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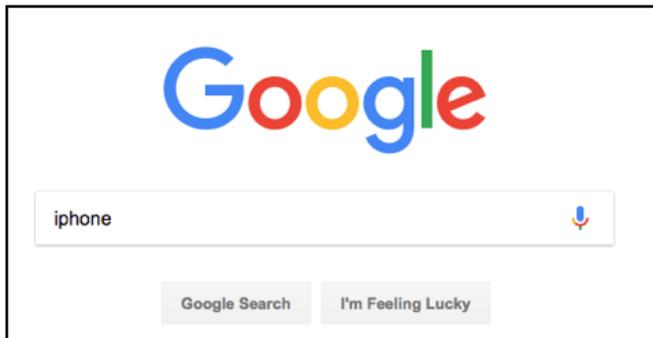
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# General Guidelines Overview

## Welcome to the Search Quality Rating Program!

As a Search Quality evaluator, 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 Evaluators" as "raters" in these guidelines.



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## 0.0 Introduction to Search Quality Rating

### 0.1 The Purpose of Search Quality Rating

Your ratings will be used to evaluate search engine quality around the world. Good search engines give results that are helpful for users in their specific language and locale.

It is important that you are familiar with and comfortable using a search engine. We encourage you to be an expert in Google search! For example, experiment with using [operators](#) (e.g., quotes or a dash) in your searches or try using Google's [advanced search](#) option.

### 0.2 Raters Must Represent the User

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

### 0.3 Browser Requirements

Check with your vendor 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.

You may also encounter pages that require RealPlayer or the Adobe Flash plug-in. These are generally safe to download.

# 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!

The examples in these guidelines are very important. Please view each one and keep in mind a few notes about the examples:

- 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.

## 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 **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](http://finance.yahoo.com)), Yahoo Mail ([mail.yahoo.com](http://mail.yahoo.com)), Yahoo Sports ([sports.yahoo.com](http://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 <http://finance.yahoo.com/options> 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 users. Some pages are created merely to make money, with little or no effort to help users. Some pages are even created to cause harm to 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 users. Websites and pages that are created with intent to harm users, deceive users, or make money with no attempt to help users, should receive the **Lowest** PQ rating. More on this later.

As long as the page is created to help users, 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 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
<a href="#">News website homepage</a>	To inform users about recent or important events.
<a href="#">Shopping page</a>	To sell or give information about the product.
<a href="#">Video page</a>	To allow users to watch a video.
<a href="#">Currency converter page</a>	To calculate equivalent amounts in different currencies.

Here are two examples of helpful pages where the purpose of the page is not as obvious:

Page with a Non-Obvious Purpose	Discussion
<a href="#">Christopher Columbus Page Example</a>	<p>This page looks as though the purpose is to share factual information, but the page starts with the text “Christopher Columbus was born in 1951 in Sydney, Australia.” This is obviously inaccurate! Was this page created to help users or to trick and confuse users?</p> <p>In this case, exploring the website can help us understand the purpose of the page. This website was built by educators to teach about interpreting information found on the Internet.</p> <p>After reading about the website on the <a href="#">About This Site</a> page, it should be clear that the purpose of the page is to serve as an educational tool. The information on the page is deliberately inaccurate so that it can be used as an example of misinformation on the Internet. This page and website do have a helpful and beneficial purpose.</p>
<a href="#">OmNomNomNom Page Example</a>	<p>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.</p> <p>Even though the <a href="#">About</a> page on this website is not very helpful, the website explains itself on its <a href="#">FAQ</a> page.</p>

### 2.3 Your Money or Your Life (YMYL) Pages

Some types of pages could potentially impact the future happiness, health, or financial stability of users. We call such pages “Your Money or Your Life” pages, or YMYL. The following are examples of YMYL pages:

- **Shopping or financial transaction pages:** webpages that allow users to make purchases, transfer money, pay bills, etc. online (such as online stores and online banking pages).
- **Financial information pages:** webpages that provide advice or information about investments, taxes, retirement planning, home purchase, paying for college, buying insurance, etc.
- **Medical information pages:** webpages that provide advice or information about health, drugs, specific diseases or conditions, mental health, nutrition, etc.
- **Legal information pages:** webpages that provide legal advice or information on topics such as divorce, child custody, creating a will, becoming a citizen, etc.
- **News articles or public/official information pages important for having an informed citizenry:** webpages that include information about local/state/national government processes, people, and laws; disaster response services; government programs and social services; news about important topics such as international events, business, politics, science, and technology; etc. Please use your judgment and knowledge of your locale. Keep in mind that not all news articles are necessarily considered YMYL.
- **Other:** there are many other topics that you may consider YMYL, such as child adoption, car safety information, etc. Please use your judgment.

We have very high Page Quality rating standards for YMYL pages because low quality YMYL pages could potentially negatively impact users’ happiness, health, or financial stability.

### 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.

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

### 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.	<a href="#">SC - News Article</a>
Store product page: the purpose is to sell or give information about the product.	<a href="#">SC - Shopping Page</a>
Video page: the purpose is to allow users to view a video.	<a href="#">SC - Video Page</a>
Blog post page: the purpose is to display a blog post.	<a href="#">SC - Blog Post Page</a>

### 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.	<a href="#">Ads - News Article</a>
Video page: the purpose is to allow users to view a video.	<a href="#">Ads - Video Page</a>
Blog post page: the purpose is to display a blog post.	<a href="#">Ads - Blog Post Page</a>
Store product page: the purpose is to sell or give information about the product.	<a href="#">No ads – Shopping Page</a>

#### 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.	<a href="#">Summary - News Article</a>
Store product page: the purpose is to sell or give information about the product.	<a href="#">Summary - Shopping Page</a>
Video page: the purpose is to allow users to view a video.	<a href="#">Summary - Video Page</a>
Currency converter page: the purpose is to calculate equivalent amounts in different currencies.	<a href="#">Summary - Currency Converter</a>
Blog post page: the purpose is to display a blog post.	<a href="#">Summary - Blog Post Page</a>
Bank login page: the purpose is to allow users to log in to bank online.	<a href="#">Summary - Bank Login Page</a>

## 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. We need to find out what 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, we'll 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 <http://finance.yahoo.com/news/category-stocks> 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
<a href="http://www.williams-sonoma.com/products/shun-premier-7-piece-knife-block-set">http://www.williams-sonoma.com/products/shun-premier-7-piece-knife-block-set</a>	<a href="http://www.williams-sonoma.com">http://www.williams-sonoma.com</a>	<p><a href="#">Williams-Sonoma Homepage</a></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>
<a href="http://answers.yahoo.com/question/index;_ylt=AnAYEU1fED6ncg1jRCFy30kk5XNG;_ylv=3?qid=20091214193523AAQqHQS">http://answers.yahoo.com/question/index;_ylt=AnAYEU1fED6ncg1jRCFy30kk5XNG;_ylv=3?qid=20091214193523AAQqHQS</a>	<p><a href="http://answers.yahoo.com">http://answers.yahoo.com</a></p> <p>In this case, we will consider <a href="http://answers.yahoo.com">http://answers.yahoo.com</a> the homepage, rather than <a href="http://www.yahoo.com">http://www.yahoo.com</a>. Why? Because clicking on the logo takes the user to <a href="http://answers.yahoo.com">http://answers.yahoo.com</a>. In addition, <a href="http://answers.yahoo.com">http://answers.yahoo.com</a> has information about the Yahoo Answers website. It is very difficult to find specific information about <a href="http://answers.yahoo.com">http://answers.yahoo.com</a> on the <a href="http://www.yahoo.com">http://www.yahoo.com</a> homepage.</p>	<p><a href="#">Specific Yahoo Answers Page</a></p>  <p>This “YAHOO ANSWERS” logo in the upper left part of the page is clickable and takes users to the homepage of the website.</p>
<a href="http://hms.harvard.edu/about-hms/facts-figures">http://hms.harvard.edu/about-hms/facts-figures</a>	<p><a href="http://hms.harvard.edu">http://hms.harvard.edu</a></p> <p>In this case, we will consider the Harvard Medical School page at <a href="http://hms.harvard.edu">http://hms.harvard.edu</a> to be the homepage, rather than <a href="http://www.harvard.edu">http://www.harvard.edu</a> (which is the homepage of Harvard University). Clicking the logo at the top of <a href="http://hms.harvard.edu/about-hms/facts-figures">http://hms.harvard.edu/about-hms/facts-figures</a> takes users to <a href="http://hms.harvard.edu">http://hms.harvard.edu</a>, not to <a href="http://www.harvard.edu">http://www.harvard.edu</a>.</p>	<p><a href="#">Harvard Medical School Facts and Figures Page</a></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.

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](#)

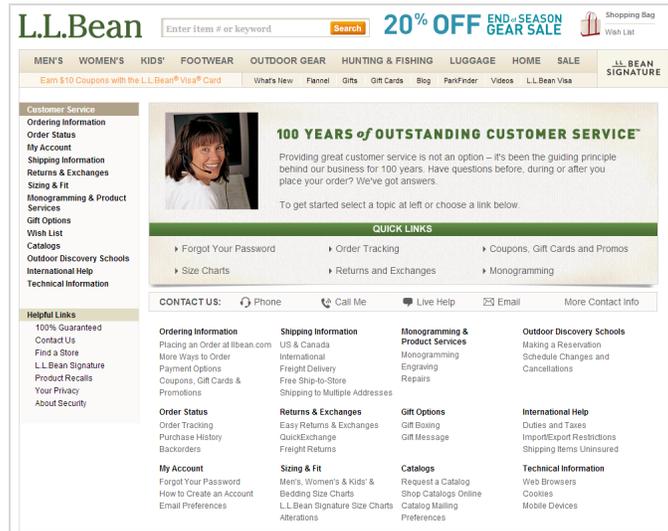
Often a business or organization is responsible for the content of a website, not an individual person. The IBM Corporation is responsible for the content on [ibm.com](#). The Cleveland Clinic is responsible for the content on [clevelandclinic.org](#). An individual is not responsible for the content 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 itself to be responsible for the licensed or syndicated content, even if it wasn't created by the website.

## 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 Website Reputation

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.

A website's reputation 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 Page Quality rating, you must also look for outside, independent reputation information about the website. When the website says one thing about itself, but reputable external sources disagree with what the website says, trust the external sources.

Your job is to truly evaluate the Page Quality of the site, not just blindly accept information on one or two pages of the website. Be skeptical of claims that websites make about themselves.

### 2.6.1 Reputation Research

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.

Stores frequently have user ratings, which can help you understand a store's reputation based on the reports of people who actually shop there. We consider a large number of positive user reviews as evidence of positive reputation.

Many other kinds of websites have reputations as well. For example, you might find that a newspaper website has won journalistic awards. Prestigious awards, such as the Pulitzer Prize award, are strong evidence of positive reputation.

When a high level of authoritativeness or expertise is needed, the reputation of a website should be judged on what expert opinions have to say. Recommendations from expert sources, such as professional societies, are strong evidence of very positive reputation.

Reputation research is necessary for all websites you encounter. 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. See [here](#) for a New York Times article on fake reviews and [here](#) for a Guardian article on fake reviews.

When interpreting customer reviews, try to find as many as possible. Any store or website 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.
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](#).

Note: When searching for reputation information, try to find sources that were not written or created by the website or company itself. 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.

3. Look for articles, reviews, forum posts, discussions, etc. written by people about the website. For businesses, there are many sources of reputation information and reviews. Here are some examples: [Yelp](#), [Better Business Bureau](#) (a nonprofit organization that focuses on the trustworthiness of businesses and charities), [Amazon](#), and [Google Shopping](#). You can try searching on specific sites to find reviews. For example, you can try [ibm site:bbb.org] or ["ibm.com" site:bbb.org].

Note: You will sometimes find high ratings on the Better Business Bureau (BBB) website because there is very little data on the business, not because the business has a positive reputation. However, very low ratings on BBB are usually the result of multiple unresolved complaints. Please consider very low ratings on the BBB site to be evidence for a negative reputation.

4. See if there is a Wikipedia article or news article from a well-known news site. Wikipedia can be a good source of information about companies and organizations. For example, try [ibm site:en.wikipedia.org] or ["ibm.com" site:en.wikipedia.org]. News articles and Wikipedia 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 Wikipedia 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.

Here are some examples of reputation information:

Website	Reputation Information About the Site	Description
<a href="http://annualcreditreport.com">annualcreditreport.com</a>	<p><a href="#">Search results for [annualcreditreport.com -site:annualcreditreport.com]</a></p> <p><a href="#">Wikipedia article about annualcreditreport.com</a></p> <p><a href="#">Wall Street Journal article about annualcreditreport.com</a></p>	<p><b>Positive reputation information:</b> 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>
<a href="http://clevelandclinic.org">clevelandclinic.org</a>	<p><a href="#">Search results for [clevelandclinic.org]</a></p> <p><a href="#">Wikipedia article about clevelandclinic.org</a></p> <p><a href="#">US News &amp; World Report article about the best hospitals in the U.S.</a></p>	<p><b>Positive reputation information:</b> According to Wikipedia, the Cleveland Clinic "is currently regarded as one of the top 4 hospitals in the United States as rated by U.S. News &amp; World Report," which you will also find in the article on the best hospitals in the U.S. Users can trust medical information on this website.</p>
<a href="http://csmonitor.com">csmonitor.com</a>	<p><a href="#">Search results for [csmonitor.com -site:csmonitor.com]</a></p> <p><a href="#">Wikipedia article about The Christian Science Monitor</a></p>	<p><b>Positive reputation information:</b> Notice the highlighted section in the Wikipedia article about The Christian Science Monitor newspaper, which tells us that the newspaper has won seven Pulitzer Prize awards. From this information, we can infer that the csmonitor.com website has a positive reputation.</p>

Website	Reputation Information About the Site	Description
<a href="http://kernel.org">kernel.org</a>	<a href="#">Search results for [kernel.org –site:kernel.org]</a> <a href="#">Wikipedia article about kernel.org</a>	<b>Positive reputation information:</b> We learn in the Wikipedia article 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. 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.”
<a href="#">Site selling children’s jungle gym</a>	<a href="#">Search to find reputation information</a> <a href="#">Search to find reviews</a> <a href="#">BBB negative review</a> <a href="#">TrustLink negative reviews</a> <a href="#">Negative news article</a>	<b>Extremely negative reputation information:</b> This business has a BBB rating of F (i.e., lowest rating given by BBB). There is a news article about financial fraud. There are many reviews on websites describing users sending money and not receiving anything from various sources.
<a href="#">Site selling products related to eyewear</a>	<a href="#">Search to find reputation information</a> <a href="#">BBB page</a> <a href="#">Wikipedia article</a> <a href="#">New York Times article</a>	<b>Extremely negative/malicious reputation information:</b> This website engaged in criminal behavior such as physically threatening users.
<a href="#">Organization serving the hospitalized veteran community</a>	<a href="#">Search to find scams related this organization</a> <a href="#">Negative review 1</a> <a href="#">Negative review 2</a> <a href="#">Negative review 3</a> <a href="#">Negative review 4</a>	<b>Extremely negative reputation information:</b> 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

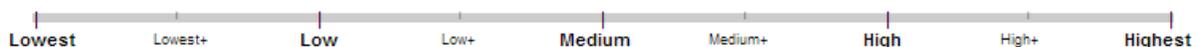
You should expect to find reputation information for large businesses and websites of large organizations.

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 Scale

The overall Page Quality rating scale offers five rating options: **Lowest**, **Low**, **Medium**, **High**, and **Highest**.

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:

- **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 website:** Links to help with website information research will be provided.
- **Website Reputation:** 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 More about Expertise, Authoritativeness, and Trustworthiness (E-A-T)

The amount of expertise, authoritativeness, and trustworthiness (E-A-T) that a webpage/website has is very important. MC quality and amount, website information, and website reputation all inform the E-A-T of a website.

Keep in mind 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.

- High quality medical advice should come from people or organizations with appropriate medical expertise or accreditation. High quality 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 quality news articles should contain factually accurate content presented in a way that helps users achieve a better understanding of events. Established editorial policies and review processes are typically held by high quality news sources ([example 1](#), [example 2](#)).
- High quality information pages on scientific topics should represent well-established scientific consensus on issues where such consensus exists.
- High quality financial advice, legal advice, tax advice, etc., should come from expert sources and be maintained and updated regularly.
- High quality 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 happiness of a family) should also come from “expert” or experienced sources that users can trust.
- High quality 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 are satisfying and achieve their purpose well. **High** quality pages exist for almost any purpose, from giving information to making you laugh.

What makes a **High** quality page? A **High** quality page may have the following characteristics:

- *High level of Expertise, Authoritativeness, and Trustworthiness (E-A-T)*, including the E-A-T of the publisher and/or individual author for news articles and information pages on YMYL topics.
- A satisfying amount of high quality MC.
- Satisfying website information and/or information about who is responsible for the website or satisfying customer service information, if the page is primarily for shopping or includes financial transactions.
- Positive website reputation for a website that is responsible for the MC on the page.

### 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
<a href="#">Siberian Husky Information Page</a>	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.
<a href="#">Kitchen Stand Mixer Shopping Page</a>	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.
<a href="#">Movie Review Page</a>	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, YMYL websites 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 YMYL websites may need less website information, depending on the purpose of the website. For example, an email address may be sufficient for some non-YMYL websites.

