas station, coffee shop, supermarket, etc. Those are types of businesses that most users expect to find nearby.


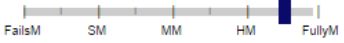

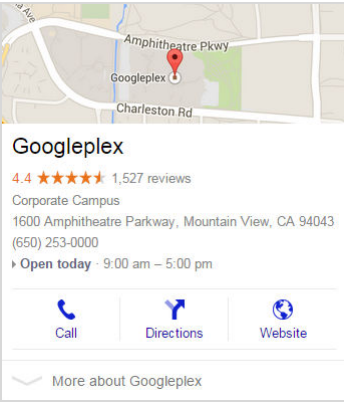
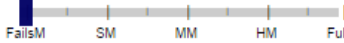

However, users might be willing to travel a little farther for certain kinds of visit-in-person results: doctors’ offices, libraries, specific types of restaurants, public facilities like swimming pools, hiking trails in open spaces, etc. Sometimes users may accept results that are even farther away, such as a very specialized medical clinic.

In other words, when we say users are looking for results “nearby,” the word “nearby” can mean different distances for different queries. As always, please use your judgment.

22.1 Examples Where User Location Does (and Does Not) Matter

As previously mentioned, the user location may not always change our understanding of the query and user intent. Below is one example where user location plays an important role, and two examples where user location does not matter.

| Query and User Intent | Result Block and LP, Needs Met Rating | Explanation |
|---|---|--|
| <p>Query: [minimum wage rate]</p> <p>User Location: Wichita, Kansas</p> <p>User Intent: Find out what the current minimum wage is. Different states in the U.S. have different minimum wage rates. Users might be interested in the minimum wage in their state and how it compares to other places.</p> |  | <p>This SCRB displays the complete and correct answer prominently in the result block, in a way that is easy for users on mobile devices to read.</p> <p>Note: Assume that the result shows current information for users at the time this example was written. If you were rating this task, you would need to verify that the minimum wage rate in this SCRB is accurate for the state of Kansas.</p> |
| | <p>Pay and Wage Requirements - Kansas Department of Labor https://www.dol.ks.gov/Laws/FAQwages... Pay and Wage Requirements. Minimum Wage. What is the minimum wage in Kansas? The Kansas minimum wage is ...</p>  | <p>This is the official Kansas state website page on minimum wage for Kansas.</p> |
| | <p>Minimum Wage Laws in the States - Wage and Hour Division (WHD ... www.dol.gov > WHD Jan 1, 2015 - Interactive map of the United States comparing the Federal and state minimum wage amounts.</p>  | <p>This LP has the minimum wage rates for all states. It is on the official U.S. Department of Labor website, which has high E-A-T on the topic, but it takes some work to find the information specific to Kansas.</p> |
| | <p>Minimum wage - California Department of Industrial Relations www.dir.ca.gov/dlse/faq_minimumwage... After your claim is completed and filed with a local office of the Division of Labor Standards Enforcement (DLSE), it will ...</p>  | <p>This is the official California state website page on minimum wage for California.</p> |

| Query and User Intent | Result Block and LP, Needs Met Rating | Explanation |
|--|---|---|
| <p>Query: [pictures of kittens]</p> <p>User Intent: Users are looking for pictures of kittens. This is a non-visit-in-person intent query. There is no obvious user intent to find pictures of kittens in Pittsburgh. The user location plays no role in the Needs Met rating.</p> | <p>Images</p>  <p>See more images</p>  | <p>The LP is a page full of kitten pictures. The result block has a nice assortment of pictures as well that would highly satisfy users.</p> |
| <p>Query: [google jobs]</p> <p>User Location: Miami, Florida</p> <p>User Intent: Users are looking for job opportunities at Google.</p> | <div data-bbox="397 661 1031 871"> <p>pittsburgh pets - craigslist - Pittsburgh - Craigslist</p> <p>pittsburgh.craigslist.org/search/pet</p> <p>Mobile-friendly - pittsburgh pets - craigslist. ... pets. search titles only; has image; posted today. reset search. ← →. listthumbgallerymap.</p> </div>  <div data-bbox="397 997 1031 1501">  <p>Googleplex</p> <p>4.4 ★★★★★ 1,527 reviews</p> <p>Corporate Campus 1600 Amphitheatre Parkway, Mountain View, CA 94043 (650) 253-0000</p> <p>Open today · 9:00 am – 5:00 pm</p> <p>Call Directions Website</p> <p>More about Googleplex</p> </div>  <div data-bbox="397 1522 1031 1774"> <p>Google Careers</p> <p>https://www.google.com/about/careers/</p> <p>Mobile-friendly - About Google; Careers. Google Jobs ... Take a ride on the Google self-guided tour. Stop by our offices around the globe ... Search all jobs - Locations - Teams and Roles</p> </div>  | <p>This is a local listing of pets needing homes in the Pittsburgh area. There are no pictures of any pets directly on this page and few pictures on the individual listings.</p> <p>The user is looking for a job at Google and there is no information in this result block that will help the user explore job opportunities—it Fails to Meet the user need.</p> <p>This is Google’s official page on careers and jobs at Google, where users can search for currently open opportunities. This page is exactly what the user is looking for—it Fully Meets the user need.</p> |

23.0 Rating English Language Results in Non-English Locales

The following rating guidance is for raters in non-English locales. You may stop reading this section if your task language is English, such as English (US), English (IN), English (NG), etc.

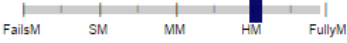
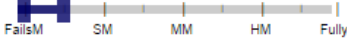
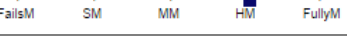
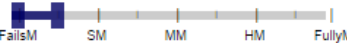
Your Needs Met ratings should reflect how helpful the result is for users in your locale. When the query is in the language of your locale, assume that users want results in that language. We know that **you** can read English (you are reading this document!), but you should only give high Needs Met ratings to English results if users in your locale would expect or want them for a particular query. Unless requested by the query, English results should be considered useless if most users in the locale can't read them.