### 4.4 Positive Reputation

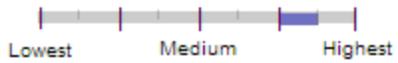
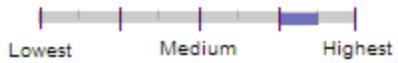
Reputation is an important criteria when using the **High** rating, and informs the E-A-T of the page. While a page can merit the **High** rating with no reputation, the **High** rating cannot be used for any website that has a convincing negative reputation. Remember that when doing research, make sure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

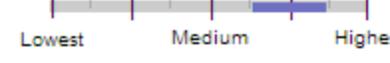
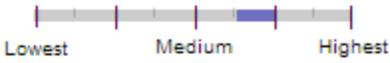
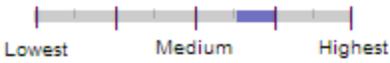
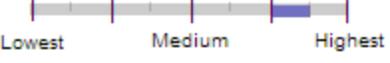
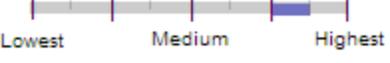
### 4.5 A High Level of Expertise/Authoritativeness/Trustworthiness (E-A-T)

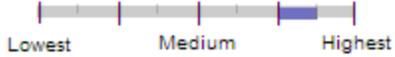
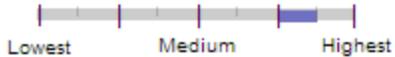
**High** quality pages and websites need enough expertise to be authoritative and trustworthy on their topic. Remember that there are “expert” websites of all types, even gossip websites, fashion websites, humor websites, forum and Q&A pages, etc. In fact, some types of information are found almost exclusively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

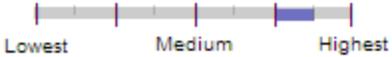
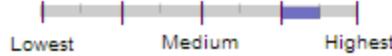
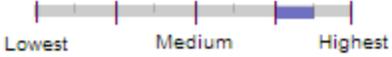
Think about the topic of the page. What kind of expertise is required for the page to achieve its purpose well? The standard for expertise depends on the topic of the page. For example, high quality news articles and information pages on scientific topics should represent established scientific consensus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

### 4.6 Examples of High Quality Pages

Webpage/Type of Content	High Quality Characteristics	PQ Rating and Explanation
<a href="#">High: News 1</a> Homepage of a newspaper (YMYL)	<ul style="list-style-type: none"> <li>• A satisfying amount of high quality MC</li> <li>• Positive reputation (website)</li> </ul>	 <p>This newspaper has won seven Pulitzer Prize awards.</p>
<a href="#">High: News 2</a> Article on a newspaper website (YMYL)	<ul style="list-style-type: none"> <li>• A satisfying amount of high quality MC</li> <li>• Positive reputation (website)</li> <li>• High E-A-T of the publisher and/or author</li> </ul>	 <p>This is an article on a newspaper website that has won ten Pulitzer Prize awards. There is a satisfying amount of high quality MC. While there are Ads on the page, the MC is easy to find and the Ads are clearly labeled as Ads.</p>

Webpage/Type of Content	High Quality Characteristics	PQ Rating and Explanation
<p><a href="#">High: News 3</a></p> <p>Opinion article on a newspaper website</p>	<ul style="list-style-type: none"> <li>• A satisfying amount of high quality MC</li> <li>• Positive reputation (website)</li> <li>• High E-A-T of the publisher and/or author</li> </ul>	 <p>This is an opinion piece written by the Editorial Board of the the largest newspaper in the U.S. state of Minnesota. The page is clearly labelled as an opinion piece, welcoming a new football coach to the University of Minnesota.</p>
<p><a href="#">High: Government agency</a></p> <p>US Naval Observatory Master Clock page</p>	<ul style="list-style-type: none"> <li>• High E-A-T for the purpose of the page</li> </ul>	 <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>
<p><a href="#">High: Humor</a></p> <p>Article on a humor website</p>	<ul style="list-style-type: none"> <li>• High quality humorous MC</li> <li>• Positive reputation (website)</li> <li>• Expertise as a farcical humor website</li> </ul>	 <p>This website is well-known for its humorous, satirical articles. This is a cute example of a satisfying and funny article.</p>
<p><a href="#">High: Small business 1</a></p> <p>Local fish &amp; chips restaurant</p>	<ul style="list-style-type: none"> <li>• High E-A-T for the purpose of the page</li> </ul>	 <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>
<p><a href="#">High: Small business 2</a></p> <p>Local preservation center</p>	<ul style="list-style-type: none"> <li>• High E-A-T for the purpose of the page</li> <li>• A satisfying amount of high quality MC</li> </ul>	 <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>
<p><a href="#">High: Blog post</a></p> <p>Parenting article about strollers</p>	<ul style="list-style-type: none"> <li>• A satisfying amount of high quality MC</li> <li>• Very positive reputation (website)</li> <li>• Specifically, high E-A-T and positive reputation for this specific blog and author</li> </ul>	 <p>This is a blog post on a newspaper that has won over 100 Pulitzer Prize 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>

Webpage/Type of Content	High Quality Characteristics	PQ Rating and Explanation
<p><a href="#">High: Shopping 1</a></p> <p>Backpack shopping page on a popular store website (YMYL)</p>	<ul style="list-style-type: none"> <li>• A satisfying amount of high quality MC</li> <li>• Positive reputation (website)</li> </ul>	 <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>
<p><a href="#">High: Shopping 2</a></p> <p>Bathroom décor page on a store website (YMYL)</p>	<ul style="list-style-type: none"> <li>• High E-A-T for the purpose of the page</li> <li>• Positive reputation (website)</li> </ul>	 <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>
<p><a href="#">High: Shopping 3</a></p> <p>TomTom GPS page on an electronics website (YMYL)</p>	<ul style="list-style-type: none"> <li>• A satisfying or comprehensive amount of very high quality MC</li> <li>• High E-A-T for the purpose of the page</li> <li>• Positive reputation (website)</li> </ul>	 <p>There is a very large quantity of MC on this page. Note that the tabs on the page lead to even more information, including many customer reviews. The tabs should be considered part of the MC.</p>
<p><a href="#">High: Video 1</a></p> <p>Saturday Night Live video on a video website</p>	<ul style="list-style-type: none"> <li>• A satisfying or comprehensive amount of very high quality MC</li> <li>• High E-A-T for the purpose of the page</li> </ul>	 <p>The MC of this video page is an episode of Saturday Night Live, a very popular television show.</p>
<p><a href="#">High: Video 2</a></p> <p>“An Engineer’s Guide to Cats” video</p>	<ul style="list-style-type: none"> <li>• A satisfying amount of high quality MC</li> <li>• High E-A-T (everyday expertise) on the topic of cat ownership</li> </ul>	 <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>
<p><a href="#">High: Game</a></p> <p>Online game</p>	<ul style="list-style-type: none"> <li>• A satisfying or comprehensive amount of very high quality MC</li> <li>• Positive reputation (website) as an educational tool for kids</li> </ul>	 <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>

Webpage/Type of Content	High Quality Characteristics	PQ Rating and Explanation
<p><a href="#">High: Q&amp;A</a></p> <p>How long do cancer patients live</p>	<ul style="list-style-type: none"> <li>• A satisfying amount of high quality MC in the form of personal narratives</li> </ul>	 <p>The question on the page asks how long people live with cancer. There are many responses describing how long a loved one lived after diagnosis. There is very little medical advice and the focus of the page is sharing personal experience. Many responses are heartfelt and well written.</p>
<p><a href="#">High: Encyclopedia</a></p> <p>Encyclopedia article about the American Civil War</p>	<ul style="list-style-type: none"> <li>• A satisfying or comprehensive amount of high quality MC</li> <li>• Positive reputation (website)</li> <li>• High E-A-T for the article</li> </ul>	 <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>
<p><a href="#">High: Forum 1</a></p> <p>Authenticating a luxury designer purse</p>	<ul style="list-style-type: none"> <li>• High E-A-T for the purpose of the page</li> <li>• A satisfying amount of high quality MC</li> </ul>	 <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><a href="#">High: Forum 2</a></p> <p>Landscaping an aquarium</p>	<ul style="list-style-type: none"> <li>• High E-A-T for the purpose of the page</li> <li>• A satisfying amount of high quality MC</li> </ul>	 <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** pages are very satisfying pages that achieve their purpose very well. The distinction between **High** and **Highest** is based on the quality of MC as well as the level of E-A-T and reputation of the website.

What makes a page **Highest** quality? A **Highest** quality page may have the following characteristics:

- *Very high level of Expertise, highly Authoritative, and highly Trustworthy for the purpose of the page (E-A-T), including the E-A-T of the publisher and/or individual author for news articles and information pages on YMYL topics.*
- A satisfying amount of high quality MC.
- Highly satisfying website information and/or information about who is responsible for the website or for stores and pages involving financial transactions, highly satisfying customer service reputation is very important.
- Very positive website reputation for a website that is responsible for the MC on the page.

### 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. However, for news articles and information pages on YMYL topics, there is a high standard for accuracy and well-established medical/scientific/historical consensus where such consensus exists. The **Highest** rating may be justified for pages with a satisfying or comprehensive amount of very high quality MC.

### 5.2 Very Positive Reputation

Reputation research is important when giving **Highest** ratings, and is evidence of the E-A-T of the page. 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 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.

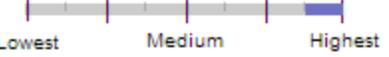
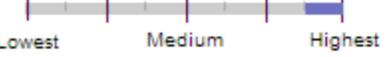
### 5.3 Very High Level of E-A-T

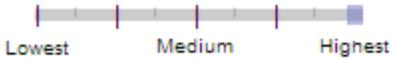
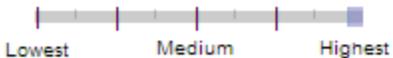
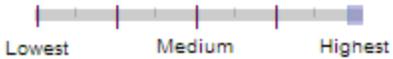
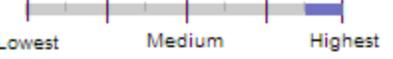
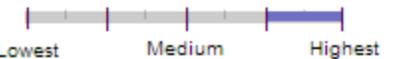
**Highest** quality pages and websites have a very high level of expertise or are highly authoritative or highly trustworthy.

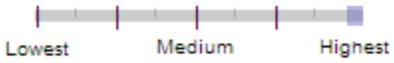
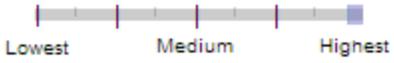
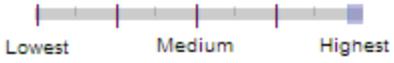
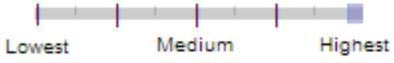
Formal expertise is important for topics such as medical, financial, or legal advice. Expertise may be less formal for topics such as recipes or humor. An expert page on cooking may be a page on a professional chef's website, or it may be someone who posts popular cooking videos on YouTube. Please value life experience and "everyday expertise." For some topics, the most expert sources of information are ordinary people sharing their life experiences on personal blogs, forums, reviews, discussions, etc.

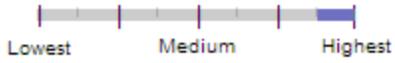
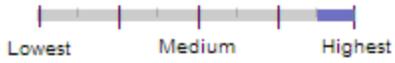
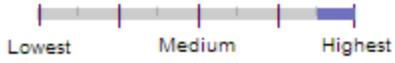
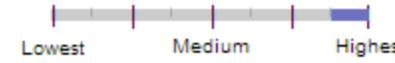
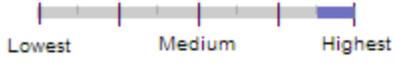
Think about what expertise, authoritativeness, and trustworthiness mean for the topic of the page. Who are the experts? What makes a source trustworthy for the topic? What makes a website highly authoritative for the topic?

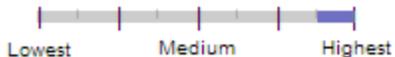
## 5.4 Examples of Highest Quality Pages

Webpage/Type of Content	Highest Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Highest: News</a></p> <p>Article on a newspaper website</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page, including of the publisher and/or authors for a news article</li> <li>• A satisfying or comprehensive amount of very high quality MC for the purpose of the page</li> <li>• Very positive reputation (website)</li> </ul>	 <p>This is a feature article from a newspaper that has won 40 Pulitzer Prize awards and is the largest newspaper in the U.S. by circulation at the time this example was written.</p> <p>The page has a comprehensive amount of very high-quality MC, including in-depth reporting by two authors with extensive knowledge and experience in investigative journalism.</p>
<p><a href="#">Highest: Informational 1</a></p> <p>Fact-checking page on an Internet rumor debunking website</p>	<ul style="list-style-type: none"> <li>• A satisfying or comprehensive amount of very high quality MC</li> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• Positive reputation (website)</li> </ul>	 <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 MC for users seeking to validate a claim about a documentary film about mermaids. Users can trust the information on this page due to the website's positive reputation and high level of expertise in debunking non-YMYL stories of this type.</p>
<p><a href="#">Highest: Informational 2</a></p> <p>Ball gown wedding dress page</p>	<ul style="list-style-type: none"> <li>• A satisfying or comprehensive amount of very high quality MC</li> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• Positive reputation (website)</li> </ul>	 <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 popular wedding planning website.</p>
<p><a href="#">Highest: Government agency</a></p> <p>Yosemite National Park information</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• A satisfying or comprehensive amount of very high quality MC for the purpose of the page</li> </ul>	 <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>

Webpage/Type of Content	Highest Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Highest: Technical 1</a></p> <p>Software tips</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• A satisfying or comprehensive amount of high quality MC</li> </ul>	 <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>
<p><a href="#">Highest: Technical 2</a></p> <p>Linux Kernel archives</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• A satisfying or comprehensive amount of high quality MC</li> </ul>	 <p>From this <a href="#">Wikipedia article</a>, 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>
<p><a href="#">Highest: Financial 1</a></p> <p>Credit report information website (YMYL)</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• Very positive reputation (website)</li> </ul>	 <p>Users in the U.S. can obtain free credit reports on this website by providing their Social Security Number. This <a href="#">Wikipedia article</a> tells us that this website is “the only federally mandated and authorized source for obtaining a free credit report.”</p>
<p><a href="#">Highest: Financial 2</a></p> <p>Tax forms page (YMYL)</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• A satisfying or comprehensive amount of very high quality MC for the purpose of the page</li> </ul>	 <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>
<p><a href="#">Highest: Magazine Article 1</a></p> <p>Article titled “Secret Fears of the Super-Rich”</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• A satisfying or comprehensive amount of very high quality MC</li> <li>• Very positive reputation (website)</li> </ul>	 <p>This is a very high quality and in-depth article on an award winning magazine website.</p>
<p><a href="#">Highest: Magazine Article 2</a></p> <p>Interview with musical artist</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• A satisfying or comprehensive amount of very high quality MC</li> <li>• Very positive reputation (website)</li> </ul>	 <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. There is a large quantity of high quality MC.</p>

Webpage/Type of Content	Highest Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Highest: Medical 1</a> BMI calculator (YMYL)</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• Very positive reputation (website)</li> </ul>	 <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>
<p><a href="#">Highest: Medical 2</a> Page about meningitis (YMYL)</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• Very positive reputation (website)</li> </ul>	 <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>
<p><a href="#">Highest: Medical 3</a> Page about seasonal flu (YMYL)</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• Very positive reputation (website)</li> </ul>	 <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>
<p><a href="#">Highest: Medical 4</a> Health information on a hospital page (YMYL)</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> </ul>	 <p>According to this <a href="#">Wikipedia article</a>, this hospital is “currently regarded as one of the top 4 hospitals in the United States as rated by <a href="#">U.S. News &amp; World Report</a>.” Users can trust medical information on this website.</p>
<p><a href="#">Highest: Entertainment</a> Humor website</p>	<ul style="list-style-type: none"> <li>• A satisfying or comprehensive amount of very high quality MC</li> <li>• Very positive reputation (website)</li> </ul>	 <p>This comedian has won multiple prestigious awards for his TV show (on the air when the example was written), and this is the homepage of his official website.</p> <p>Keep in mind that for any type of page, including humor websites, there may be a range of highest quality to lowest quality pages. 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>

Webpage/Type of Content	Highest Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Highest: Shopping</a></p> <p>Backpack shopping page (YMYL)</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• Very positive reputation (website)</li> <li>• A satisfying or comprehensive amount of high quality MC</li> </ul>	 <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>
<p><a href="#">Highest: Login</a></p> <p>Online banking login page (YMYL)</p>	<ul style="list-style-type: none"> <li>• A satisfying amount of high quality MC for its purpose (login page)</li> <li>• Positive reputation (website)</li> <li>• Very high level of E-A-T for the purpose of the page</li> </ul>	 <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>
<p><a href="#">Highest: Charity</a></p> <p>Homepage of a charity (YMYL)</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• Very positive reputation (website)</li> </ul>	 <p>This is a highly reputable charity according to multiple charity rating organizations.</p>
<p><a href="#">Highest: Page with Error Message</a></p> <p>“Custom 404” page</p>	<ul style="list-style-type: none"> <li>• A satisfying amount of high quality MC for its purpose (error page)</li> <li>• Very positive reputation (website)</li> <li>• Very high level of E-A-T for the purpose of the page</li> </ul>	 <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>
<p><a href="#">Highest: PDF File</a></p> <p>Campus map</p>	<ul style="list-style-type: none"> <li>• A satisfying or comprehensive amount of very high quality MC</li> <li>• Very high level of E-A-T for the purpose of the page</li> </ul>	 <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 the all the buildings, parking structures, parking lots, construction areas, etc.</p>

Webpage/Type of Content	Highest Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Highest: Recipes 1</a></p> <p>Pumpkin pie recipe</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• A satisfying amount of high quality MC and features</li> </ul>	 <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>
<p><a href="#">Highest: Recipes 2</a></p> <p>Chocolate chip cookie recipe on a recipe blog</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• A satisfying amount of high quality MC and features</li> </ul>	 <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 high or highest quality MC.</p>
<p><a href="#">Highest: Video 1</a></p> <p>The band OK Go's music video for the song “This Too Shall Pass”</p>	<ul style="list-style-type: none"> <li>• A satisfying or comprehensive amount of very high quality MC</li> <li>• Very high level of E-A-T for the purpose of the page</li> </ul>	 <p>This is a high quality, professionally produced video on the band's official channel.</p>
<p><a href="#">Highest: Video 2</a></p> <p>“Henri 2, Paw de Deux” video</p>	<ul style="list-style-type: none"> <li>• A satisfying or comprehensive amount of very high quality MC</li> <li>• Very positive reputation for the content of this particular video</li> </ul>	 <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.</p>
<p><a href="#">Highest: Video 3</a></p> <p>Saturday Night Live video on the TV network's website</p>	<ul style="list-style-type: none"> <li>• A satisfying or comprehensive amount of very high quality MC</li> <li>• Very high level of E-A-T for the purpose of the page</li> </ul>	 <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. Below the main video, there are many other videos that users may be interested in.</p>
<p><a href="#">Highest: Q&amp;A</a></p> <p>Q&amp;A page on abbreviations</p>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• Very positive reputation (website)</li> </ul>	 <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 are unsatisfying or lacking in some element that prevents them from achieving their purpose well. These pages lack expertise or are not very trustworthy/authoritative for the purpose of the page.