However, rating can be more difficult when the query includes English names, words, etc., or when it's unclear whether English results would be satisfying for a particular query. Please use your judgment and knowledge of your locale to determine the appropriate rating.

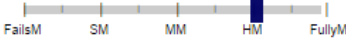
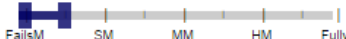
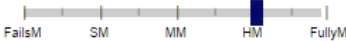

Important: Please keep in mind that every locale will have unique considerations regarding the number and variety of languages (such as official languages, regional languages, local dialects, etc.), writing systems, and keyboard input languages commonly in use. While this guideline may not include examples for your locale, it is important that you represent users in your task location and culture in order to interpret the query and rate results. When in doubt, please assume that users would prefer results in the task language unless the query clearly indicates otherwise.

23.1 Examples of English (and Non-English) Results in Non-English Locales



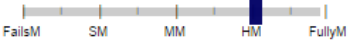
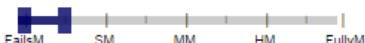
The section includes some examples using Hindi (IN) and Korean (KR) as the locales. In both cases, we cannot assume that users in these locales—i.e., Hindi-speaking users in India, or Korean-speaking users in Korea—are able to read English. Unless most users in the locale would be satisfied by English results for the query, we will consider them unhelpful or even useless (**FailsM**).

| Query and User Intent | Result Block and LP, Needs Met Rating | Explanation |
|--|---|--|
| <p>Query: [राजा रवि वर्मा]</p> <p>Locale: Hindi (IN)</p> <p>User Intent: The user wants to find information about राजा रवि वर्मा, an Indian artist.</p> | <p>राजा रवि वर्मा - विकिपीडिया https://hi.m.wikipedia.org/wiki/राजा_रवि_वर्मा मोबाइल संगत - राजा रवि वर्मा (१८४८ - १९०६) भारत के विख्यात चित्रकार थे। उन्होंने भारतीय साहित्य और ... जीवन परिचय - कलाकृतियाँ - रोचक तथ्य - मुख्य कृतियाँ</p>  | <p>This Hindi language Wikipedia page on राजा रवि वर्मा is very helpful for Hindi (IN) users.</p> |
| | <p>Raja Ravi Varma - Wikipedia, the free encyclopedia https://en.m.wikipedia.org/wiki/Raja_Ravi_Varma मोबाइल संगत - Raja Ravi Varma Coil Thampuran (Malayalam: രാജാ രവിവർമ്മ; 29 April 1848 – 2 October 1906) was an Indian ... Laxmi Vilas Palace, Vadodara - Damayanti</p>  | <p>This English Wikipedia page about राजा रवि वर्मा has similar content to the Hindi Wikipedia page. Although there are some helpful images on the page, few Hindi users would be able to read this page.</p> |
| <p>Query: [버락 오바마]</p> <p>Locale: Korean (KR)</p> <p>User Intent: 버락 오바마 is Barack Obama in Korean, so the user wants to find information about Barack Obama.</p> | <p>버락 오바마 - 위키백과, 우리 모두의 백과사전 ko.m.wikipedia.org/wiki/버락_오바마 Mobile-friendly - 버락 후세인 오바마 2세 대통령(영어: Barack Hussein Obama, Jr., 문화어: 버라크 오바마, 1961년 8월 4일 ~ , 미국 하와이 ...)</p>  | <p>This Korean language Wikipedia page on Barack Obama is very helpful for Korean (KR) users.</p> |
| | <p>Barack Obama - Wikipedia en.m.wikipedia.org/wiki/Barack_Obama Mobile-friendly - Barack Hussein Obama II is an American politician who served as the 44th President of the United States from 2009 to 2017. He is the first African American to ...</p>  | <p>This English Wikipedia page about Barack Obama has similar content to the Korean Wikipedia page. Although there are some helpful images on the page, very few Korean users would be able to read this page.</p> |

Here are two examples where the query includes proper nouns typed in Latin script, such as famous people, places, titles of books or films, etc. For these queries, users would prefer to see results in the language of their locale.

| Query and User Intent | Result Block and LP, Needs Met Rating | Explanation |
|--|---|--|
| <p>Query: [ronaldo]</p> <p>Locale: Hindi (IN)</p> <p>User Intent: The user wants to find information about Cristiano Ronaldo, a famous footballer.</p> | <p>क्रिस्टियानो रोनाल्डो - विकिपीडिया https://hi.m.wikipedia.org/wiki/क्रिस्टियानो_रोनाल्डो</p> <p>मोबाइल संगत - पूरा नाम, क्रिस्टियानो रोनाल्डो डॉस सैंटोस अवीर्रो. जन्मतिथि, (1985-02-05) 5 फरवरी 1985 ...</p>  | <p>Although the query was typed in Latin script, most Hindi users would want to see information about this person in Hindi. This Hindi language Wikipedia page on Cristiano Ronaldo is very helpful for Hindi IN) users.</p> |
| | <p>Cristiano Ronaldo - Wikipedia, the free encyclopedia https://en.wikipedia.org/wiki/Cristiano...</p> <p>मोबाइल संगत - Cristiano Ronaldo dos Santos Aveiro, GOIH (born 5 February 1985), known as Cristiano Ronaldo (Portuguese ... Gemma Atkinson - Messi-Ronaldo rivalry</p>  | <p>This English Wikipedia page about Cristiano Ronaldo has similar content to the Hindi Wikipedia page. Although there are some helpful images on the page, few Hindi users would be able to read this page.</p> |
| <p>Query: [titanic 1997]</p> <p>Locale: Korean (KR)</p> <p>User Intent: The user wants to purchase a DVD or find information about the movie "Titanic," released in 1997.</p> | <p>타이타닉 - Daum 영화 m.movie.daum.net/m/detail/main.daum?...</p> <p>모바일 지원 - 1912년 북대서양의 차가운 바닷물 속에서 당대 꿈의 배라고 불렸던 '타이타닉 호'가 탐사대들에 의해 세상에 발견되면서 ...</p>  | <p>Although the query was typed in Latin script, most Korean users would expect to see Korean language reviews or Korean stores for purchasing the movie. This Korean result on a Korean website is very helpful.</p> |
| | <p>Titanic - IMDb m.imdb.com/title/tt0120338/ ★★★★★ Rating: 7.7/10 - 640,553 votes</p> <p>Mobile-friendly - Titanic -- This made-for-TV movie is the tale of the famous Titanic -- Jack discusses his view of the world with the first ...</p>  | <p>This English language landing page has helpful content for users who can read English. Although there are some helpful images on the page, very few Korean users would be able to read this page.</p> |

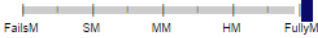
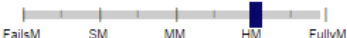
Here are two additional examples where the query was typed in Latin script (including some English words), yet users would still prefer to see results in the language of their locale.

| Query and User Intent | Result Block and LP, Needs Met Rating | Explanation |
|---|---|--|
| <p>Query: [mahila cricket sri lanka ka match]</p> <p>Locale: Hindi (IN)</p> <p>User Intent: The user wants to find information about a women's cricket match against Sri Lanka on February 17, 2016.</p> | <p>महिला टीम की श्रीलंका पर आसान जीत, तीन वनडे की सीरीज ... khabar.ndtv.com > क्रिकेट</p> <p>6 hours ago - ... टीम की श्रीलंका पर आसान जीत, तीन वनडे की सीरीज में ली 2-0 की अजेय बढ़त.</p>  | <p>Although the query includes some English words, it is a Hindi query typed in Latin script. Most Hindi users would expect to see Hindi results, like this helpful article.</p> |
| | <p>Indian Women's Team Defeats Sri Lanka to Seal ODI Series - Cricket News - Sports sports.ndtv.com > cricket > 255592-india...</p> <p>Mobile-friendly - 6 hours ago - Indian women's cricket team defeated Sri Lanka by six wickets to take unbeatable 2-0 lead in ...</p>  | <p>This English language landing page has helpful content for users who can read English, but few Hindi (IN) users would be able to read this page.</p> |
| <p>Query: [samsung tablet]</p> <p>Locale: Korean (KR)</p> <p>User Intent: The user wants to purchase, find information, or go to the Galaxy tablet page on the Samsung website.</p> | <p>삼성 갤럭시 탭 www.samsung.com/.../tablet/.../SHW-M3... 모바일 지원 - SAMSUNG 휴대폰,SKT,SHW-M380SFK3SC, Samsung GALAXY Tab 10.1 갤럭시탭10.1 스펙 - 특징점 - 고객지원 - 이미지</p>  | <p>Although the query was typed in Latin script and includes some English words, most Korean users would expect to see the Korean page on the Samsung website. This Korean result is very helpful.</p> |
| | <p>Galaxy Tab: Android Tablet - Portable & Light Tablet Samsung www.samsung.com/us/mobile/galaxy-tab/ Mobile-friendly - Meet the Samsung Galaxy Tab family including Galaxy Tab 10.1, 8.9 and 7.0 Plus. Sort by size or carrier and find the ... Galaxy Tab - WiFi Tablets</p>  | <p>This English language page on the website of Samsung, the company that makes this tablet, has helpful content. Although there are some helpful images on the page, very few Korean users would be able to read this page.</p> |

On the other hand, there may be queries where the needs of most users would actually be satisfied by English language results, even if the query itself is typed in the task language.

For example, for queries about global businesses and organizations, users may expect or want to visit the English language version of the business/organization's official website in some locales. Similarly, for queries seeking technical information such as manufacturer part numbers, product specs, scientific or chemical formulas, etc., the answer to the query may be typically expressed in the English language in some locales.

For these queries, users may expect or want to see English results in order to satisfy their need. Please use your judgment and knowledge of your locale to determine the appropriate rating.

| Query and User Intent | Result Block and LP, Needs Met Rating | Explanation |
|--|--|---|
| <p>Query: [हार्वर्ड वेबसाइट]</p> <p>Locale: Hindi (IN)</p> <p>User Intent: हार्वर्ड वेबसाइट is "Harvard website" in Hindi. Users want to go to the official website of Harvard University, which is a well-known research university in Cambridge, Massachusetts.</p> | <p>Harvard University www.harvard.edu</p> <hr/> <p>Harvard University is devoted to excellence in teaching, learning, and research, and to developing leaders in many disciplines who make a difference globally. Harvard University is made up of 11 principal academic ...</p> <p>Admissions & Aid · Schools · Faculty · Harvard College</p> <hr/>  | <p>This is the official website of Harvard University. Even though the query was typed in Hindi, this English website is clearly what users are looking for. Users would be fully satisfied by this result.</p> |
| <p>Query: [시스코 카탈리스트 스위치 IOS 복원하기]</p> <p>Locale: Korean (KR)</p> <p>User Intent: This Korean query can be translated as "recovering IOS on Cisco Catalyst switches". The user wants to find out how to restore the IOS operating system on a Cisco Catalyst switch, which is a specific brand/model of computer networking device.</p> | <p>Cisco Catalyst 스위치 (2900, 3500, 3750) IOS 복원하기 : 네이버 블로그 m.blog.naver.com > 220189570678</p> <hr/> <p>2016. 6. 20. - Cisco IOS Software, C3560 Software (C3560-IPSERVICESK9-M), Version 12.2(53)SE, ... Technical Support: http://www.cisco.com/techsupport</p> <hr/>  | <p>This article comes from a blog that contains lots of technical information and troubleshooting tips about IT operations and programming. The landing page provides step-by-step instructions in Korean, along with the exact commands in English that users would need to type into a console in order to recover the operating system for the queried device. This tutorial would be very helpful and easy to follow for Korean users who are familiar with this type of networking device.</p> |

Finally, in some locales, English is one of the official languages or a commonly spoken language. In these locales, English websites are easy to use and could be helpful, depending on the query.