If a page has one of the following characteristics, the **Low** rating is usually appropriate:

- *The author of the page or website does not have enough expertise for the topic of the page and/or the website is not trustworthy or authoritative for the topic. In other words, the page/website is lacking E-A-T.*
- The quality of the MC is low.
- There is an unsatisfying amount of MC for the purpose of the page.
- MC is present, but difficult to use due to distracting/disruptive/misleading Ads, other content/features, etc.
- There is an unsatisfying amount of website information for the purpose of the website (no good reason for anonymity).
- The website has a negative reputation.

## 6.1 Low Quality Main Content

One of the most important criteria in PQ rating is the quality of the MC, which is determined by how much time, effort, expertise, and talent/skill have gone into the creation of the page, and also informs the E-A-T of the page.

Consider this example: Most students have to write papers for high school or college. Many students take shortcuts to save time and effort by doing one or more of the following:

- Buying papers online or getting someone else to write for them.
- Including inaccurate information, such as making things up, stretching the truth, or creating a false sense of doubt about well-established facts.
- Writing quickly with no drafts or editing.
- Failing to cite sources, or making up sources where none exist.
- Filling the report with large pictures or other distracting content.
- Copying the entire report from an encyclopedia, or paraphrasing content by changing words or sentence structure here and there.
- Using commonly known facts, for example, “Argentina is a country. People live there. Argentina has borders.”
- Using a lot of words to communicate only basic ideas or facts, for example, “Pandas eat bamboo. Pandas eat a lot of bamboo. Bamboo is the best food for a Panda bear.”

Unfortunately, the content of some webpages is similarly created. We will consider content to be **Low** quality if it is created without adequate time, effort, expertise, or talent/skill. Inaccurate or misleading information presented as fact is also a reason for **Low** or even **Lowest** quality ratings. Pages with low quality MC do not achieve their purpose well.

Keep in mind that we have very different standards for pages on large, professionally-produced business websites than we have for small amateur, hobbyist, or personal websites. The quality of MC we expect for a large online store is very different than what we might expect for a small local business website.

All PQ rating should be done in the context of the purpose of the page and the type of website.

**Important:** Low quality MC is a sufficient reason to give a page a **Low** quality rating.

## 6.2 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:** An unsatisfying amount of MC is a sufficient reason to give a page a Low quality rating.

## 6.3 Distracting/Disruptive/Misleading Titles, Ads, and Supplementary Content

Some **Low** quality pages have adequate MC present, but it is difficult to use the MC due to disruptive, highly distracting, or misleading Ads/SC. Misleading titles can result in a very poor user experience when users click a link only to find that the page does not match their expectations.

### 6.3.1 Ads or SC that disrupt the usage of MC

While we expect Ads and SC to be visible, some Ads, SC or [interstitial pages](#) (i.e., pages displayed before or after the content you are expecting) make it extremely difficult to use the MC. Pages that disrupt the use of the MC should be given a Low rating. A single pop-over Ad with a clear close button is not terribly disruptive, though may not be a great user experience. Here are two examples of situations we consider to be disruptive:

- Ads that actively float over the MC as you scroll down the page and are difficult to close. It can be very hard to use MC when it is actively covered by moving, difficult-to-close Ads.
- An interstitial page that redirects the user away from the MC without offering a path back to the MC.

### 6.3.2 Prominent presence of distracting SC or Ads

Users come to webpages to use the MC. Helpful SC and Ads can be part of a positive user experience, but distracting SC and Ads make it difficult for users to focus on and use the MC. Here are some examples of prominent and distracting SC or Ads:

- Some webpages are designed to encourage users to click on SC that is not helpful for the purpose of the page. This type of SC is often distracting or prominently placed in order to lure users to highly monetized pages. [Here](#) is an example of a page with highly distracting SC in the right-hand column under the label "Top Posts & Pages." [Here](#) and [here](#) are more examples of pages with some very prominent and distracting SC images and/or Ads.
- Either porn SC or Ads containing porn on non-Porn pages can be very distracting or even upsetting to users. Please refresh the page a few times to see the range of Ads that appear, and use your knowledge of the locale and cultural sensitivities to make your rating. For example, an ad for a model in a revealing bikini is probably acceptable on a site that sells bathing suits. However, an extremely graphic porn ad may warrant a **Low (or even Lowest)** rating.

### 6.3.3 Misleading Titles, Ads, or SC

It should be clear what parts of the page are MC, SC, and Ads. It should also be clear what will happen when users interact with content and links on the webpage. If users are misled into clicking on Ads or SC, or if clicks on Ads or SC leave users feeling surprised, tricked or confused, a **Low** rating is justified.

Here are some examples of misleading Titles, Ads or SC:

- At first glance, the Ads or SC appear to be MC. Some users may interact with Ads or SC, believing that the Ads or SC is the MC. [Here](#) is an example.
- Ads appear to be SC (links) where the user would expect that clicking the link will take them to another page within the same website, but actually take them to a different website. Some users may feel surprised or confused when clicking SC or links that go to a page on a completely different website.
- Ads or SC that entice users to click with shocking or exaggerated titles, images, and/or text. These can leave users feeling disappointed or annoyed when they click and see the actual and far less interesting content. [Here](#) is an example of a page with shocking/exaggerated titles, images, and text in the Ads and SC.
- Titles of pages or links/text in the SC that are misleading or exaggerated compared to the actual content of the page. This can result in a very poor user experience when users read the title or click a link only to find that the page does not match their expectations. [Here](#) is an example of a page with a misleading/exaggerated title.

**Summary:** The **Low** rating should be used for disruptive or highly distracting Ads and SC. Misleading Titles, Ads, or SC may also justify a **Low** rating. Use your judgment when evaluating pages. User expectations will differ based on the purpose of the page and cultural norms.

## 6.4 Negative Reputation

Reputation research is required for all PQ rating tasks unless you have previously researched the reputation of the website. Extremely negative, malicious, or financially fraudulent reputation information should result in a **Lowest** rating. Credible negative (though not malicious or financially fraudulent) reputation is a reason for a **Low** rating, especially for a YMYL page.

Please exercise care when researching the reputation of businesses. Most businesses have some negative reviews, especially for customer service. 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 has a negative reputation.

Reputation research is also critical for information pages and news websites, particularly those on YMYL topics. The lack of any reputation information at all for a YMYL website may be a reason for a **Low** rating.

**Important:** Negative reputation is sufficient reason to give a page a **Low** quality rating. Evidence of truly malicious or fraudulent behavior warrants the **Lowest** rating.

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

Some topics demand expertise for the content to be considered trustworthy. YMYL topics such as medical advice, legal advice, financial advice, etc. should come from authoritative sources in those fields, must be factually accurate, and must represent scientific/medical consensus within those fields where such consensus exists. Even everyday topics, such as recipes and house cleaning, should come from those with experience and everyday expertise in order for the page to be trustworthy.

You should consider who is responsible for the content of the website or content of the page you are evaluating. Does the person or organization have sufficient expertise for the topic? If expertise, authoritativeness, or trustworthiness is lacking, use the **Low** rating.

User-generated websites span the Page Quality rating spectrum. Note that in some cases, contributors choose their own topics with no oversight and may have very poor writing skills or no expertise in the topic of the page. Contributors may be paid per article or word, and may even be eligible for bonuses based on the traffic to their pages. Depending on the topic, pages on these websites may not be trustworthy.

**Important:** Lacking appropriate E-A-T is sufficient reason to give a page a **Low** quality rating.

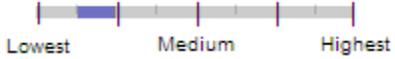
### 6.5.1 Unsatisfying Amount of Information about the Website

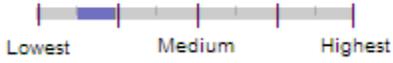
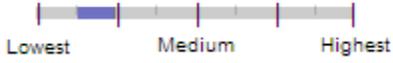
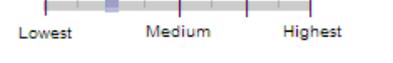
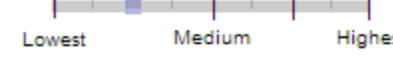
We expect some form of website information for many or most websites. However, the amount of website information needed depends on the purpose of the website. For personal websites, an email address alone may be sufficient.

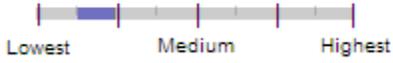
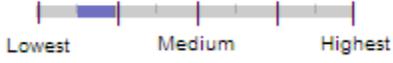
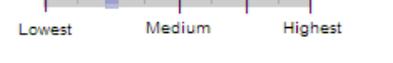
Stores and websites that process financial transactions require a high level of user trust. If a store or financial transaction website has just an email address and physical address, it may be difficult to get help if there are issues with the transaction. Likewise, many other types of YMYL websites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

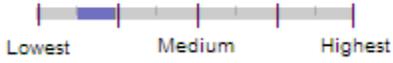
**Important:** For YMYL pages and other pages that require a high level of user trust, an unsatisfying amount of any of the following is a reason to give a page a **Low** quality rating: customer service information, contact information, or information about who is responsible for the website. For other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

## 6.6 Examples of Low Quality Pages

Type of Webpage/Content	Low Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Low: News 1</a> Article about nuclear power</p>	<ul style="list-style-type: none"> <li>• Low quality MC</li> <li>• Lacking E-A-T</li> </ul>	 <p>The writing of this article is unprofessional, including many grammar and punctuation errors. The MC also appears to have been paraphrased from a <a href="#">science article</a> 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><a href="#">Low: News 2</a> Article titled "Getting Rid Of Toxins After The Holiday Season"</p>	<ul style="list-style-type: none"> <li>• Low quality MC</li> <li>• Misleading page title</li> <li>• Lacking E-A-T</li> </ul>	 <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>
<p><a href="#">Low: Informational 1</a> 40th birthday party food ideas</p>	<ul style="list-style-type: none"> <li>• Low quality MC</li> <li>• Disruptive Ads</li> </ul>	 <p>This page and website have many of 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>
<p><a href="#">Low: Informational 2</a> Q&amp;A unanswered question</p>	<ul style="list-style-type: none"> <li>• Unsatisfying amount of MC for the purpose of the page</li> </ul>	 <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>

Type of Webpage/Content	Low Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Low: Article 1</a></p> <p>Article with tips for dressing for the office</p>	<ul style="list-style-type: none"> <li>• Low or Lowest quality MC</li> <li>• Lacking E-A-T</li> </ul>	 <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>
<p><a href="#">Low: Article 2</a></p> <p>Using ginger for your health</p>	<ul style="list-style-type: none"> <li>• Low or Lowest quality MC</li> <li>• Lacking E-A-T</li> </ul>	 <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>
<p><a href="#">Low: Article 3</a></p> <p>How to adopt children from Iraq (YMYL)</p>	<ul style="list-style-type: none"> <li>• Low quality MC: commonly known information only</li> <li>• Lacking E-A-T on a YMYL topic</li> </ul>	 <p>This is a YMYL topic. 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>
<p><a href="#">Low: Financial</a></p> <p>Page with advice on picking a quality stock for investment (YMYL)</p>	<ul style="list-style-type: none"> <li>• Lacking E-A-T on a YMYL topic</li> </ul>	 <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>
<p><a href="#">Low: Medical</a></p> <p>Page with information about how long the flu lasts (YMYL)</p>	<ul style="list-style-type: none"> <li>• Lacking E-A-T on a YMYL topic</li> </ul>	 <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>

Type of Webpage/Content	Low Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Low: Recipes 1</a></p> <p>Apple pie recipe</p>	<ul style="list-style-type: none"> <li>Low quality and unsatisfying amount of MC</li> </ul>	 <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>
<p><a href="#">Low: Recipes 2</a></p> <p>Gluten-free New York cheesecake recipe</p>	<ul style="list-style-type: none"> <li>Very distracting SC or Ads (not clear) in the right column</li> <li>Disruptive Ads in the middle column</li> </ul>	 <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 &amp; Pages." It is unclear whether these are SC or Ads.</p>
<p><a href="#">Low: Q&amp;A1</a></p> <p>Page about Native American customs</p>	<ul style="list-style-type: none"> <li>Lacking E-A-T</li> </ul>	 <p>There are 94 answers to this question with a few results that seem helpful. Many of the posts appear to be deliberately incorrect or misleading, including the top answer, which is labeled the "best answer."</p>
<p><a href="#">Low: Q&amp;A 2</a></p> <p>Page about a 2002 Volvo part</p>	<ul style="list-style-type: none"> <li>Misleading Ads</li> <li>Unsatisfying amount of MC for the purpose of the page</li> </ul>	 <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>

Type of Webpage/Content	Low Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Low: Q&amp;A 3</a></p> <p>Page about water and soil</p>	<ul style="list-style-type: none"> <li>• Misleading Ads/SC</li> <li>• Unsatisfying amount of MC for the purpose of the page</li> </ul>	 <p>This is a page from a Q&amp;A site with an unanswered question. Q&amp;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. The examples at the end in [Section 7.10](#) are critical for understanding these concepts, so please review them carefully.

Remember that websites and pages should be created to be helpful for users.

**Important:** Websites and pages that are created to harm users, mislead or misinform users, or only make money with no attempt to help users should be rated **Lowest**. Webpages created with the sole purpose of promoting hate or violence against a group of people based on criteria including (but not limited to) race or ethnicity, religion, gender, nationality or citizenship, disability, age, sexual orientation, or veteran status should also be rated **Lowest**.

Here are some types of pages or websites that are highly untrustworthy, unreliable, unauthoritative, inaccurate or misleading—these pages should always receive the **Lowest** rating:

- Harmful or malicious pages or websites.
- True lack of purpose pages or websites.
- Deceptive pages or websites, such as:
  - Pages or websites that misrepresent the website's owner or purpose, such as by impersonating a different site (e.g., copied logo or branding of an unaffiliated site, URL that mimics another site's name).
  - Pages or websites that appear to be deliberate attempts to misinform or deceive users by presenting factually inaccurate content (e.g., fake product reviews, demonstrably inaccurate news, etc.).
- Pages or websites created to make money with little to no attempt to help users.
- Pages with extremely low or lowest quality MC.
- Pages on YMYL websites that are so lacking in website information that it feels untrustworthy.
- Pages or websites created with no expertise or pages that are highly untrustworthy, unreliable, unauthoritative, inaccurate, or misleading.
- Pages or websites with factually inaccurate content that can cause harm to users, regardless of their purpose or intent (e.g., inaccurate medical information; inaccurate information about how to vote, obtain a visa or green card, pay government taxes, etc.).
- Hacked, defaced, or spammed pages.
- Websites that have extremely negative or malicious reputations.
- Violations of the [Google Webmaster Quality Guidelines](#), such as pages on websites with [little or no original content](#) on the website as a whole.
- Pages or websites created with the sole purpose of promoting hate or violence against a group of people based on criteria including (but not limited to) race or ethnicity, religion, gender, nationality or citizenship, disability, age, sexual orientation, or veteran status.

Finally, **Lowest+** may be used both for pages with many/all low quality characteristics. **Lowest+** may also be used for pages whose lack of a single Page Quality characteristic makes you question the true purpose of the page.

### 7.1 Harmful or Malicious Pages

Some pages are harmful or malicious. For example, pages designed to "phish" for the user's government-issued identification number (such as a Social Security Number in the United States; [other examples here](#)), bank account information, or credit card information are harmful because the purpose is to steal private information. Malicious download pages are another type of harmful page.

Harmful or malicious pages should be rated **Lowest**.

### 7.2 Lack of Purpose Pages

Sometimes it is impossible to figure out the purpose of the page. Such pages serve no real purpose for users. For example, some pages are deliberately created with gibberish or meaningless (nonsense) text.

No matter how they are created, true lack of purpose pages should be rated **Lowest** quality.

## 7.3 Deceptive Pages

We will consider a page to be “deceptive” if it is designed to deceive users or trick search engines, rather than to help users. The following sections in 7.3 describe several types of deceptive pages. Note that some pages may use a variety of these techniques. All deceptive pages should be rated **Lowest**.

For more information on deceptive pages, see the [Google Webmaster Quality Guidelines](#).

### 7.3.1 Deceptive Page Purpose

Deceptive webpages appear to have a helpful purpose (the stated purpose), but are actually created for some other reason. Use the **Lowest** rating if a webpage page is deliberately created to deceive and potentially harm users in order to benefit the website.

Here are some examples of **Lowest** websites or webpages with deceptive page purpose:

- A website pretends to be or mimics the look of a well-known store, bank, online service, or social network, but instead exists to “phish” or steal passwords or personal information (for example, government ID number, bank account information, personal medical data, etc.). We also consider this type of website to have a malicious purpose.
- A webpage claims to be a survey, perhaps offering money or a prize, but instead exists to steal passwords or personal information (for example, government ID number, bank account information, personal medical data, etc.). We also consider this type of website to have a malicious purpose.
- 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 webpage or website looks like a news source or information page, but in fact has articles with factually inaccurate information to manipulate users in order to benefit a person, business, government, or other organization politically, monetarily, or otherwise.
- A non-satirical webpage or website presents unsubstantiated conspiracy theories or hoaxes as if the information were factual.
- 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.

Sometimes it is difficult to determine the real purpose of a page. Look carefully and use your judgment. If you believe the webpage or website was created deliberately to deceive users for the benefit of the website, and with the potential to cause harm to the user, use the **Lowest** rating.

### 7.3.2 Deceptive Page Design

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.

We consider the following kinds of pages to be deceptive webpages because users did not get what they expected. Use the **Lowest** rating if the page is deliberately designed to manipulate users with little or no effort to provide helpful MC. Here are some common types of deceptive pages:

- **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.

- **Pages where the MC is not usable or visible.** For example, a page that has such a large amount of Ads at the top of the page (before the MC), so that most users will not see the MC, or a page where the MC is invisible text.

Take a good look at the page and use your judgment. If you believe the page was deliberately created to manipulate users to click on Ads, monetized links, questionable download links, etc., rather than help users, the page should be rated **Lowest**.

## 7.4 Lowest Quality Main Content

In this guideline, we'll judge the quality of the MC by thinking about how much time, effort, expertise, and talent/skill was involved in content creation.

If very little or no time, effort, expertise, or talent/skill has gone into creating the MC, use the **Lowest** quality rating. If the content is misleading or inaccurate in a way that may harm or deceive users, also use the **Lowest** quality rating.