For example, the Singapore government recognizes four official languages: English, Malay, Chinese, and Tamil, but English is the first and most dominant language in Singapore.



| Query and User Intent | Result Block and LP, Needs Met Rating | Explanation |
|--|--|--|
| <p>Query: [barack obama]</p> <p>Locale: English (SG)</p> <p>User Intent: Find information about Barack Obama.</p> | <p>Barack Obama - Wikipedia en.m.wikipedia.org/wiki/Barack_Obama Mobile-friendly - Barack Hussein Obama II is an American politician who served as the 44th President of the United States from 2009 to 2017. He is the first African American to ...</p>  | <p>This Wikipedia page in English about Obama would be very helpful to users in Singapore.</p> |

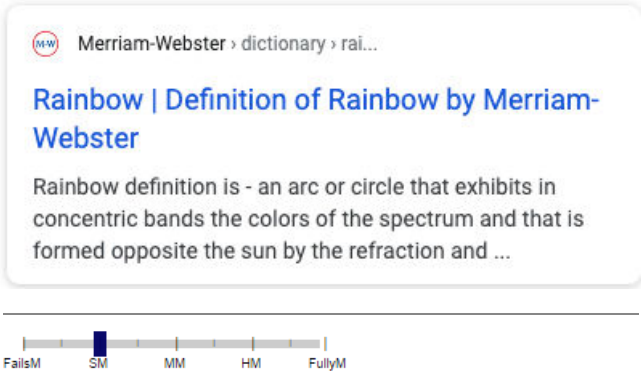
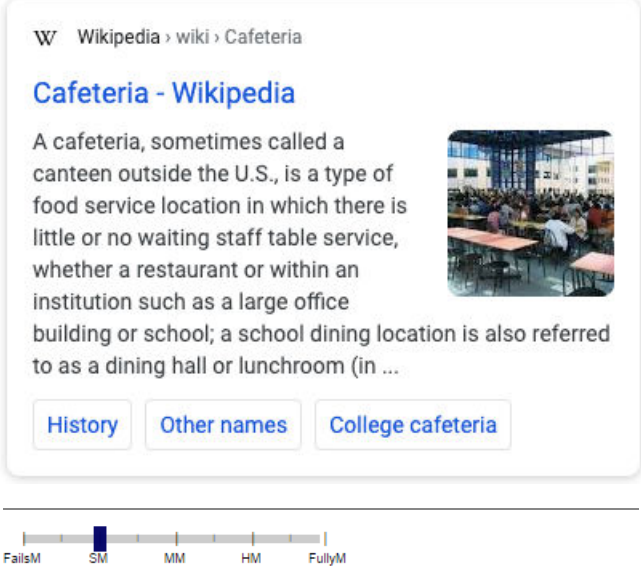
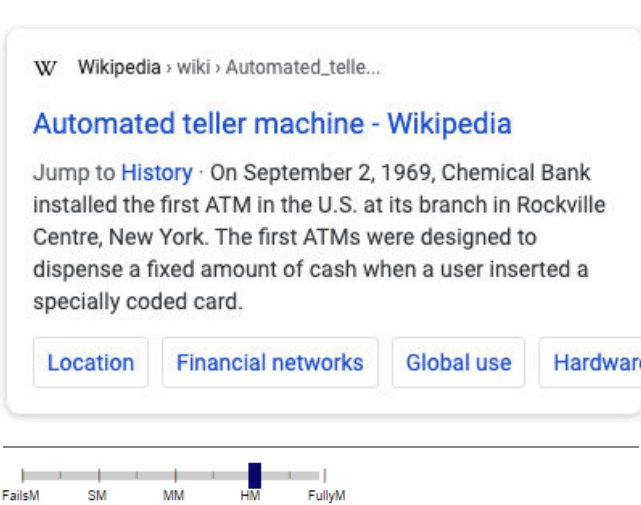
24.0 Rating Dictionary and Encyclopedia Results for Different Queries

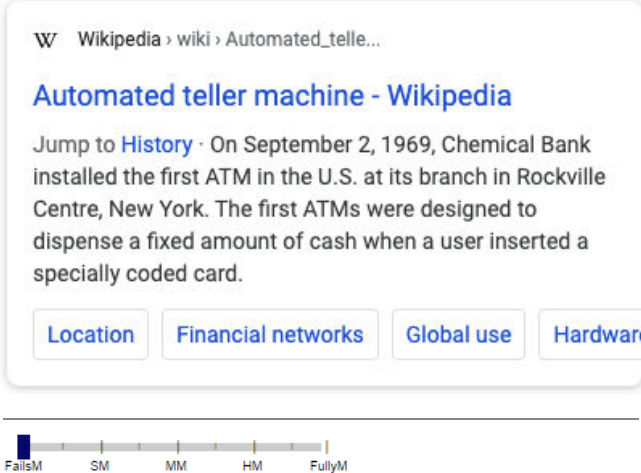
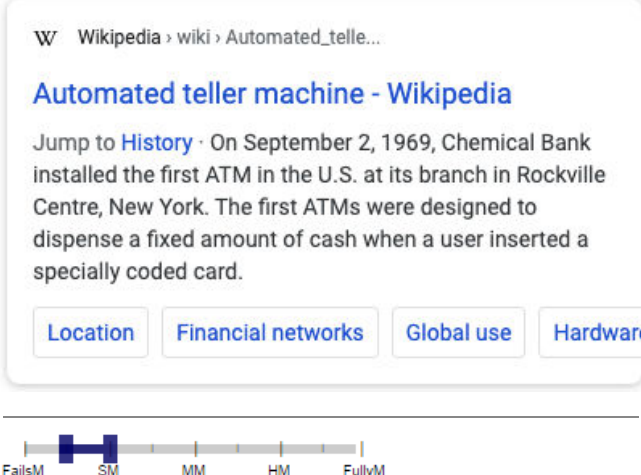
When assigning Needs Met ratings for dictionary and encyclopedia results, careful attention must be paid to the user intent. Like all results, the helpfulness of dictionary and encyclopedia results depend on the query and user intent.

Dictionary and encyclopedia results may be topically relevant for many searches, but often these results are not helpful for common words that most people in your rating locale already understand. Reserve high Needs Met ratings for dictionary and encyclopedia results when the user intent for the query is likely "what is it" or "what does it mean" and the result is helpful for users seeking that type of information.

Important: Think very carefully about the helpfulness of dictionary and encyclopedia results for ordinary words and common items. If few users would benefit from a dictionary or encyclopedia result for a common word, a **Slightly Meets** rating may be appropriate. If very few or no users would benefit, then **Fails to Meet** is appropriate.

| Query and User Intent | Result Block and LP, Needs Met Rating | Explanation |
|---|---|---|
| <p>Query: [obsequious]</p> <p>User Intent: Users are probably looking for the definition of this vocabulary word.</p> | <p> Merriam-Webster › dictionary › obs...</p> <p>Obsequious Definition of Obsequious by Merriam-Webster</p> <p>Obsequious definition is - marked by or exhibiting a fawning attentiveness. How to use obsequious in a sentence. Follow Along With the ...</p>  | <p>This is a vocabulary word often studied in secondary school and found on college entrance exams. Many users may be looking for a definition and would find this dictionary result helpful.</p> |

| Query and User Intent | Result Block and LP, Needs Met Rating | Explanation |
|--|--|---|
| <p>Query: [rainbow]</p> <p>User Intent: This is a broad query. Users could be looking for many things, including images of rainbows, brands or local stores/organizations with "rainbow" in their name, etc.</p> |  | <p>Most users probably already know what a rainbow is and would not be looking for a definition. Even if the user needs help understanding the word, images or a simple description would be more helpful than this dictionary result.</p> |
| <p>Query: [cafeteria]</p> <p>User Location: Eugene, Oregon</p> <p>User Intent: Most English-speaking users in the US are familiar with cafeterias. Users are most likely looking for a place to eat.</p> |  | <p>Most users are looking for a place to eat rather than general information about cafeterias. Even though this is an in-depth encyclopedia article that matches the topic of the query, it would be helpful for few users.</p> |
| <p>Query: [history of ATM machines]</p> <p>User Intent: Find information about the history of ATM machines (e.g., the inventor, when it was invented, its evolution, etc.).</p> |  | <p>The user wants to learn more information about the history of ATM machines. This encyclopedia article includes an extensive section on ATM machine history. This result would be very helpful for users looking to learn more about the history of ATM machines.</p> |

| Query and User Intent | Result Block and LP, Needs Met Rating | Explanation |
|--|--|---|
| <p>Query: [atm near me]</p> <p>User Location: Livingston, Wyoming</p> <p>User Intent: Find ATMs near the user location.</p> |  <p>The screenshot shows a Wikipedia article snippet titled "Automated teller machine - Wikipedia". The text describes the first ATM installed in the U.S. in 1969. Below the text are four tabs: "Location", "Financial networks", "Global use", and "Hardware". At the bottom is a "Needs Met Rating" bar with five points: "FailsM", "SM", "MM", "HM", and "FullyM". The bar shows a small blue segment at the "FailsM" point, indicating a low rating.</p> | <p>The user intent is to find a nearby ATM machine. This encyclopedia article fails to meet the need of the user because it has no information about nearby ATM locations.</p> |
| <p>Query: [atm]</p> <p>User Location: El Paso, Texas</p> <p>User Intent: Most users are probably looking for ATMs nearby. Fewer users would be looking for general information about ATMs (history, how they work, etc.).</p> |  <p>The screenshot is identical to the one above, showing the same Wikipedia article snippet and "Needs Met Rating" bar. In this case, the bar shows a small blue segment at the "SM" point, indicating a slightly higher rating than the first example.</p> | <p>This encyclopedia article about ATMs is a minor interpretation of the query. This result would be helpful for fewer users; most users would be looking for locations of ATMs nearby.</p> |

Appendix: Using the Evaluation Platform

25.0 Overview

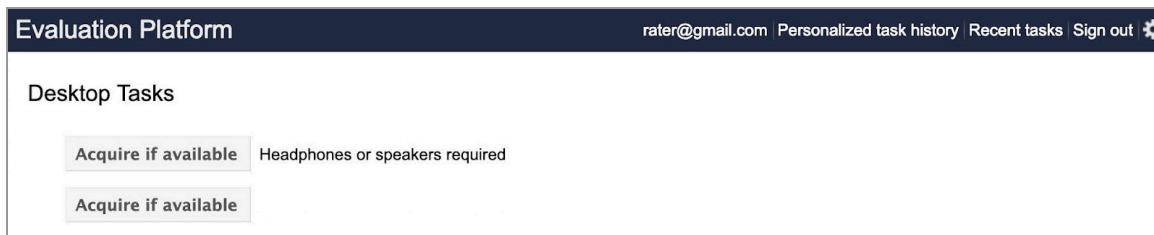
The Evaluation Platform is the system you will use to acquire and rate tasks. You can access the Evaluation Platform by going to this link: <http://www.raterhub.com/evaluation/rater>

As a Search Quality Rater, you will work on many different types of rating tasks. This section provides guidance on how to use certain features of the Evaluation Platform that you will encounter frequently in Page Quality (PQ) and Needs Met (NM) rating tasks. Some of these concepts may apply to other types of rating tasks as well.