All of the following should be considered either lowest quality MC or no MC:

- No helpful MC at all or so little MC that the page effectively has no MC.
- MC that consists almost entirely of "keyword stuffing."
- Gibberish or meaningless MC.
- "Auto-generated" MC, or MC that was otherwise created with little to no time, effort, expertise, manual curation, or added value for users.
- Misleading or inaccurate informational content about YMYL topics.
- Pages or websites that appear to be deliberate attempts to misinform or deceive users by presenting factually inaccurate content.
- Pages or websites with factually inaccurate content that may harm or deceive users, regardless of their purpose or intent.
- MC that consists almost entirely of content copied from another source with little time, effort, expertise, manual curation, or added value for users.

Pages with lowest quality MC should be rated **Lowest**.

### 7.4.1 No Main Content

If a page is deliberately created with no MC, use the **Lowest** rating. Why would a page exist without MC? Pages with no MC are usually lack of purpose pages or deceptive pages.

Webpages that are deliberately created with a bare minimum of MC, or with MC that is completely unhelpful for the purpose of the page, should be considered to have no MC.

Pages deliberately created with no MC should be rated **Lowest**.

### 7.4.2 "Keyword Stuffed" Main Content

Pages may be created to lure search engines and users by repeating keywords over and over again, sometimes in unnatural and unhelpful ways. Such pages are created using words likely to be contained in queries issued by users. Keyword stuffing can range from mildly annoying to users, to complete gibberish.

Pages created with the intent of luring search engines and users, rather than providing meaningful MC to help users, should be rated **Lowest**.

### 7.4.3 Automatically-Generated Main Content

Entire websites may be created 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 no editing or manual curation.

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**.

### 7.4.4 Misleading or Inaccurate YMYL Informational Main Content

Misleading or inaccurate MC on an informational page should cause the overall PQ rating to be **Low** or **Lowest**. If the inaccurate information could potentially harm users in any way (e.g., inaccurate medical information; inaccurate information about how to vote, obtain a visa or green card, pay government taxes, etc.), use the **Lowest** rating. If the inaccuracy appears to be deliberate and intended to mislead (e.g., fake product reviews, demonstrably inaccurate news, etc.), use **Lowest**. Please use your judgment.

### 7.4.5 Copied Main Content

Every page needs MC. One way to create MC with no time, effort, or expertise is to copy it from another source.

**Important:** We do not consider legitimately licensed or syndicated content to be “copied” (see [here](#) for more on web syndication). Examples of syndicated content in the U.S. include news articles by AP or Reuters.

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).

If all or most of the MC on the page is copied, think about the purpose of the page. Why does the page exist? What value does the page have for users? Why should users look at the page with copied content instead of the original source?

**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.

### 7.4.6 More About Copied Content

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:** 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.

### 7.4.7 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) inside the Google search box. Try a few sentences from the page.



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:  <b>[ “All are convinced by Dorothy that the Wizard can help them too” ]</b>  <b>[ All are convinced by Dorothy that the Wizard can help them too ]</b></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:  <b>[ “Dorothy uses the Golden Cap to summon the Winged Monkeys” ]</b>  <b>[ Dorothy uses the Golden Cap to summon the Winged Monkeys ]</b></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:  <b>[ “revealing an old man who had journeyed to Oz from Omaha long ago in a hot air balloon” ]</b>  <b>[revealing an old man who had journeyed to Oz from Omaha long ago in a hot air balloon ]</b></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.

We have confirmed that the above text (the text in the sentence and phrases in the table) comes from an [older version of a Wikipedia article](#) about “The Wizard of Oz,” which can be found using the [Internet Archive Wayback Machine](#). 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.

## 7.5 No Website Information

As discussed in [Section 2.5.3](#), we expect most websites to have some information about who is responsible for the website, as well as some contact information. For websites with YMYL pages, such as online banks, we expect to find a lot of information about the site, including extensive customer service information.

Think about the purpose of the website and the type of website information users would expect or demand.

YMYL pages with absolutely no website information, or other pages where the available information is completely inadequate for the purpose of the website (e.g., an online bank with only an email address), should be rated **Lowest**.

## 7.6 Highly Untrustworthy, Unreliable, Unauthoritative, Inaccurate, or Misleading

Sometimes, pages just don’t “feel” trustworthy. Use the **Lowest** rating for any of the following:

- 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.).
- Websites that “phish” for passwords to Facebook, Gmail, or other popular online services. See [here](#) for information about “phishing” fraud.
- Pages with suspicious download links, which may be malware.

If you suspect a link is malicious, please do not click on it. You do not need to personally experience a malicious download in order to confirm that a website is harmful. Likewise, if you feel strongly a website is a scam, you do not need to engage with it to get proof.

Pages that appear highly untrustworthy should be rated **Lowest**, even if you’re not able to completely confirm their lack of trustworthiness. Please exercise caution and practice good Internet safety skills.

## 7.7 Hacked, Defaced, or Spammed Pages on a Website

Some websites are not maintained or cared for at all by their webmaster. These “abandoned” websites, especially websites that have become hacked, defaced, or spammed with a large amount of distracting and unhelpful content, should be rated **Lowest**.

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.

We’ll consider a comment or forum discussion to be “spammed” if someone posts unrelated comments that are not intended to help other users, 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. Spammed comments are easy to recognize and may include Ads, download, or other links. Webmasters should find and remove this content because it is a bad user experience.

While a specific page on a website may have a large amount of spammed forum discussions or spammed user comments, it does not mean that the entire website contains only spam.

## 7.8 Extremely Negative or Malicious Reputation

Use the **Lowest** rating for websites with extremely negative reputations. Here are some examples originally shown in [Section 2.7.4](#). All pages on these websites should be rated **Lowest** because of the extremely negative or malicious reputation of these websites.

Website	Description
<a href="#">Site selling children's jungle gym</a>	<b>Extremely negative reputation information:</b> This business has a <a href="#">BBB rating</a> of F. There is a news article about financial fraud. There are many reviews on websites describing how users sent money and did not receive anything in return.
<a href="#">Site selling products related to eyewear</a>	<b>Extremely negative/malicious reputation information:</b> This website engaged in criminal behavior such as physically threatening users.
<a href="#">Organization serving the hospitalized veteran community</a>	<b>Extremely negative reputation information:</b> There are many detailed negative articles on news sites and charity watchdog sites describing fraud and financial mishandling about this organization.

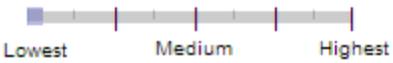
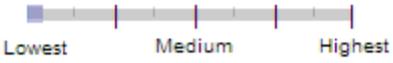
## 7.9 Promotion of Hate or Violence

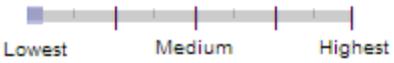
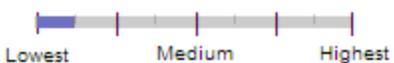
Use the **Lowest** rating for pages created with the sole purpose of promoting hate or violence against a group of people based on criteria including (but not limited to) race or ethnicity, religion, gender, nationality or citizenship, disability, age, sexual orientation, or veteran status. Websites advocating hate or violence can cause real world harm.

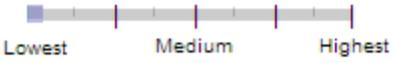
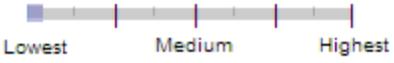
Reputation research is important for identifying websites that promote hate and violence. The [Pew Research Center](#), the [Anti-Defamation League](#), and the [Southern Poverty Law Center](#) are some reputable sources that can be used for reputation research.

Some websites may not have reputation information available. In this case, please use your judgment based on the MC of the page and knowledge of your locale.

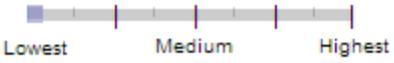
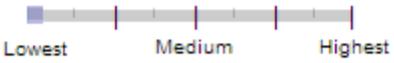
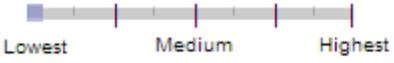
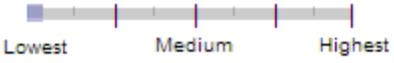
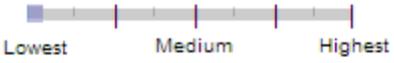
## 7.10 Examples of Lowest Quality Pages

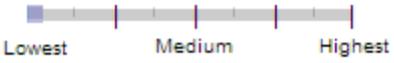
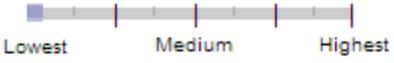
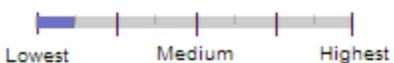
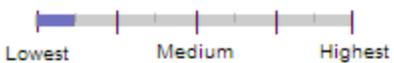
Type of Webpage/Content	Lowest Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Lowest: Deceptive page purpose and design – News website (YMYL)</a></p>	<ul style="list-style-type: none"> <li>• Harmful purpose</li> <li>• Deceptive design: impersonates a different website</li> <li>• Lowest quality MC: demonstrably inaccurate content</li> </ul>	 <p>This page is deceptively designed to make users believe they are on the official ABC News website. The official ABC logo is copied and used prominently throughout the page, and the URL of this website (<a href="http://abcnews.com.co/">http://abcnews.com.co/</a>) is very similar to the official site's URL (<a href="http://abcnews.go.com/">http://abcnews.go.com/</a>).</p> <p>The articles on this website include demonstrably inaccurate content, such as an inaccurate news report that <a href="#">Obama banned the Pledge of Allegiance</a>.</p> <p>The deceptive website design and inaccurate content can misinform users. This website was created with a harmful purpose.</p>
<p><a href="#">Lowest: Deceptive page purpose – Unsubstantiated conspiracy theories</a></p>	<ul style="list-style-type: none"> <li>• Presents unsubstantiated conspiracy theories as if the information were factual</li> <li>• Lowest quality MC: demonstrably inaccurate content</li> </ul>	 <p>The MC on this page contains factually unsupported theories related to the Vatican's knowledge of the planet Nibiru, the existence of aliens, and upcoming world events. Although various Vatican officials and scientists are quoted in the article, the quotations do not support the article's claims, and in some cases do not seem to come from the person quoted.</p> <p>The Nibiru cataclysm and related events have also been thoroughly debunked by authoritative sources (<a href="#">Reference 1</a>, <a href="#">Reference 2</a>). The demonstrably inaccurate content on this page can misinform users.</p>
<p><a href="#">Lowest: Demonstrably inaccurate content – Social media profile</a></p>	<ul style="list-style-type: none"> <li>• Harmful purpose</li> <li>• Lowest quality MC: demonstrably inaccurate content</li> </ul>	 <p>At the time this example was written, Betty White was alive. This profile page on a social media website leads users to believe she is dead. Comments on the page indicate that some users have realized that it is inaccurate. If the page were truly created in error, these comments should have led the creator to realize the mistake and delete the page.</p> <p>While it is not clear why this type of page was created in the first place, it appears to be a deliberate intent to misinform users, which is a harmful purpose.</p>

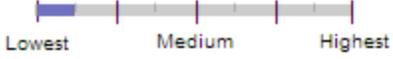
Type of Webpage/Content	Lowest Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Lowest: Demonstrably inaccurate content – News article</a></p>	<ul style="list-style-type: none"> <li>• Harmful purpose</li> <li>• Deceptive page design</li> <li>• Lowest quality MC: demonstrably inaccurate content</li> <li>• An unsatisfying amount of information about the website and author</li> </ul>	 <p>This news article is demonstrably inaccurate. The event described here (the death of Miley Cyrus) did not happen. Note that no date is given, no sources are cited, and there is no author. This website is designed to look like a news source, but there is no information on the news organization that created the website or its content. The SC also features distracting pictures and outrageously titled links.</p> <p>This page was created to misinform users, which is a harmful purpose.</p>
<p><a href="#">Lowest: Keyword Stuffing –Forum page: Watch RoboCop online</a></p>	<ul style="list-style-type: none"> <li>• Lowest quality MC: large amount of “Keyword Stuffed” MC</li> </ul>	 <p>This is an example of a spammed forum page, where the goal is to try and get users to watch a movie online, which has nothing to do with the purpose of the site. For a forum page, the user comments are the MC, and much of the content is not helpful for users. <a href="#">Here</a> is an example of some of the “keyword stuffing” on this page that is not meant to be read by a human, found near the bottom of the page.</p>
<p><a href="#">Lowest: Copied content – Wizard of Oz</a></p>	<ul style="list-style-type: none"> <li>• Lowest quality MC: copied content with little or no time, effort, expertise, manual curation, or added value for users</li> <li>• No evidence of E-A-T</li> </ul>	 <p>All MC is a copy of an old Wikipedia article, which you can see <a href="#">here</a> by researching it on the <a href="#">Internet Archive Wayback Machine</a>.</p> <p>The current Wikipedia page offers much more content, links, references, etc. This page doesn't add much value for users.</p>
<p><a href="#">Lowest: Unsatisfying amount of MC – Wedding dresses</a></p>	<ul style="list-style-type: none"> <li>• An unsatisfying amount of MC for the topic of the page</li> <li>• Very low quality MC</li> <li>• No evidence of E-A-T</li> <li>• True purpose of the page and website is questionable</li> </ul>	 <p>This page has so many low quality characteristics that the Lowest+ rating is appropriate. There is a question about what the true purpose of the page is—Lowest is appropriate if you feel this page was created with little attempt to help users.</p>
<p><a href="#">Lowest: Malicious, harmful, or deceptive – Asks for personal information</a> (YMYL)</p>	<ul style="list-style-type: none"> <li>• Malicious, harmful, or deceptive</li> </ul>	 <p>This is a shopping checkout page, but it asks for the user's government ID number, driver's license number, ATM pin number, bank account information, etc.</p>

Type of Webpage/Content	Lowest Quality Characteristics	PQ Rating and Explanation
<a href="#">Lowest: Auto-generated with Little Attempt to Help Users – Engine Code</a> (YMYL)	<ul style="list-style-type: none"> <li>Auto-generated MC, created with little to no time, effort, expertise, manual curation, or added value for users</li> <li>No evidence of E-A-T</li> </ul>	 <p>The first sentence is incomplete, and doesn't provide an explanation for the code, and therefore fails the purpose of the page. Other pages on the website have inaccurate, misleading, and/or incomplete information. In fact, some pages seem borderline gibberish, with contradicting information. It appears the page exists only to make money, with no attempt to help users.</p>
<a href="#">Lowest: Fraudulent – Charity</a> (YMYL)	<ul style="list-style-type: none"> <li>Extremely negative or malicious reputation</li> </ul>	 <p>There are many claims of fraud and financial problems about this organization on reputable news sites and charity watchdog sites: <a href="#">Negative review 1</a>, <a href="#">Negative review 2</a>, <a href="#">Negative review 3</a>, and <a href="#">Negative review 4</a>.</p>
<a href="#">Lowest: No website information – About dry sockets</a> (YMYL)	<ul style="list-style-type: none"> <li>No website information for YMYL website</li> <li>No evidence of E-A-T</li> </ul>	 <p>There is no information about who created this website, no contact information, and no authorship information.</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, we will consider this an untrustworthy website.</p>
<a href="#">Lowest: Fake directory page - Mesothelioma</a> (YMYL)	<ul style="list-style-type: none"> <li>Deceptive purpose (fake directory page)</li> <li>No website information for YMYL topic</li> <li>No evidence of E-A-T</li> </ul>	 <p>The links on the page appear to link to helpful articles, but in fact the links are Ads that do not go to articles. This is a YMYL topic, but there is no indication about who is responsible for this content or website.</p>
<a href="#">Lowest: Fake search page – Chicken recipes</a>	<ul style="list-style-type: none"> <li>Deceptive purpose (fake search page)</li> </ul>	 <p>Advertising should never disguise itself as the MC of the page. Pages with Ads that are designed to look like MC should be considered deceptive.</p>
<a href="#">Lowest: Fake search page – Chairs</a>	<ul style="list-style-type: none"> <li>Deceptive purpose (fake search page)</li> </ul>	 <p>This page was created to make money from clicks on Ads rather than to help users.</p>

Type of Webpage/Content	Lowest Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Lowest: Deceptive purpose – Viagra (YMYL)</a></p>	<ul style="list-style-type: none"> <li>• Lowest quality MC (copied content with little or no time, effort, expertise, manual curation, or added value for users)</li> <li>• No website information for YMYL website</li> <li>• No evidence of E-A-T</li> </ul>	 <p>This looks like an information website for a drug. The real purpose of this page is to get users to this website, and then get them to click on the “order now” link, which takes users to another website.</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 <a href="#">original source</a>.</p>
<p><a href="#">Lowest: Deceptive page purpose and design – Washing machine reviews</a></p>	<ul style="list-style-type: none"> <li>• Purpose of the page to make money with very little or no attempt to help users</li> <li>• Lowest quality MC (copied content with little or no time, effort, expertise, manual curation, or added value for users)</li> </ul>	 <p>This page is titled “Washing Machine Reviews,” but there are no reviews on the page and the content is copied from another website. The links all go to a single Internet retailer selling washing machines. This is a deceptive page because it is designed to get users to click on the prominent links.</p>
<p><a href="#">Lowest: Deceptive page purpose – Fake survey page</a></p>	<ul style="list-style-type: none"> <li>• Deceptive purpose</li> <li>• Highly untrustworthy</li> </ul>	 <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. However, after completing some survey questions and selecting the product the user would like to win, the user is redirected to website after website to complete more and more survey questions, while being asked to supply more and more personal information, including medical information and bank account information.</p> <p>There is no information about who is responsible, even though this website asks for highly personal information such as bank account numbers. Despite appearances, there is no affiliation with Google.</p>
<p><a href="#">Lowest: Deceptive page design – Javascript alert box</a></p>	<ul style="list-style-type: none"> <li>• Deceptive or misleading page design</li> </ul>	 <p>Some users might not even notice the MC because it is under a long list of Ads. Users may mistake the Ads for MC.</p>