Important: Many tasks that you receive will display project-specific instructions on the task page. You should always follow these project-specific instructions when they are provided.

26.0 Acquiring Tasks

Here is a simplified screenshot of the task acquisition page on the Evaluation Platform. Please note that changes are sometimes made to the appearance of this page, so it may not look exactly as it appears below.



A few notes about how to acquire tasks from this page:

- **rater@gmail.com:** Make sure you are logged in to the account you used to sign up for the rating program.
- **Acquire if available:** Click this button to acquire a new task.
- **Headphones or speakers required:** This label indicates that the task requires headphones or speakers (for example, to listen to an audio file).

Please note you may see other types of labels next to the button on the task acquisition page. Sometimes there will be only one button, while other times you may see more than one button displayed to distinguish tasks with different requirements. When there is more than one displayed, you may choose the one you want to acquire.

27.0 Rating Tasks Using the Rating Interface

Here is a general outline of the steps you should follow upon acquiring a task:

1. **Read the instructions:** Pay close attention to any project-specific instructions and examples if provided.
2. **Fill out the task:** Assign ratings to result blocks, provide comments, answer questions, etc. (as applicable).
3. **Check your work:** Verify that you entered your ratings as intended. Additionally, make sure that you provided a response to all required questions.
4. **Submit the task:** Click the "Submit" button at the end of the page to submit the task and continue rating. Alternatively, click "Submit and Stop Rating" to submit the task and return to the Evaluation Platform homepage.

Additionally, here are a few general things to keep in mind when rating tasks:

- **Result blocks are sometimes slow to load:** Before assigning any ratings, please scan the task page to make sure that all result blocks have loaded. Please note that result blocks may be slow to load and/or that the task page may need reloading if there are empty result blocks. If the result blocks fail to load after refreshing a few times, please release the task by following the instructions in [Section 28.0](#) below.
- **Sometimes a side will not have any result blocks:** If one side displays the message “This side did not generate any results,” please do not release the task.
- **Do not refresh the task page after assigning ratings:** If you refresh the page after assigning ratings, you will lose them and they will have to be entered again.

28.0 Releasing Tasks

Most raters have difficulty rating some tasks now and then. Some queries are about highly technical topics (e.g., computer science or physics) or involve very specialized areas of interest (e.g., gaming or torrents).

You will report problems and release tasks using the “Report a Problem / Release this Task” button in the rating interface. Here is what the “Report a Problem / Release this Task” button looks like:

Report a Problem / Release this Task

Clicking the red button displays a menu with several reporting and release options:

The screenshot shows a dialog box titled "Report a Problem / Release this Task" with a close button (X) in the top right corner. The dialog is divided into several sections:

- Select One**: A list of radio button options for reporting a problem:
 - ☐ I lack expertise for this task.
 - ☐ Uncomfortable rating this adult content.
 - ☐ Uncomfortable rating this upsetting-offensive content.
 - ☐ The instructions or task are too confusing or unclear (please describe).
 - ☐ The task is in the wrong language.
 - ☐ The average estimated time is too low.
 - ☐ I do not understand the query or user intent, even after doing some research.
 - ☐ I do not meet the upfront requirements for this task.
 - ☐ Cannot access content behind paywall (please paste the URL into the comment box).
 - ☐ There is a technical problem with this task (please describe).
 - ☐ Other (please describe).
- Comment**: A large text area for providing additional details.
- Release this task?**: A section with two radio button options:
 - ☐ Yes - Allow me to select a new task.
 - ☐ No - Send my feedback but let me continue to work on this task.
- Will a screenshot help us understand the issue?**: A section with two radio button options:
 - ☐ Yes - Please take a screenshot for me.
 - ☒ No - A screenshot is not needed.
- Submit Report**: A button at the bottom of the dialog.

Please note that changes are sometimes made to this menu, so it may not look exactly as it appears above.

In general, you should choose whichever option best describes your reason for releasing the task. If you are unsure, please select the closest option, or contact your employer/company for further guidance.

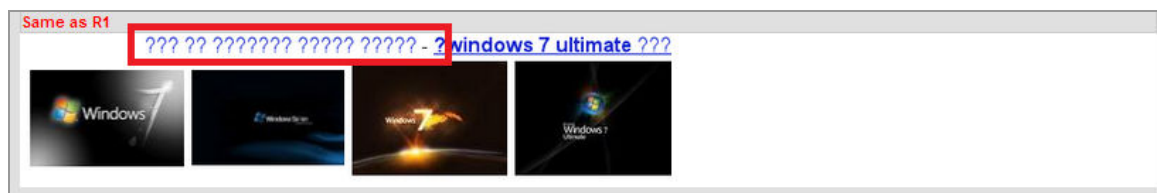
Please leave a comment explaining the release when it makes sense to provide additional information, for example, when you are releasing for a “technical problem.”

Here are some examples for the "lack expertise" and “technical problem” release options.

Lack expertise: These queries require specialized knowledge and may be difficult for some raters.

| Query | General Query Topic |
|---|---------------------|
| [cortisol secretion shows a blank pattern of secretion] | Scientific query |
| [minecraft gun and vehicles 1.1 mod installer] | Gaming query |
| [python pandas index like matrix] | Technical query |

Technical problem: These result blocks have question marks and other characters where text should be.

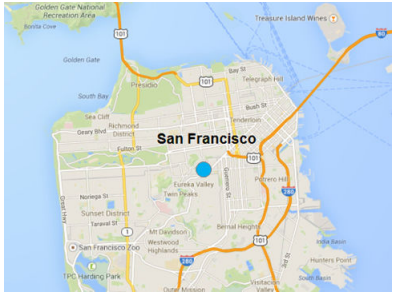
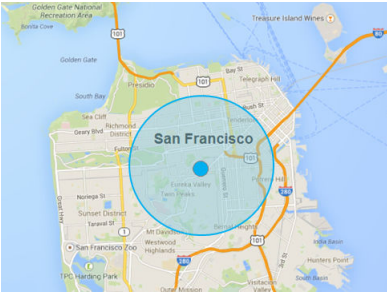
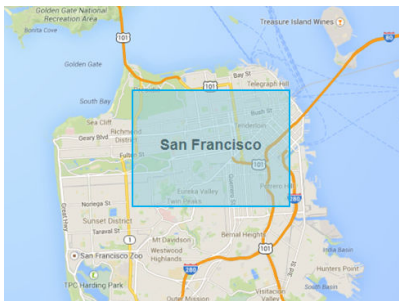
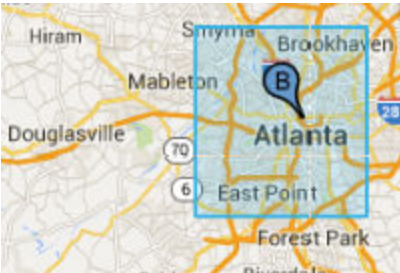


Note: Based on the number and/or type of tasks that you release, you may be asked to provide additional details about the reason for some of the releases.

29.0 Understanding the User Location on the Task Page

The location of the user should be inferred from the map provided. The map can help clarify where the user was physically located when the query was issued.

On the map, the user location can be precise (blue dot), approximate (blue rectangle or circle), or missing altogether if the user location is unknown. Here are some examples of what you might see at the top of the task:

| | | | |
|---|--|--|--|
|  | A precise user location is represented by a blue dot (●). |  | Sometimes you will see a shaded blue circle around the blue dot. The blue dot is the user's most likely location, but it is possible they are located anywhere within the larger shaded blue region. |
|  | The user can be located anywhere within the blue rectangle on the map. |  | The map includes a response pin, which is a marker for a visit-in-person result block in the task. If there are three visit-in-person result blocks in the task, there should be three response pins on the map. |

30.0 Reporting Duplicate Results in Tasks

In some rating tasks, you may be asked to determine whether any results are Duplicates (dups). This section provides guidance and examples of how to report duplicate results in Needs Met (NM) rating tasks.

30.1 Pre-Identified Duplicates

Some duplicate results are automatically detected and will be pre-identified for you. They will be annotated by the text **"Same as..."** right below the slider and above the result block.

This is what these pre-identified dups look like:

| Left Side | Right Side |
|--|--|
| <p>L2 - Same as R2. - select dups</p> <p>THE 10 BEST Charlotte Hotels with a Pool of 2019 (with Prices ... https://www.tripadvisor.com > ... > North Carolina (NC) > Charlotte > Charlotte Hotels ▾ Best Charlotte Hotels with a Swimming Pool on TripAdvisor: Find 26846 traveler reviews, 10310 candid photos, and prices for 116 hotels with a swimming pool ...</p> <p>Needs Met Rating: N/A FailsM SM MM HM FullyM Page Quality Rating: N/A Lowest Low Medium High Highest Porn: No Foreign Language: No Did Not Load: No Comment</p> | <p>R2 - Same as L2. - select dups</p> <p>THE 10 BEST Charlotte Hotels with a Pool of 2019 (with Prices ... https://www.tripadvisor.com > ... > North Carolina (NC) > Charlotte > Charlotte Hotels ▾ Best Charlotte Hotels with a Swimming Pool on TripAdvisor: Find 26846 traveler reviews, 10310 candid photos, and prices for 116 hotels with a swimming pool ...</p> <p>Needs Met Rating: N/A FailsM SM MM HM FullyM Page Quality Rating: N/A Lowest Low Medium High Highest Porn: No Foreign Language: No Did Not Load: No Comment</p> |

Please note: You cannot unselect dups that have been automatically detected and pre-identified.

30.2 Rater-Identified Duplicates

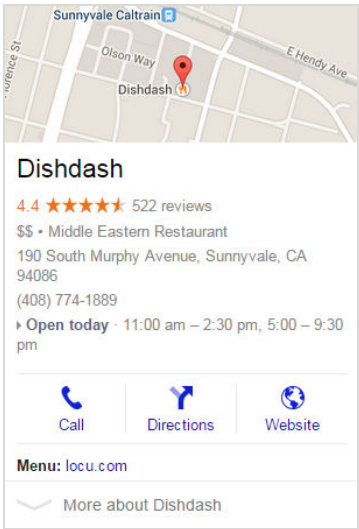

You are also asked to help identify duplicate results that have not been automatically detected. Please mark two results as dupes if they have essentially the same content on the main landing page AND you would not want a search engine to return both results for the query.

Please note that in Needs Met rating and other query-based tasks, dupe identification is **query-dependent**.

- **Specific queries:** For queries where the user is looking for a specific piece of content (such as queries looking for song lyrics, queries looking for a specific article, etc.), obtaining that piece of content from **different sites** could be helpful for users to verify the information, so they should **not** be rated as dupes.
- **Broad queries:** If the query is broad, then returning the same piece of content is not what the user is looking for, and hence those results **should** be flagged as dupes. Results may be considered dupes even if they have minor content differences on the page (such as different ads, images, or related links).

Please identify dupes both within the same side and across sides. Even for cross-side results, you should still ask yourself the question, “Would users want to see both results if they were returned by the same search engine?”

Note: If two result blocks have very different types of content or very different appearances, do not mark them as duplicates even if they have the same landing page URL. For example, these two blocks should not be marked as duplicates of each other.

| | |
|--|---|
|  |  |
|--|---|

30.3 Reporting Duplicate Results

When you notice that the results in two or more result blocks are duplicates, please click on the **Select Dupe** link at the top of one of the results. The current result (the result you clicked on) will be highlighted in red at the top of the block.



You can then check results that are duplicates of the current result, and the checked results will be highlighted in yellow. You must select the **"Dupe of..."** button.