Type of Webpage/Content	Lowest Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Lowest: Deceptive page purpose – Rachael Ray diet blog</a></p>	<ul style="list-style-type: none"> <li>Deceptive purpose and deceptive content</li> </ul>	 <p>The title of this page is “Rachael Ray Diet Blog,” but the page has nothing to do with Rachael Ray or her diet or her products. This page exists to sell products using Rachael Ray’s name and image. In fact, there is a brown-text-on-brown-background section at the bottom of the page (which we consider to be hidden text) that says “Disclaimer: Rachael Ray is not affiliated with nor does she sponsor or endorse this blog.” This page is deceptive in spite of the disclaimer!</p> <p>This example has been annotated with red text at the top to point out deceptive aspects of this page.</p>
<p><a href="#">Lowest: Keyword stuffing and gibberish– Imodium for dogs</a></p>	<ul style="list-style-type: none"> <li>Lacking in purpose</li> <li>Lowest quality MC (gibberish, keyword stuffing)</li> </ul>	 <p>This page has no helpful MC and no helpful purpose.</p>
<p><a href="#">Lowest: Malicious website – Site selling products related to eyewear (YMYL)</a></p>	<ul style="list-style-type: none"> <li>Very negative, malicious, or financially fraudulent reputation</li> </ul>	 <p>This website took users’ money and physically threatened users who complained. These articles on <a href="#">Wikipedia</a> and the <a href="#">New York Times</a> describe the deceptive techniques used by this website and provide other negative information about the website and its owner.</p>
<p><a href="#">Lowest: Gibberish – Celebrity site</a></p>	<ul style="list-style-type: none"> <li>Lacking in purpose</li> <li>Lowest quality MC (gibberish)</li> </ul>	 <p>This page has no helpful MC and no helpful purpose.</p>
<p><a href="#">Lowest: Gibberish – PDF file</a></p>	<ul style="list-style-type: none"> <li>Lowest quality MC (gibberish)</li> <li>Lack of purpose</li> </ul>	 <p>This is a gibberish PDF file. We don’t have any idea why this was created. There are no links or Ads. This page has no purpose and no reason to exist.</p>
<p><a href="#">Lowest: Lack of purpose – Free credit report (YMYL)</a></p>	<ul style="list-style-type: none"> <li>Lowest quality MC (gibberish)</li> <li>Highly untrustworthy</li> </ul>	 <p>This page has deceptive features, such as a friend request, a prize alert, and a download button.</p>

Type of Webpage/Content	Lowest Quality Characteristics	PQ Rating and Explanation
<a href="#">Lowest: Lack of purpose – Las Vegas gambling terms</a>	<ul style="list-style-type: none"> <li>Lacking in purpose</li> <li>Lowest quality MC (gibberish, keyword stuffing)</li> </ul>	 <p>This page has no MC and no helpful purpose.</p>
<a href="#">Lowest: Highly untrustworthy – Article about how to cure stomach flu (YMYL)</a>	<ul style="list-style-type: none"> <li>No evidence of E-A-T</li> <li>Inaccurate or misleading</li> <li>No website information for YMYL topic</li> </ul>	 <p>This content is poorly written and uses a lot of words to say very little. There is no information about who is responsible for the content and no contact information for this YMYL medical topic.</p>
<a href="#">Lowest: Highly untrustworthy – Download page</a>	<ul style="list-style-type: none"> <li>Highly untrustworthy (suspect download)</li> </ul>	 <p>This is a download website with only one page – this page. There is a lot of text (with grammar and spelling errors) promising that users will make money from this free download. The purpose of the page seems to be to entice users into clicking on the links with the promise of making money.</p> <p>Remember that you are not required to click on any links that are suspicious.</p>
<a href="#">Lowest: Deliberately created with no MC</a>	<ul style="list-style-type: none"> <li>Large amount of prominent Ads and no attempt to help users</li> </ul>	 <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 way—no MC, just Ads. This website shows Ads with little or no attempt to help users, and should be rated Lowest quality.</p>
<a href="#">Lowest: Low quality MC – Article about popping pimples</a>	<ul style="list-style-type: none"> <li>Lowest quality MC</li> <li>No evidence of E-A-T</li> </ul>	 <p>This content has many problems: poor grammar, and sentences that are meaningless or state something obvious. For example: "Popping pimples could be or could be not the new trend of getting rid of them." In addition, the “About the Author” section of the page has an Ad, but no information about the author.</p>
<a href="#">Lowest: Low quality MC – Article about getting a mortgage in Texas (YMYL)</a>	<ul style="list-style-type: none"> <li>Lowest quality MC</li> <li>No evidence of E-A-T</li> </ul>	 <p>The level of expertise of the author of this content is not clearly communicated. Providing this background information is particularly important for medical, financial, or other YMYL topics for which expertise is needed.</p>

Type of Webpage/Content	Lowest Quality Characteristics	PQ Rating and Explanation
<a href="#">Lowest: YMYL page with inaccurate information – Chest pains and smoking</a> (YMYL)	<ul style="list-style-type: none"> <li>• YMYL page with inaccurate potentially dangerous medical advice</li> <li>• Lowest quality MC</li> </ul>	 <p>We must evaluate this page 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. The MC is low quality.</p>
<a href="#">Lowest: YMYL page with bad information – Paying off loans</a> (YMYL)	<ul style="list-style-type: none"> <li>• YMYL page with potentially damaging financial advice</li> <li>• No evidence of E-A-T</li> <li>• Inaccurate or misleading</li> </ul>	 <p>This page gives loan advice that can be potentially damaging, for example, instructing people not to pay back their loans. The article has grammar and spelling errors, and the page is highly untrustworthy.</p>
<a href="#">Lowest: Potentially untrustworthy shopping page with insufficient contact info</a> (YMYL)	<ul style="list-style-type: none"> <li>• Completely inadequate or untrustworthy customer service information for a shopping website</li> <li>• No evidence of E-A-T</li> <li>• Inaccurate or misleading</li> </ul>	 <p>This page is selling Nike Air Jordan shoes. When you look at the “Contact Us” <a href="#">page</a>, it does not give the name of a company or a physical address, which also cannot be found anywhere else on the website. This amount of contact information is not sufficient for a shopping website.</p> <p>In addition, the “Shipping and Returns” <a href="#">page</a> 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>

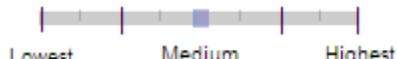
## 8.0 Medium Quality Pages

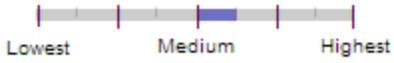
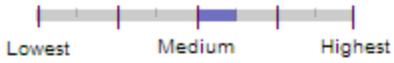
In this section, we will describe pages that should get the **Medium** quality rating. **Medium** pages achieve their purpose and have neither high nor low expertise, authoritativeness, and trustworthiness. However, Medium pages lack the characteristics that would support a higher quality rating. Occasionally, you will find a page with a mix of high and low quality characteristics. In those cases, the best page quality rating may be **Medium**.

Type of Medium Page	Discussion
<b>Nothing wrong, but nothing special</b>	The page achieves its purpose, however, it does not merit a <b>High</b> quality rating, nor is there anything to indicate that a <b>Low</b> quality rating is appropriate.
<b>Mixed, but has some E-A-T</b>	The page or website has some characteristics of both <b>High</b> and <b>Low</b> quality pages, but the low quality characteristics are mild enough that the convincing high quality aspects make it difficult to rate the page <b>Low</b> .

## 8.1 Examples of Medium Quality Pages

Webpage/Type of Content	Medium Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Medium: Encyclopedia</a></p> <p>Wikipedia article about baroque pearls</p>	<ul style="list-style-type: none"> <li>Nothing wrong, but nothing special</li> </ul>	 <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>
<p><a href="#">Medium: Humor</a></p> <p>Page from a humorous site</p>	<ul style="list-style-type: none"> <li>Nothing wrong, but nothing special</li> </ul>	 <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>
<p><a href="#">Medium: Entertainment 1</a></p> <p>Article about "Keeping Up with the Kardashians" show</p>	<ul style="list-style-type: none"> <li>Nothing wrong, but nothing special</li> </ul>	 <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>
<p><a href="#">Medium: Entertainment 2</a></p> <p>Article about Miley Cyrus</p>	<ul style="list-style-type: none"> <li>Nothing wrong, but nothing special</li> </ul>	 <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>
<p><a href="#">Medium: Q&amp;A</a></p> <p>Q&amp;A page where a user is looking for advice on where to buy high quality women's clothing online</p>	<ul style="list-style-type: none"> <li>Nothing wrong, but nothing special</li> </ul>	 <p>This Q&amp;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>

Webpage/Type of Content	Medium Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Medium: Page with Error Message</a></p> <p>“Custom 404” page</p>	<ul style="list-style-type: none"> <li>Nothing wrong, but nothing special</li> </ul>	 <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>
<p><a href="#">Medium: Informational</a></p> <p>Page about propulsion on the “Quality Reasoning Group” section of a university’s website</p>	<ul style="list-style-type: none"> <li>Mixed, but has some E-A-T</li> <li>Website has a good reputation</li> <li>Content is likely to be accurate and trustworthy because of the website, though no reference links are provided</li> </ul>	 <p>Although this is a well-known, highly-respected university with a high quality site, this page is on a <a href="#">very specialized section</a> 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>
<p><a href="#">Medium: Lyrics</a></p> <p>Song lyrics for the song “Never You/Fear Love”</p>	<ul style="list-style-type: none"> <li>Nothing wrong, but nothing special</li> </ul>	 <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>
<p><a href="#">Medium: Recipe 1</a></p> <p>Mexi-Chicken Casserole on a newspaper website</p>	<ul style="list-style-type: none"> <li>Nothing wrong, but nothing special</li> </ul>	 <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>
<p><a href="#">Medium: Recipe 2</a></p> <p>Recipe for cherry-topped cake</p>	<ul style="list-style-type: none"> <li>Nothing wrong, but nothing special</li> </ul>	 <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>

Webpage/Type of Content	Medium Quality Characteristics	PQ Rating and Explanation
<p><a href="#">Medium: Video</a></p> <p>Video of a kitten meowing a lot</p>	<ul style="list-style-type: none"> <li>Nothing wrong, but nothing special</li> </ul>	 <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>
<p><a href="#">Medium: Forum 1</a></p> <p>Forum page on an online auction website. A user is looking for help choosing a product category.</p>	<ul style="list-style-type: none"> <li>Mixed, but with some redeeming qualities</li> </ul>	 <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>
<p><a href="#">Medium: Forum 2</a></p> <p>Forum page on a dance website. A user is looking for advice on how to wash ballet shoes.</p>	<ul style="list-style-type: none"> <li>Mixed, but with some redeeming qualities</li> </ul>	 <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, or Didn't Load, you will not fill in the PQ grid or assign an overall rating.

- Foreign Language should be used when the language on the landing page is NOT the task language, a language that is commonly used by a significant percentage of the population in the task location, or English.
- Didn't 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.

### 9.1.1 Rating on Your Phone

You should open the task landing page on your phone using the standard Send to Device feature, unless otherwise instructed. However, more intensive analysis on the website can be done on your computer. For example, you should open and explore the links that are provided to help you do research on website information and reputation on your computer.

**Important:** Clicking on the task URL may 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 page makes it extremely hard (or impossible) to get to the MC, that should factor into your Page Quality rating.

## 9.2 E-A-T: Page or Website?

The quality of the MC is evaluated by looking at the landing page of the link in the PQ rating task. The reputation of the website is based on the website that the landing page belongs to. Depending on the page, E-A-T may be based on the page alone, may be based on the website, or may be based on both the page and website.

Landing page E-A-T is important when a website has different authors on different pages. This is the case for article websites or websites like YouTube, which have user-generated content. E-A-T for pages on these websites may differ drastically based on the E-A-T of the creator of the content on the page.

Website E-A-T is important in the following situations:

- All content on the website is produced by the same person or organization. An example is a medical website that is produced by a reputable physician group.
- The content of the website is produced by different authors or organizations, but the website has very active editorial standards. An example of this is a science journal with very high standards for publication.
- The website has an extremely positive reputation from experts in the topic of the website, i.e., the website is acknowledged to be one of the most expert, authoritative, or trustworthy sources on the topic.

## 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.

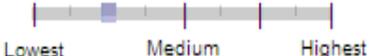
A note about Wikipedia: in general, the website has a good reputation and is a very popular resource that is generally valued for accuracy. However, there is no single author or organization that vouches for the accuracy of Wikipedia articles, and the quality of pages varies. You should perform page-level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

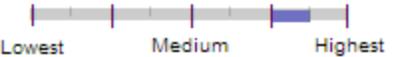
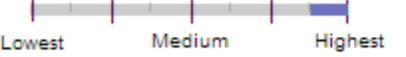
A Wikipedia article on a non-YMYL topic ([example](#)) with a satisfying amount of accurate information and trustworthy [external references](#) can usually be rated in the High range. Some Wikipedia articles may even be rated higher, although remember that a high level of expertise is required for YMYL 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
<a href="#">Deliberately created with no MC</a>	<ul style="list-style-type: none"> <li>Large amount of prominent Ads and no attempt to help users</li> </ul>	 <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 way—no MC, just Ads. This website shows Ads with little or no attempt to help users, and should be rated Lowest quality.</p>
<a href="#">Page didn't fully load and has no MC</a>	<ul style="list-style-type: none"> <li>No MC (probably due to a temporary technical error)</li> <li>Sufficient SC</li> <li>Positive reputation</li> </ul>	 <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>

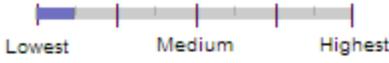
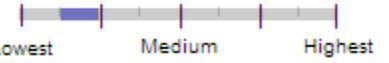
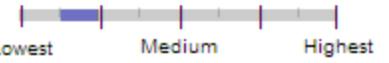
Webpage/Type of Content	Characteristics of the Page	PQ Rating and Explanation
<a href="#">Error page with custom 404 message 1</a>	<ul style="list-style-type: none"> <li>Nothing wrong, but nothing special</li> </ul>	 <p>This is an example of a “custom 404” page, alerting users that the URL they are trying 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>
<a href="#">Error page with custom 404 message 2</a>	<ul style="list-style-type: none"> <li>A satisfying amount of high quality MC for its purpose</li> <li>Helpful SC that improves the user experience</li> <li>Positive reputation</li> </ul>	 <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>
<a href="#">Error page with custom 404 message 3</a>	<ul style="list-style-type: none"> <li>A satisfying amount of high quality MC for its purpose</li> <li>Helpful SC that improves the user experience</li> <li>Very positive reputation</li> </ul>	 <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>

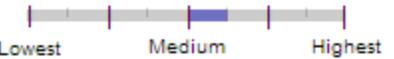
### 10.3 Ratings for Forums and Q&A pages

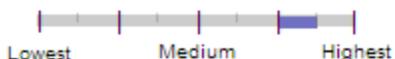
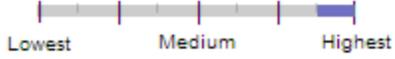
Ratings for forum and Q&A pages can be challenging. The most important aspect is the E-A-T of the participants in the discussion, which can be difficult to judge. Keep in mind the following:

- 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
<a href="#">Q&amp;A page about chest pains and smoking</a> (YMYL)	<ul style="list-style-type: none"> <li>• YMYL page with inaccurate potentially dangerous medical advice</li> </ul>	 <p>We must evaluate this page 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>
<a href="#">Q&amp;A page with unanswered question</a>	<ul style="list-style-type: none"> <li>• Misleading page design</li> <li>• Unsatisfying amount of MC for the purpose of the page</li> </ul>	 <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>
<a href="#">Q&amp;A page about a 2002 Volvo part</a>	<ul style="list-style-type: none"> <li>• Misleading page design</li> <li>• Unsatisfying amount of MC for the purpose of the page</li> </ul>	 <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>
<a href="#">Q&amp;A page about a game console issue</a>	<ul style="list-style-type: none"> <li>• Unsatisfying amount of MC for the purpose of the page</li> </ul>	 <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>

Webpage/Type of Content	Characteristics of the Page	PQ Rating and Explanation
<a href="#">Q&amp;A page about Native American customs</a>	<ul style="list-style-type: none"> <li>Lacking E-A-T for the purpose of the page</li> </ul>	 <p>There are 94 answers to this question with a few results that seem helpful. Many of the posts are wrong or misleading, including the top answer, which is labeled the “best answer.”</p>
<a href="#">Forum page on how to wash ballet shoes</a>	<ul style="list-style-type: none"> <li>Mixed, but with some redeeming qualities</li> </ul>	 <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>
<a href="#">Q&amp;A page about whether a Roomba will work</a>	<ul style="list-style-type: none"> <li>Everyday expertise for the purpose of the page</li> </ul>	 <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>
<a href="#">Q&amp;A page about interviewing at Build-A-Bear</a>	<ul style="list-style-type: none"> <li>Everyday expertise for the purpose of the page</li> </ul>	 <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>
<a href="#">Forum post on the magic loop technique in knitting</a>	<ul style="list-style-type: none"> <li>High level of E-A-T for the topic and purpose of the page</li> </ul>	 <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>

Webpage/Type of Content	Characteristics of the Page	PQ Rating and Explanation
<a href="#">Q&amp;A page about how long most cancer patients live</a>	<ul style="list-style-type: none"> <li>• Everyday expertise</li> <li>• A satisfying amount of high quality MC</li> </ul>	 <p>The question on the page asks how long people live with cancer. There are many results describing how long a loved one lived after diagnosis. There is very little medical advice and the focus of the page is sharing personal experience. Many results are heartfelt and well written.</p>
<a href="#">Forum page on authenticating a purse</a>	<ul style="list-style-type: none"> <li>• High level of E-A-T for the topic and purpose of the page</li> <li>• A satisfying amount of high quality MC</li> </ul>	 <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>
<a href="#">Forum page on KPIs to track</a>	<ul style="list-style-type: none"> <li>• High level of E-A-T for the topic and purpose of the page</li> <li>• A satisfying amount of high quality MC</li> </ul>	 <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>
<a href="#">Forum page on landscaping an aquarium</a>	<ul style="list-style-type: none"> <li>• High level of E-A-T for the topic and purpose of the page</li> <li>• A satisfying amount of high quality MC</li> </ul>	 <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 the niche topic of aquarium landscaping.</p>
<a href="#">Q&amp;A page on abbreviations</a>	<ul style="list-style-type: none"> <li>• Very high level of E-A-T for the purpose of the page</li> <li>• Very positive reputation, and the website is responsible for all content on the website</li> </ul>	 <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
<p><b>Why do we have to do all these steps? This takes a long time!</b></p>	<p>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.</p>
<p><b>Are we just giving High quality ratings to pages that “look” good?</b></p>	<p>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.</p>
<p><b>You talked about expertise when rating MC. Does expertise matter for all topics? Aren't there some topics for which there are no experts?</b></p>	<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>Pretty much any topic has some form of expert, but E-A-T is especially important for YMYL pages.</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><b>Aren't there some types of pages or topics, such as celebrity gossip, that always have Low quality content?</b></p>	<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. Pages that have a harmful purpose should be rated Lowest quality, regardless of their topic.</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 interesting information from a somewhat plausible source.</p>
<p><b>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?</b></p>	<p>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.</p>
<p><b>Some of these criteria seem unfair. For example, some art pages do not have a purpose. Are these pages Low quality?</b></p>	<p>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, etc. are all valid and valued page purposes.</p>
<p><b>If I have to open the task URL on my phone, can I check for E-A-T on my desktop/laptop?</b></p>	<p>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. Also, tasks should provide some links to help you do website research, and there is a note directing you to do it on your desktop/laptop.</p>

## Part 2: Understanding Mobile User Needs

### 12.0 Understanding Mobile Users, Mobile Queries, and Mobile Results

What do you do on your mobile smartphone?