The duplicate results that you checked will be annotated by **"Dupe of..."** text at the top of the block. After selecting all dupes, click on the **finish selecting dupes** link to return to the normal rating mode. The link's name will change back to **Select Dupes**, and you will be able to report other sets of dupes, if there are any. If you change your mind, you can always uncheck a result.

Dupes

QUERY: [choosing and installing a motorcycle battery]

URL 1: <http://www.caimag.com/wordpress/2010/03/06/motorcycle-battery-how-to-choose-install>

URL 2: <http://www.articlesbase.com/motorcycles-articles/choosing-and-installing-a-motorcycle-battery-47798.html>

Reason: Both of these results display the same article (which also appears on many other pages on the web). The only real difference between the landing pages are the Ads displayed around the article. The query is broad enough that users would **not** benefit by search engines returning more than one of these results.

Dupes

QUERY: [jason castro]

URL 1: <http://www.myspace.com/jasoncastromusic>

URL 2: <http://www.myspace.com/jasoncastromusic?MyToken=503599bf-01cf-4427-bdf4-d63920c107f9>

Reason: These two results have the same landing page, even though the URLs are different. Users would **not** benefit by search engines returning both results.

Not Dupes

QUERY: [material girl lyrics]

URL 1: http://www.lyricsfreak.com/m/madonna/material+girl_20086925.html

URL 2: <http://www.lyrics007.com/Madonna%20Lyrics/Material%20Girl%20Lyrics.html>

Reason: Even though both pages display the lyrics to the song "Material Girl," users would probably want to have the option to visit both pages so that they could verify the accuracy of the lyrics. Users could benefit by search engines returning more than one page with the lyrics to the song.

31.0 Simplified Needs Met Tasks

Some Needs Met rating tasks may not require ratings for all blocks. In these blocks, the Needs Met and Page Quality rating scales will be greyed out and annotated with the text "No Rating Required".

The greyed-out results (sometimes referred to as "contextual results") are shown to help you understand the query and inform your ratings. You can click on them when you feel like they will be helpful in determining your ratings.

Here is an example:

The screenshot displays a series of search results for the query "WWAY". Each result block includes a title, a brief description, and two rating scales: "Needs Met Rating" and "Page Quality Rating".

- L1 - select dupes**: WWAY Television station. Needs Met Rating is active (green bar at N/A). Page Quality Rating is active (green bar at N/A).
- L2 - Same as R1. - select dupes**: WWAY News - Twitter. Needs Met Rating is active (green bar at N/A). Page Quality Rating is active (green bar at N/A).
- L3 - Same as R2. - select dupes**: WECT News (@wectnews) | Twitter. Needs Met Rating is active (green bar at N/A). Page Quality Rating is active (green bar at N/A).
- R3 - Same as L4.**: #WWAY - Twitter Search. Needs Met Rating and Page Quality Rating are greyed out with the text "No Rating Required".
- R4 - Same as L5.**: WECT Sports (@wectsports) | Twitter. Needs Met Rating and Page Quality Rating are greyed out with the text "No Rating Required".
- L4 - Same as R3.**: #WWAY - Twitter Search. Needs Met Rating and Page Quality Rating are greyed out with the text "No Rating Required".
- R5**: Sports - WWAY. Needs Met Rating is active (green bar at N/A). Page Quality Rating is active (green bar at N/A).
- L5 - Same as R4.**: WECT Sports (@wectsports) | Twitter. Needs Met Rating and Page Quality Rating are greyed out with the text "No Rating Required".

Each rating scale has a horizontal bar with markers for N/A, FailsM, SM, MM, HM, FullyM, and then Lwst, Low, Med, High, Hghst. Below the scales are checkboxes for "Porn: No", "Foreign Language: No", and "Did Not Load: No", along with a "Comment" link.

Appendix 2: Guideline Change Log

This guideline is updated regularly to remain relevant over time. Changes from the past two years (July 2020 - July 2022) are summarized below.

| Date Published | Summary of Changes |
|----------------|---|
| July 2022 | <ul style="list-style-type: none">• Refreshed language to be aligned with the newly published Search Quality Rater Guidelines: An Overview• Refined YMYL to focus on topics that require a high level of accuracy to prevent significant harm; added a new table of examples and refreshed existing examples• Added clarifications to Low and Lowest Page Quality sections to emphasize that the type and level of E-A-T depends on the purpose of the page, and that low quality and harmful pages can occur on any type of website• Refactored language throughout to be applicable across all devices types• Minor changes throughout (updated screenshots; removed or updated outdated examples and concepts; removed user location when irrelevant; etc.) |
| October 2021 | <ul style="list-style-type: none">• Expanded the definition of the YMYL subcategory 'Groups of people'• Refreshed guidance on how to research reputation information for websites and content creators• Restructured and updated 'Lowest Page Quality' section; reorganized and refreshed examples to reflect new structure• Simplified the definition of 'Upsetting-Offensive' to remove redundancy with Lowest Page Quality section• Minor changes throughout (updated screenshots and URLs, wording, and examples for consistency; removed outdated examples; fixed typos; etc.) |
| October 2020 | <ul style="list-style-type: none">• Added note to clarify that ratings do not directly impact order of search results• Emphasized 'The Role of Examples in these Guidelines' as an independent section in the introduction• Added clarification that Special Content Result Blocks may have links to landing pages; added illustrative example• Updated guidance on how to rate pages with malware warnings and when to assign the Did Not Load flag; added illustrative examples• Changed the order of Rating Flags section and Relationship between Page Quality and Needs Met section for clarity• Added 'Rating Dictionary and Encyclopedia Results for Different Queries': Emphasizes the importance of understanding the user intent and query for Needs Met rating; added illustrative examples• Minor changes throughout (updated examples and explanations for consistency; simplified language regarding raters representing people in their locale; fixed typos; etc.) |