People rely on their phones for many different tasks in different environments. Users may want to search the web or may want to tell the phone to do something specific. Keep in mind that tasks can be simple or complex, and 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, get directions, and then use the phone's navigation to go to the theater.

We expect our phones to do a lot. At the same time, phones can be challenging to use, especially compared to a desktop computer or laptop:

- **Entering data may be cumbersome:** typing is difficult on mobile smartphones, and when users speak to their phones instead of typing, voice recognition may not always be accurate.
- **Small screen sizes** make it difficult to use some phone features, apps, and webpages.
- **Some webpages are difficult to use on a mobile phone.** Website navigation can be difficult as menus and navigation links may be small. Webpages may require left-to-right scrolling to read text. Images may not fit on the screen. In addition, many mobile devices cannot access webpages with Flash or other similar features.
- **Internet connectivity can be slow and inconsistent** for mobile users going in and out of networks. App opening, recognition of voice commands, and webpage load times can be very slow on a mobile phone.

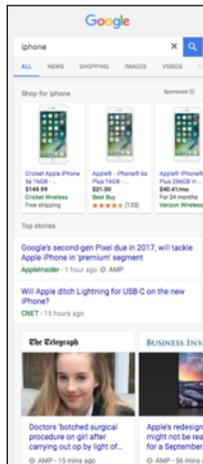
**Important: Mobile smartphones should make tasks easy, even for mobile users with a small screen device (i.e., size of smartphone, not a tablet).** Users want results right away, at that moment, and may not be able to spend a lot of time to find what they are looking for.

In order to do mobile rating tasks, you must have experience using a mobile smartphone, which we'll also refer to as a mobile phone in these guidelines. If you are not familiar with voice commands, device actions, or phone features, please take some time to experiment on a mobile smartphone. For example, you can try some of these voice commands:

- [iPhone Siri voice commands](#)
- [Android voice commands](#), or say "OK Google" and then "Help" on an Android device

## 12.1 Important Rating Definitions and Ideas

SERP for [iphone]



**Query:** This refers to the word(s) and/or number(s) that a user types or speaks into a mobile phone. In these guidelines, queries have square brackets around them. If a user says “navigate home,” we display: [navigate home]. If a user types “iPhone” in the search box, we display: [iphone].

There are many different types of queries because users ask their phones to do many things, from opening an app to calling a friend to searching the web.

**User:** The user is the person trying to accomplish something by typing or speaking into a mobile phone with a small screen (i.e., size of a smartphone, not a tablet).

**User Intent:** When a user 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 location for the task. Locales are represented by a two-letter country code. For a current list of country codes, [click here](#). We sometimes refer to the locale as the task location.

**User Location:** This tells us where the user is located.

**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 phone 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.

**Device Actions:** Mobile phones and other devices can respond to voice commands to perform many actions, such as setting an alarm or opening an app. This is a specific type of query that we’ll refer to as a **Device Action** query.

- **Device Action query:** Specific type of query where users ask their phone to perform an action. These are frequently spoken commands used to complete actions that would normally require interaction with the screen or the device’s controls.
- **Device Action result:** The phone may respond to a **Device Action** query by performing an action, such as calling a phone number, etc.

## 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 a mobile phone.

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.

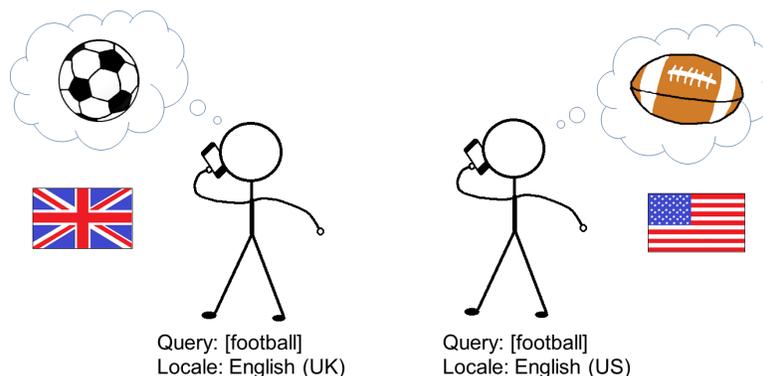
**Important:** If you research the query on Google, please do not rely on the top results on the SERP. A query may have other meanings not represented on Google's search results pages. Do not assign a high rating to a webpage just because it appears at the top of a list of search results on Google.

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.
[call mom], English (US)	Call/dial the number stored for the contact "Mom" on the device.

## 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 locations may have different expectations for the same query. Each rating task will show you the User Location information: some tasks have an approximate user location area and some tasks have a very specific user location.

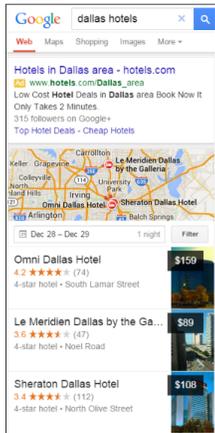


For many or most queries, the user location does not change our understanding of the query and user intent. Here are some examples: [facebook.com], [pictures of kittens], [distance between the earth and the moon], [call mom]. If the task does not display a user location, please evaluate it as a query where the location does not matter and use your judgment.

When is the 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 users in one city or country be looking for something different than users in another city or country?"

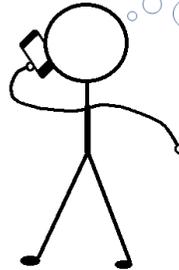
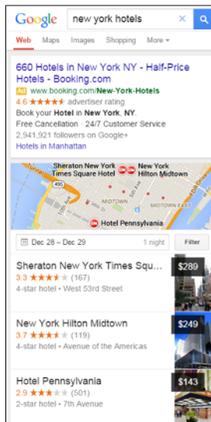
## 12.4 Queries with an Explicit Location

Sometimes users tell search engines exactly what kinds of results they are looking for by adding the desired location in the query, regardless of their user 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! Users use explicit locations to indicate exactly what they are looking for.

## 12.5 Queries with Multiple Meanings

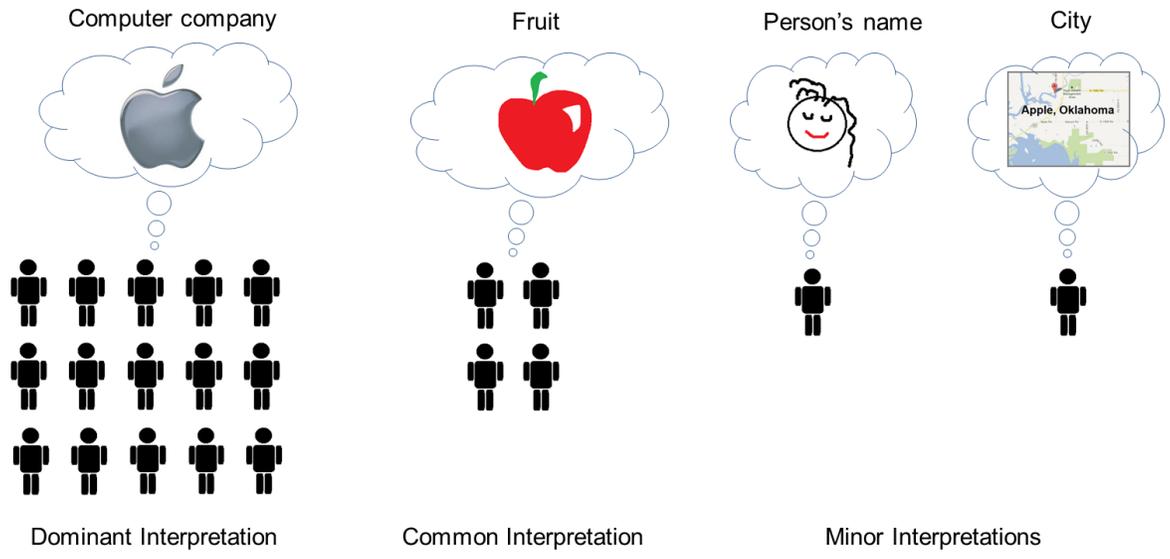
Many queries have more than one meaning. For example, the query [apple] might refer to the computer brand or the fruit. We will call these possible meanings **query interpretations**.

**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.

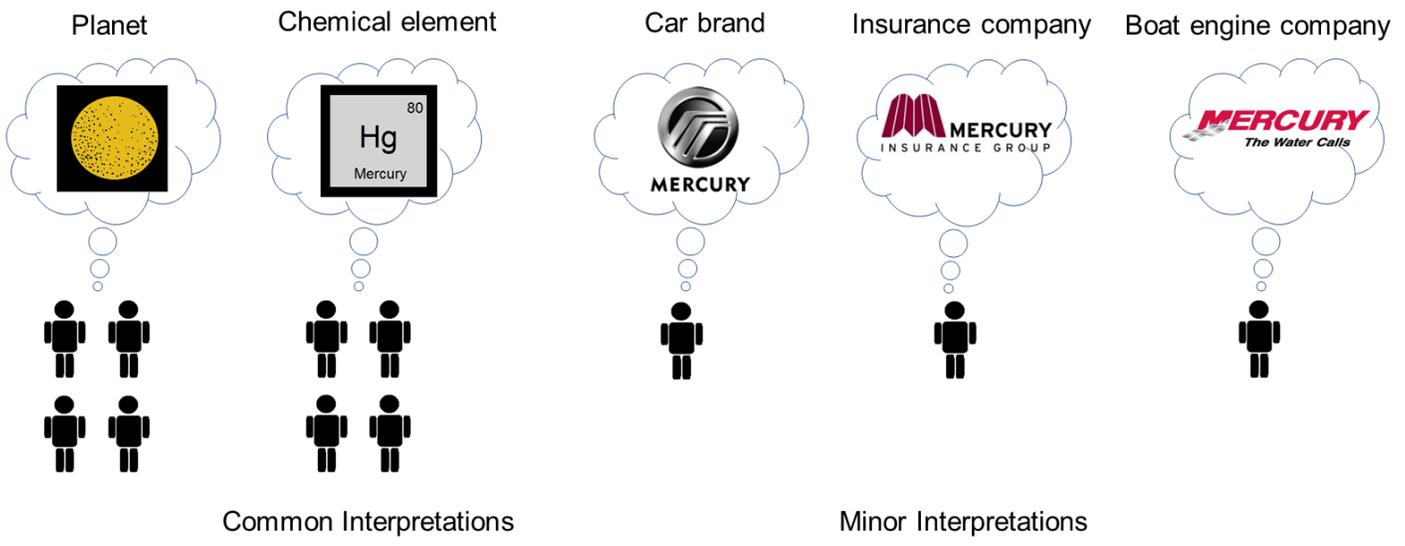
**Common Interpretation:** A *common interpretation* of a query is what many or some users mean when they type a query. A query can have multiple common interpretations.

**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)

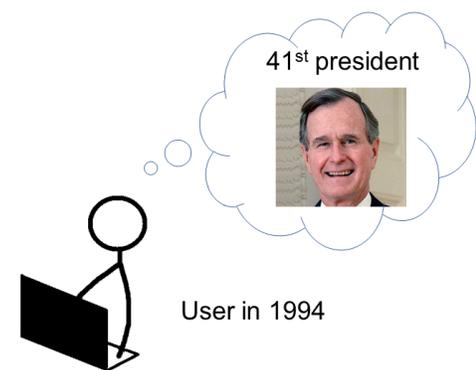


Query: [mercury]  
Locale: English (US)



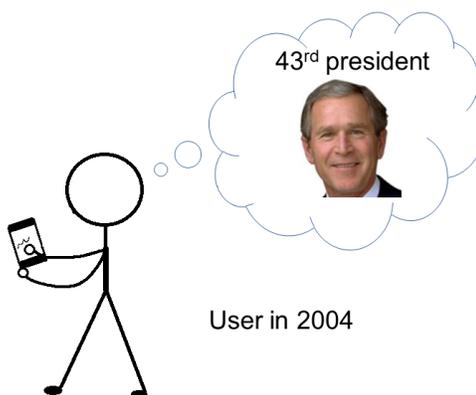
## 12.6 Query Meanings Can Change Over Time

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.



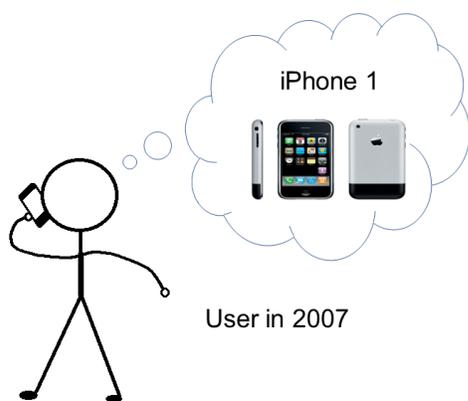
User in 1994

Query: [George Bush]  
Locale: English (US)



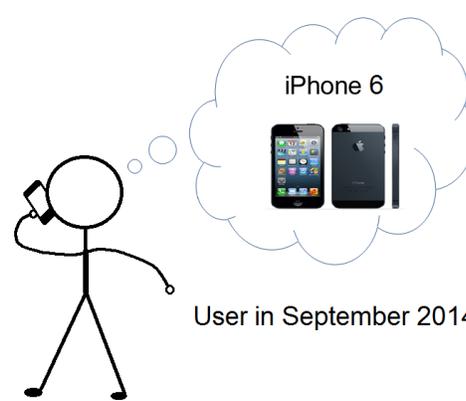
User in 2004

Query: [George Bush]  
Locale: English (US)



User in 2007

Query: [iphone]  
Locale: English (US)



User in September 2014

Query: [iphone]  
Locale: English (US)

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, some of which are **Device Action** queries
- **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: the size of a mobile phone screen. As a rule of thumb, 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 <b>Know</b> 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 <b>Know</b> 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 <b>Know</b> 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 <b>Know</b> 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 <b>Know</b> 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 <b>Know</b> 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 <b>Know</b> query is theoretically a yes/no question, there is not a single answer that everyone would agree on.

Raters must think about mobile users when deciding if queries are **Know Simple**. Use your judgment here.

**Important Rating Example:** The query [weather] may seem like a broad information query, but most mobile users 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, we will consider queries like [weather], [weather today], [weather tomorrow], [weather this week] to be **Know Simple** queries for mobile phone users.

### 12.7.2 Do and Device Action Queries

The intent of a **Do** query is to accomplish a goal or engage in an activity on a phone. 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 candy crush game]	Install the Candy Crush game.
[online personality test]	Take an online personality test.
[what is my bmi?]	Calculate BMI (body mass index).
[buy citizen kane dvd]	Purchase this DVD.
[bubble spinner]	Play Bubble Spinner online or download/open the app.

**Device Action** queries are a special kind of **Do** query. Users are asking their phone to do something for them. Users giving **Device Action** queries may be using phones in the hands-free mode, for example, while in a car. It's very important for mobile phones to accommodate **Device Action** queries, and we have a high standard for rating these results.

A **Device Action** query usually has a clear action word and intent. The verb or action word is often at the beginning of the query, but a query might start with "OK Google" or "Google" or "Siri" or "I want to." Use your judgment.

Here are some examples of **Device Action** queries.

Type of Action	Device Action Query Examples (verb or action shown in bold)
Call someone	[ <b>call</b> mom's mobile phone], [place a <b>call</b> to anne jones], [ok google, could you please <b>call</b> my mom]
Send a message	[ <b>send</b> a text to john smith], [ <b>text</b> john smith], [ <b>sms</b> john smith]
Get map information (e.g., directions, traffic, etc.)	[ <b>navigate</b> to central park], [ <b>show</b> me traffic], [ <b>show</b> me a map]
Open an app or webpage, or install an app	[ <b>go</b> to amazon.com], [ <b>open</b> facebook app], [ <b>open</b> facebook.com], [ <b>open</b> the business section of the new york times], [siri, would you <b>open</b> facebook for me], [ <b>get</b> candy crush app]
Play or view media	[ <b>play</b> me songs from the white album], [ <b>watch</b> the life of pi], [ <b>show</b> me cute kittens], [i want to <b>look</b> at cute kittens], [i want to <b>listen</b> to imagine dragons radioactive]
Schedule a meeting	[ <b>schedule</b> a meeting for 9am]
Set an alarm or timer	[ <b>set</b> an alarm for 6am], [alarm for 6am], [countdown timer for 30 secs]

Here are some examples of queries that are **not Device Action** queries.

Query	Query is NOT a Device Action Query: Explanation
[phone number empire state building]	There is no action word. The user may be looking for the phone number without the intention of calling the number. We'll consider this a <b>Know Simple</b> query.
[facebook.com]	There is no action word, such as "open." We will consider this a <b>Website</b> query.
[amazon.com]	There is no action word, such as "open." We will consider this a <b>Website</b> query.
[anne jones]	There is no action word, such as "call" or "text." We will consider this a <b>Know</b> query for information.

### 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.

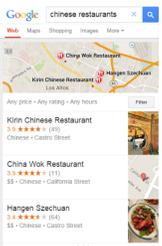
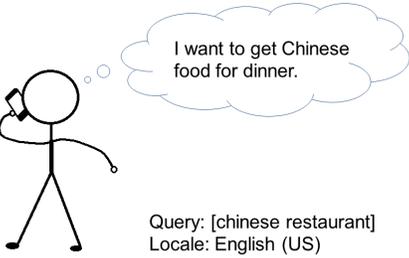
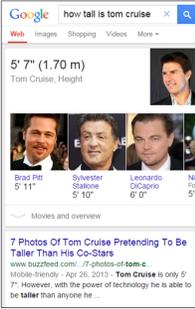
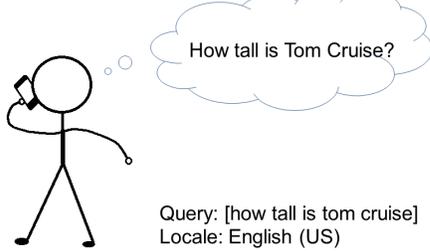
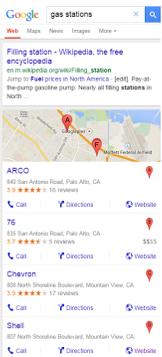
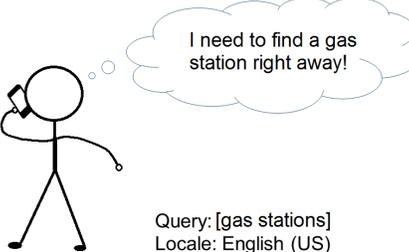
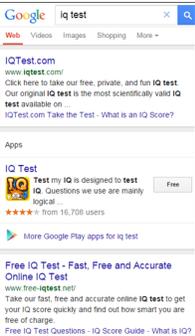
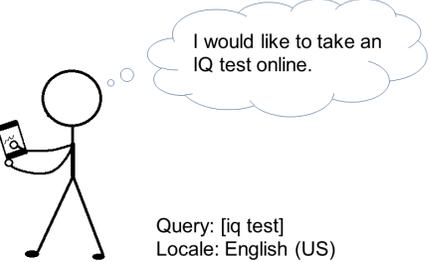
Here are some examples.

Query	Likely User Intent
[kayak], English (US)	View the Kayak website.
[youtube], English (US)	View the YouTube website.
[ebay], Italian (IT)	View the Italian eBay website.
[new york time health section], English (US)	View the Health section of the New York Times website.
[canon.com eos digital camera], English (US)	View the EOS digital cameras page on the Canon website.

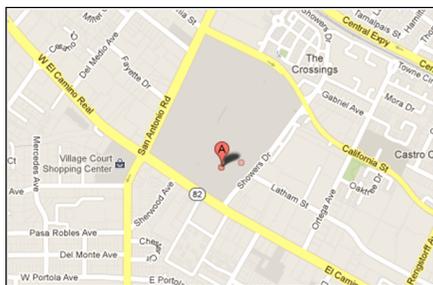
### 12.7.4 Visit-in-Person Queries and User Location

Users carry mobile phones with them throughout the day, for example, at work, to school, to restaurants, or running errands. One reason to carry a mobile phone is to have help with **Visit-in-Person** queries, such as finding coffee shops, gas stations, ATMs, restaurants, etc. Because mobile phones are often used for **Visit-in-Person** queries, make sure to consider visit-in-person intent as a possibility for mobile phone users.

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.

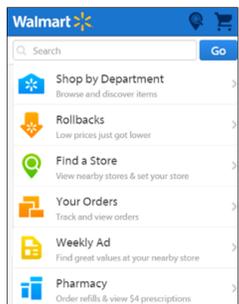
Queries with Visit-in-Person Intent	Query with Non-Visit-in-Person Intent
  <p>Query: [chinese restaurant] Locale: English (US)</p>	  <p>Query: [how tall is tom cruise] Locale: English (US)</p>
  <p>Query: [gas stations] Locale: English (US)</p>	  <p>Query: [iq test] Locale: English (US)</p>
<p><b>More examples:</b> [pizza], [yoga class], [coffee shops], [movie showtimes], [car repair], [dentists], [bank of america atm locations], [starbucks near me]</p>	<p><b>More examples:</b> [boston red sox], [washington post], [scrabble cheat], [definition of sedentary], [aapl], [beyonce], [angry birds], [small dog breeds], [dance videos], [oscars 2012], [pick up lines], [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)



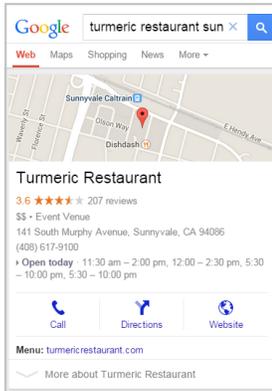
I want to shop online on the Walmart website.

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]
- [apple store]
- [citibank]
- [best buy]
- [office depot]
- [target]
- [library]
- [bank of america]
- [the gap]

Sometimes, the user location can change our understanding of the query. For users close to Sunnyvale, California, the query [turmeric] could have two different interpretations: a popular restaurant named Turmeric or the spice turmeric.



What is the address of Turmeric?

Query: [turmeric]  
 Locale: English (US)  
 User Location: Sunnyvale, CA



I want to learn about the spice turmeric.

Query: [turmeric]  
 Locale: English (US)  
 User Location: Sunnyvale, CA

In most other user locations, there is no restaurant (or anything else) named Turmeric and there is just one interpretation of the query [turmeric]: the spice. The Sunnyvale restaurant is not well-known outside of Sunnyvale, California.



I want to learn about the spice turmeric.

Query: [turmeric]  
 Locale: English (US)  
 User Location: Lincoln, NE

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 ( <b>Website</b> ), get directions ( <b>Visit-in-Person</b> ), or learn more about the school ( <b>Know</b> ).
[walmart]	Most users want to go to a nearby Walmart ( <b>Visit-in-Person</b> ) or view the homepage to shop online ( <b>Website</b> ). Some or few users may want to learn more information about the company ( <b>Know</b> ).

## 12.8 Understanding Result Blocks



The following sections contain examples of different types of queries and results. In these guidelines, please assume that the result blocks and pages are easy to use on the phone, unless otherwise noted.

### 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, User Location, User Intent	Web Search Result Block
<p><b>Query:</b> [cuisinart food processor reviews]</p> <p><b>User Location:</b> Oklahoma City, Oklahoma</p> <p><b>User Intent:</b> This is a <b>Know</b> query. The user wants to find recent reviews of Cuisinart food processors.</p> <p><b>Result:</b> This is a Web Search Result Block that has a link to a landing page with Cuisinart reviews.</p>	
<p><b>Query:</b> [broadway tickets]</p> <p><b>User Location:</b> New York City, New York</p> <p><b>User Intent:</b> This is a <b>Know</b> query or <b>Do</b> query. The user wants to search prices and/or purchase tickets to a Broadway show in New York City.</p>	

## 12.8.2 Special Content Result Block Examples

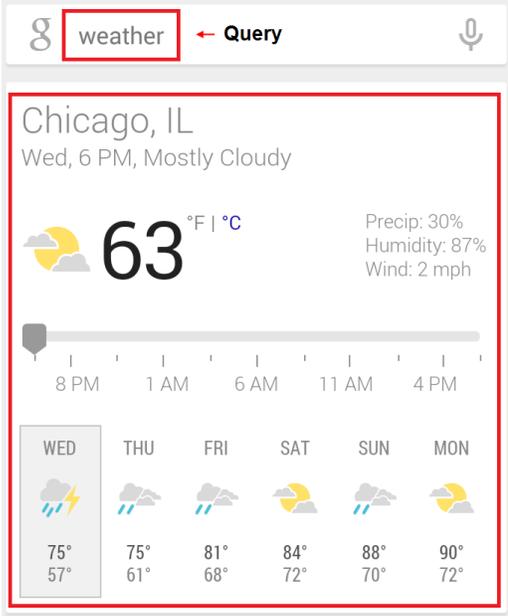
Special Content Result Blocks (SCRBs) appear in the search results page, along with Web Search Result Blocks. They are frequently, but not always, the first result on the search results page.

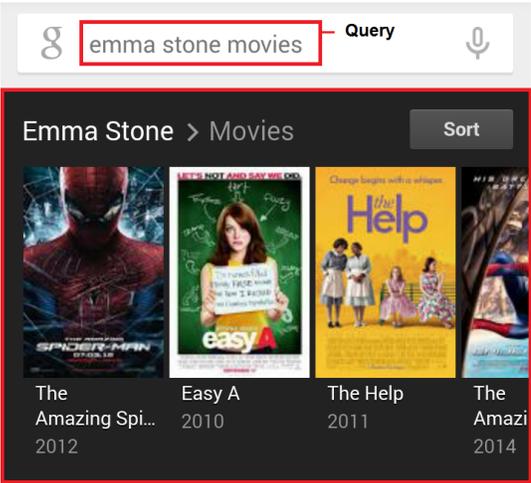
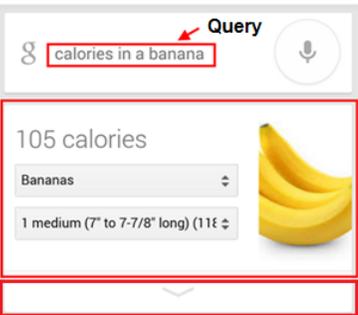
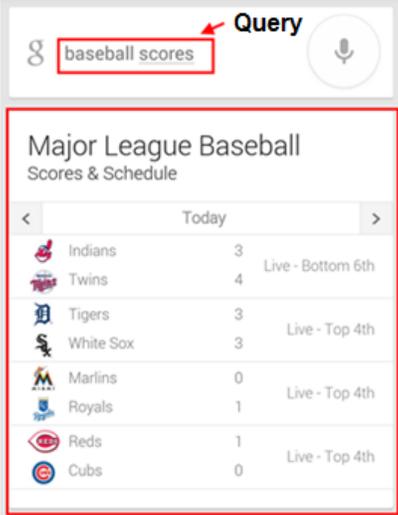
Special Content Result Blocks are designed to show content directly to users on the search results page. From working calculators to playable videos to interactive weather information, these results help users immediately get information or content, and may not require additional “clicks” or page loads.

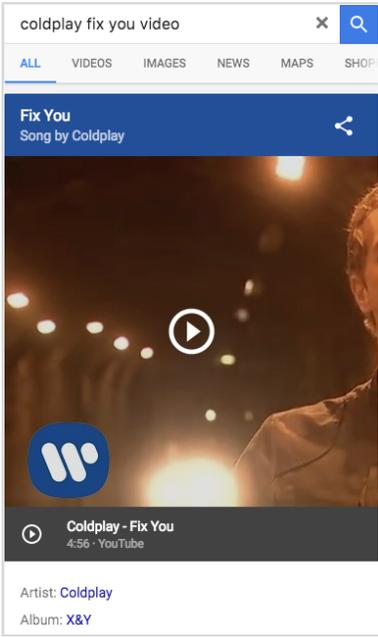
Because mobile phones can be difficult to use, SCRBs can help mobile phone users accomplish their tasks very quickly, especially for certain **Know Simple**, **Visit-in-Person**, and **Do** queries.

**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.**

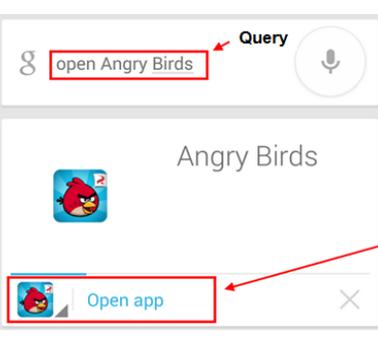
Query, User Location, User Intent	Special Content Result Block
<p><b>Query:</b> [weather]</p> <p><b>User Location:</b> Chicago, Illinois</p> <p><b>User Intent:</b> This is a <b>Know Simple</b> query since mobile users have a fairly simple informational need: find the current temperature and chance of rain or snow. The user wants to know the weather for the User Location.</p> <p><b>Note:</b> Assume the block shows current information for users.</p>	 <p>← <b>Special Content Result Block</b></p>

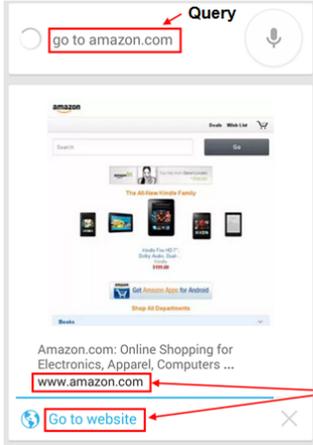
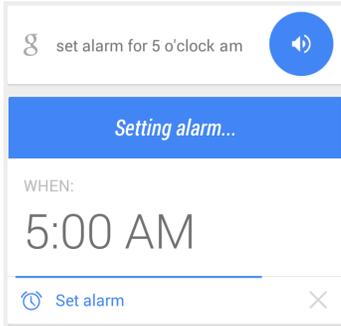
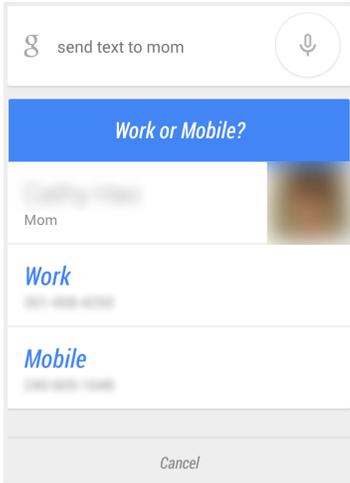
Query, User Location, User Intent	Special Content Result Block																											
<p><b>Query:</b> [emma stone movies]</p> <p><b>User Location:</b> Des Moines, Iowa</p> <p><b>User Intent:</b> This is a <b>Know</b> query. The user wants to get information on movies with Emma Stone.</p> <p><b>Result:</b> 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>	 <p>emma stone movies Query</p> <p>Emma Stone &gt; Movies Sort</p> <p>The Amazing Spi... 2012</p> <p>Easy A 2010</p> <p>The Help 2011</p> <p>The Amazi 2014</p> <p>Special Content Result Block</p> <p>Note: users can swipe left to see a list of more movies</p>																											
<p><b>Query:</b> [calories in a banana]</p> <p><b>User Location:</b> Oakland, California</p> <p><b>User Intent:</b> This is a <b>Know Simple</b> query. The user wants to find out how many calories are in a banana.</p>	 <p>calories in a banana Query</p> <p>105 calories</p> <p>Bananas</p> <p>1 medium (7" to 7-7/8" long) (11&amp;cent;)</p> <p>Special Content Result Block</p> <p>Note: you can click the arrow to expand the block and see more information</p>																											
<p><b>Query:</b> [baseball scores]</p> <p><b>User Location:</b> Wichita, Kansas</p> <p><b>User Intent:</b> This is a <b>Know</b> query. The user wants to find the most recent Major League Baseball scores.</p>	 <p>baseball scores Query</p> <p>Major League Baseball Scores &amp; Schedule</p> <table border="1"> <thead> <tr> <th colspan="3">Today</th> </tr> </thead> <tbody> <tr> <td>Indians</td> <td>3</td> <td>Live - Bottom 6th</td> </tr> <tr> <td>Twins</td> <td>4</td> <td>Live - Bottom 6th</td> </tr> <tr> <td>Tigers</td> <td>3</td> <td>Live - Top 4th</td> </tr> <tr> <td>White Sox</td> <td>3</td> <td>Live - Top 4th</td> </tr> <tr> <td>Marlins</td> <td>0</td> <td>Live - Top 4th</td> </tr> <tr> <td>Royals</td> <td>1</td> <td>Live - Top 4th</td> </tr> <tr> <td>Reds</td> <td>1</td> <td>Live - Top 4th</td> </tr> <tr> <td>Cubs</td> <td>0</td> <td>Live - Top 4th</td> </tr> </tbody> </table> <p>Special Content Result Block</p>	Today			Indians	3	Live - Bottom 6th	Twins	4	Live - Bottom 6th	Tigers	3	Live - Top 4th	White Sox	3	Live - Top 4th	Marlins	0	Live - Top 4th	Royals	1	Live - Top 4th	Reds	1	Live - Top 4th	Cubs	0	Live - Top 4th
Today																												
Indians	3	Live - Bottom 6th																										
Twins	4	Live - Bottom 6th																										
Tigers	3	Live - Top 4th																										
White Sox	3	Live - Top 4th																										
Marlins	0	Live - Top 4th																										
Royals	1	Live - Top 4th																										
Reds	1	Live - Top 4th																										
Cubs	0	Live - Top 4th																										

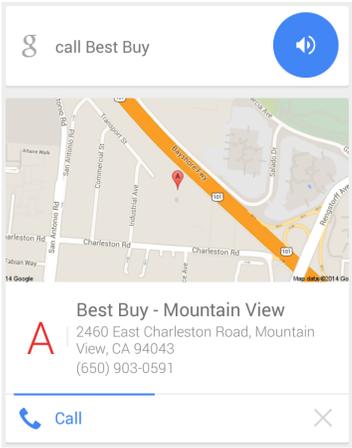
Query, User Location, User Intent	Special Content Result Block
<p><b>Query:</b> [coldplay fix you video]</p> <p><b>User Location:</b> New Orleans, Louisiana</p> <p><b>User Intent:</b> This is a <b>Do</b> query. The user wants to watch the music video for the song “Fix You” by Coldplay.</p> <p><b>Result:</b> By clicking on this result block, users can play the music video for the song on their phone, learn more about the artist/album, etc.</p>	 <p>The screenshot shows a search interface with the query 'coldplay fix you video'. Below the search bar, there are tabs for 'ALL', 'VIDEOS', 'IMAGES', 'NEWS', 'MAPS', and 'SHOP'. The main result is a video player for 'Fix You' by Coldplay, featuring a play button and a waveform icon. Below the video, it lists 'Artist: Coldplay' and 'Album: X&amp;Y'.</p>
<p><b>Query:</b> [what is the tallest tree]</p> <p><b>User Location:</b> Boise, Idaho</p> <p><b>User Intent:</b> This is a <b>Know Simple</b> query. The user wants to know what type of tree is the tallest.</p>	 <p>The screenshot shows a search interface with the query 'what is the tallest tree'. The result is a text-based answer: 'redwood'. Below this, it provides detailed information: 'Hyperion is the name of a coast redwood (Sequoia sempervirens) in Northern California that was measured at 115.61 metres (379.3 ft), which ranks it as the world's tallest known living tree.' It also includes a link to the Wikipedia page for 'Hyperion (tree)'.</p>

### 12.8.3 Device Action Result Block Examples

A mobile phone should respond to a **Device Action** query and do what the user is asking. If the block is a **Device Action** query to open an app, please assume that the user has the app installed on their phone. If the query is to download the app, please assume that the user does not have the app installed on their phone.

Query, User Location, User Intent, Result	Device Action Result Block
<p><b>Query:</b> [open angry birds]</p> <p><b>User Location:</b> Little Rock, Arkansas</p> <p><b>User Intent:</b> This is a <b>Device Action</b> query. The user wants the device to open the Angry Birds app so he/she can play the game.</p> <p><b>Result:</b> In this result block, users can click the link to open the app.</p>	 <p>The screenshot shows a search interface with the query 'open Angry Birds'. The result is a device action result block for the 'Angry Birds' app, featuring the app's icon and a button labeled 'Open app'. Red arrows point to the query and the 'Open app' button. A label 'Device Action Result Block' points to the entire result block.</p>

Query, User Location, User Intent, Result	Device Action Result Block
<p><b>Query:</b> [go to amazon.com]</p> <p><b>User Location:</b> Glendale California</p> <p><b>User Intent:</b> This is a <b>Device Action</b> query. The user wants to go to amazon.com to interact with the website.</p> <p><b>Result:</b> In this result block, users can click the links to go directly to the website.</p>	 <p>The screenshot shows a mobile search interface. At the top, a search bar contains the query 'go to amazon.com'. Below the search bar, the Amazon website is displayed. At the bottom of the result, there is a blue button labeled 'Go to website'. Red arrows point from the text 'Device Action Result Block' to the search bar, the Amazon URL, and the 'Go to website' button.</p>
<p><b>Query:</b> [set alarm for 5 o'clock am]</p> <p><b>User Location:</b> Tacoma, Washington</p> <p><b>User Intent:</b> This is a <b>Device Action</b> query. The user wants to set the device's alarm to go off at 5:00 AM.</p> <p><b>Result:</b> In this result block, the query has initiated the alarm on the phone to be set for 5:00 AM.</p>	 <p>The screenshot shows a mobile alarm setting interface. At the top, a search bar contains the query 'set alarm for 5 o'clock am'. Below the search bar, a blue button labeled 'Setting alarm...' is visible. Underneath, the time '5:00 AM' is displayed. At the bottom, there is a blue button labeled 'Set alarm'.</p>
<p><b>Query:</b> [send text to mom]</p> <p><b>User Location:</b> Tacoma, Washington</p> <p><b>User Intent:</b> This is a <b>Device Action</b> query. The user wants to send a text message to a contact nicknamed "Mom."</p> <p><b>Result:</b> In this Device Action Result Block, the query has initiated a text to the contact nicknamed "Mom," with an option to text either the work or mobile number.</p>	 <p>The screenshot shows a mobile text messaging interface. At the top, a search bar contains the query 'send text to mom'. Below the search bar, a blue button labeled 'Work or Mobile?' is visible. Underneath, the contact name 'Mom' is displayed. Below the contact name, there are two options: 'Work' and 'Mobile'. At the bottom, there is a grey button labeled 'Cancel'.</p>

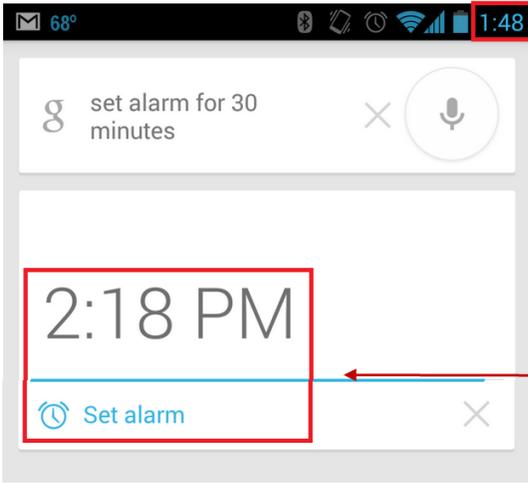
Query, User Location, User Intent, Result	Device Action Result Block
<p><b>Query:</b> [call best buy]</p> <p><b>User Location:</b> Mountain View, California</p> <p><b>User Intent:</b> This is a <b>Device Action</b> query. The user wants to call the nearest Best Buy store.</p> <p><b>Result:</b> In this Device Action Result Block, the query has initiated a call to the nearest Best Buy location.</p>	

**12.8.4 How Device Action Results are Displayed in Rating Tasks**

**Important note:** Users issuing queries actually experience the phone’s response to the query, while raters are given a description of it. If an iPhone user says “Siri, call Mom,” the iPhone displays a visual prompt to show that it’s dialing a phone number. In these rating tasks, you will see a description of this action.

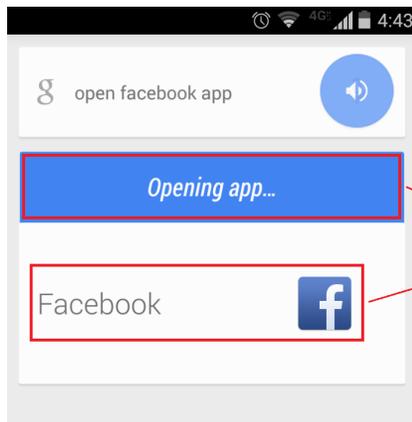
Please also assume that the phone successfully performs the action in a fully satisfying way.

Below are some additional examples of **Device Action** queries, along with the corresponding “action text” displayed in the rating task.

This is what the <b>user</b> sees on his or her phone for the <b>Device Action</b> query	This is what <b>you (the rater)</b> might see in the rating task
	<p>The request has triggered the following action:</p> <p>Query Time: 2013-07-18 13:48:00</p> <p>Action: Set alarm</p> <p>Alarm Time: 14:18:00</p>
<p>The left side shows what the user sees on the phone for the query [set alarm for 30 mins], while the right side shows the “action text” that you (the rater) might see in the rating task. The text on the right indicates that the user issued the query at 1:48 PM (13:48:00), and the device has set its alarm to go off 30 minutes later at 2:18 PM (14:18:00).</p>	

This is what the **user** sees on his or her phone for the **Device Action** query

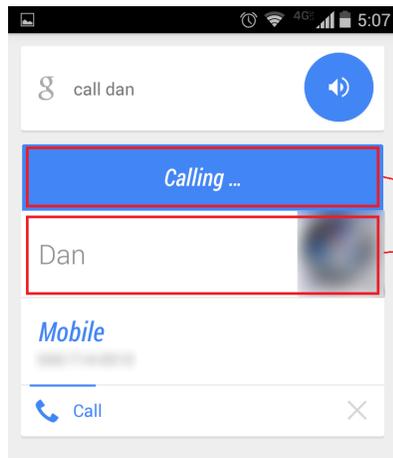
This is what **you (the rater)** might see in the rating task



The request has triggered the following action:

Action: Open an app  
App: Facebook

The left side shows what the user sees on the phone for the query [open facebook app]. In this case, the phone shows an "Opening app" message and then opens the app. The right side shows the "action text" that you (the rater) might see in the rating task. The text indicates that the device responded by opening the Facebook app on the user's phone.



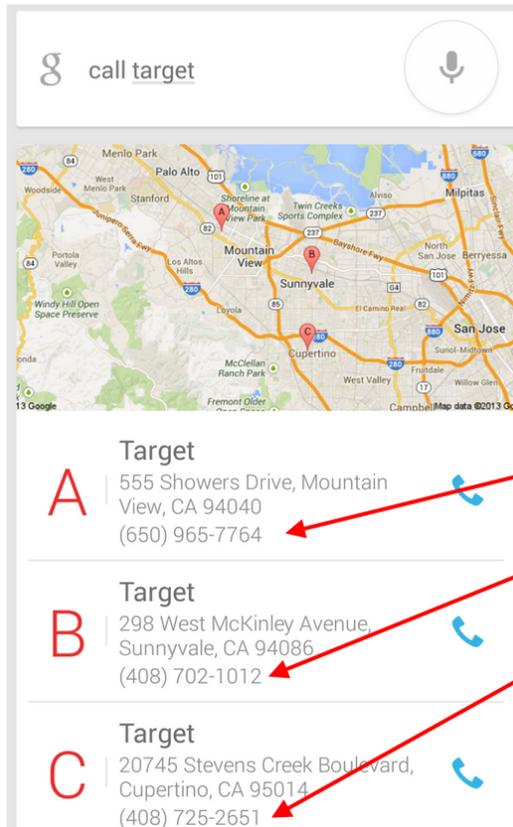
The request has triggered the following action:

Action: Make a call  
Contact name: "Dan"

The left side shows what the user sees on the phone for the query [call dan], while the right side shows the "action text" that you (the rater) might see in the rating task. The user wants to dial the number stored for the contact "Dan" on the device. This text indicates that the device responded by displaying the contact's phone number and dialing the number.

This is what the **user** sees on his or her phone for the **Device Action** query

This is what **you (the rater)** might see in the rating task



Query Time: 2013-08-20 14:19:19

Action: Make a call to a business or an organization

Business Name: target

Location: 555 Showers Drive, Mountain View, CA 94040

Phone number: (650) 965-7764

Action: Make a call to a business or an organization

Business Name: target

Location: 298 West McKinley Avenue, Sunnyvale, CA 94086

Phone number: (408) 702-1012

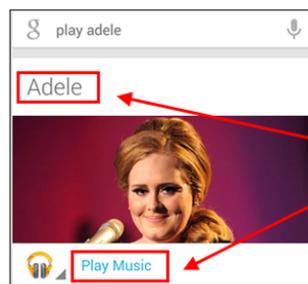
Action: Make a call to a business or an organization

Business Name: target

Location: 210745 Stevens Creek Boulevard, Cupertino, CA 95014

Phone number: (408) 725-2651

For some **Device Action** queries, the device displays a list of options to choose from before it can respond to the **Device Action** query. Here is an example for the query [call target]. The user is shown a list of Target stores in the area to choose from. This example shows that the Device Action result taken by the device will be to call the desired Target store after the user makes his/her selection.



Name: Adele

Action: Play media

Here is an example for the query [play adele]. The user is shown a "Play media" type of result. In this case, since the user wants to play music, the Device Action result shown is a "Play Music" button to click. Clicking this button will play the specified song if the user has the song on his/her device. If not, clicking the result box will give the user options to hear the specified song online.

## 12.9 Rating on Your Phone Issues

We understand that raters using different phones, operating systems, and browsers may have different experiences. In general, do what you would do naturally, and rate based on your experience. Here are some additional points to keep in mind when you are rating on your phone:

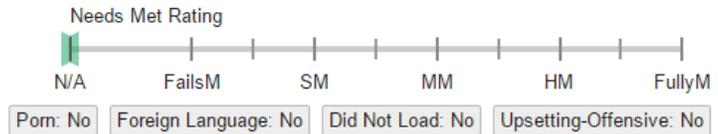
- If you see one of these messages when you open a landing page on your phone:
  - Asks whether you want to open the page in the browser or the website's app: select and evaluate the webpage. However, if the result automatically opens an app by default based on your phone's settings (e.g. some users have set all YouTube pages to automatically open the result in the YouTube app), you should rate your natural app experience—you do not have to change your phone's default settings.
  - Asks whether you want to visit the mobile page or desktop page: it is fine to select the mobile page as long as the landing page is the same. Sometimes, the mobile option will bring you to the mobile homepage instead of the specific URL in the task. You may need to check that the mobile page is in fact the same URL as the desktop page.
- Please open and look at PDF files. Your experience may be easier or harder than other users depending on your phone and browser, but you should still open the PDF file and look at it.
- Occasionally, you may be assigned some of these rating tasks on a desktop computer, but please rate from the perspective of a mobile user unless otherwise instructed.
- You should assume queries were issued on a smartphone. For some queries, there are results that are helpful for specific types of phones—for example, some apps will only work on an Android or iPhone. Please assume that queries with device-specific results were issued on an Android device, unless explicitly stated otherwise in the instructions.

# 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 mobile user needs and think about how helpful and satisfying the result is for the mobile users.**

This is what the Needs Met rating slider looks like:



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

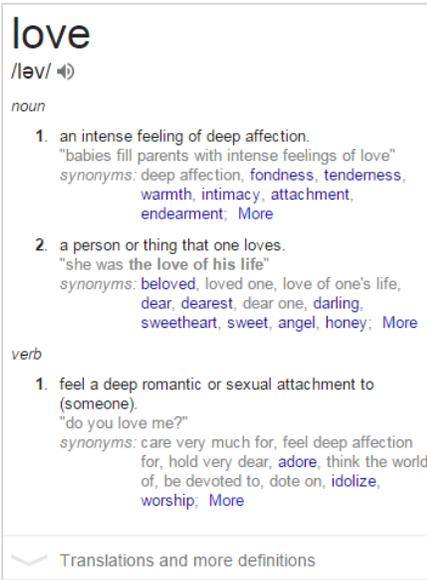
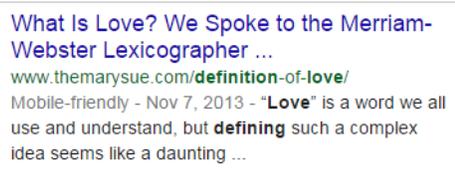
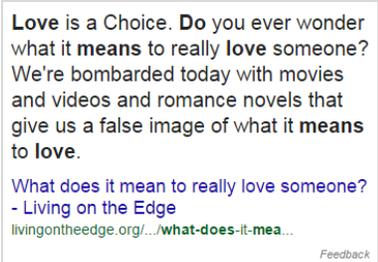
### 13.1 Rating Result Blocks: Block Content and Landing Pages

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.

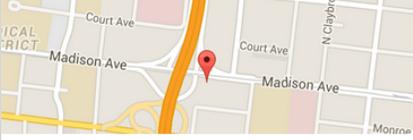
Which part of the result do you rate? It depends on both the query and the result block:

Type of Block	What to Rate
<b>Special Content Result Block (SCRB)</b>  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.	The content inside this type of block should always play a large role in your rating.  In addition, think about whether a user would click on the link(s) if available, in order to satisfy their user need. <ul style="list-style-type: none"> <li>• If most users would not click, rate the Special Content Result Block based on the block content alone.</li> <li>• 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. If either the content in the block or on the landing page is unhelpful, give a low rating.</li> </ul>
<b>Web Search Result Block</b>	A click is required, and you should evaluate the landing page to assign a rating.
<b>Device Action Result Block</b>	Base your rating on the helpfulness of the action itself.

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

Result Block	Query: [what does love mean]	Rating
<p><b>Special Content Result Block</b></p>	 <p>The screenshot shows a dictionary entry for the word "love". It includes the phonetic transcription /ləv/ and a speaker icon. Under the "noun" section, there are 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, More". 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; More". Under the "verb" section, there is one numbered definition: "feel a deep romantic or sexual attachment to (someone)", 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; More". At the bottom, there is a dropdown arrow and the text "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>
<p><b>Web Search Result Block</b></p>	 <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>
<p><b>Special Content Result Block</b></p>	 <p>The screenshot shows a special content result block. The text reads: "Love is a Choice. Do you ever wonder what it means to really love someone? We're bombarded today with movies and videos and romance novels that give us a false image of what it means to love." Below this text is a link: "What does it mean to really love someone? - Living on the Edge" with the URL "livingontheedge.org/.../what-does-it-mea...". There is a "Feedback" link at the bottom right.</p>	<p>While the block content may be helpful, this question may require a more in depth answer for some users. Some or many users might click on the link, in addition to looking at the content in the block itself.</p> <p>Therefore, base your rating on both the block and 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><b>Query:</b> [utopia animal hospital]</p>  <p><b>Utopia Animal Hospital</b>            4.5 ★★★★★ 18 reviews            Animal Hospital            1157 Madison Avenue, Memphis, TN 38104            (901) 746-8758            Closing soon · 7:30 am – 5:30 pm</p> <p>Call Directions Website</p> <p>More about Utopia Animal Hospital</p>	<p><b>Query:</b> [chicago weather]</p> <p>Chicago, IL            Tue, 5 PM, Mostly Cloudy</p> <p>10 °F   °C            Precip: 10% Humidity: 75% Wind: 4 mph</p> <p>7 PM 12 AM 5 AM 10 AM 3 PM</p> <table border="1"> <tr> <th>TUE</th> <th>WED</th> <th>THU</th> <th>FRI</th> <th>SAT</th> <th>SUN</th> </tr> <tr> <td>18° -2°</td> <td>7° 0°</td> <td>23° 5°</td> <td>12° 0°</td> <td>27° 14°</td> <td>32° 19°</td> </tr> </table>	TUE	WED	THU	FRI	SAT	SUN	18° -2°	7° 0°	23° 5°	12° 0°	27° 14°	32° 19°	<p><b>Query:</b> [calories in a banana]</p> <p>105 calories</p> <p>Bananas</p> <p>1 medium (7" to 7-7/8" long) (118 g)</p> <p>More about Banana</p> 
TUE	WED	THU	FRI	SAT	SUN									
18° -2°	7° 0°	23° 5°	12° 0°	27° 14°	32° 19°									
<p><b>Query:</b> [how to find security code on visa]</p> <p>The card security code is located on the back of MasterCard, Visa and Discover credit or debit cards and is typically a separate group of 3 digits to the right of the signature strip. On American Express cards, the card security code is a printed, not embossed, group of four digits on the front towards the right.</p> <p>Card security code - Wikipedia, the free encyclopedia  <a href="http://en.m.wikipedia.org/.../Card_security_cod...">en.m.wikipedia.org/.../Card_security_cod...</a></p> <p>Feedback</p> 	<p><b>Query:</b> [how did Lincoln die]</p> <p>Assassination            Abraham Lincoln, Cause of death</p> <p>“How Did Lincoln Die? Everyone knows that the ball John Wilkes Booth fired into Abraham Lincoln's brain inflicted a terrible, mortal wound. But when a prominent neurosurgeon began to investigate the <b>assassination</b>, he discovered persuasive evidence that Lincoln's doctors must share the blame with Booth's derringer.”</p> <p>How Did Lincoln Die?   American History Lives at American Heritage  <a href="#">American Heritage › content › how-did-l...</a></p> <p>More about Abraham Lincoln</p>	<p><b>Query:</b> [movies san francisco]</p> <p>Movies near San Francisco</p> <p>Genre            All Genres</p> <table border="1"> <tr> <td> San Andreas Thriller/Action/A...</td> <td> Spy Action/Comedy</td> <td> Entourage Comedy</td> </tr> </table> <p>More movies</p>	 San Andreas Thriller/Action/A...	 Spy Action/Comedy	 Entourage Comedy									
 San Andreas Thriller/Action/A...	 Spy Action/Comedy	 Entourage Comedy												

## 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.
- The result must be fully satisfying for mobile users, requiring minimal effort for users to immediately get or use what they are looking for.
- 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:

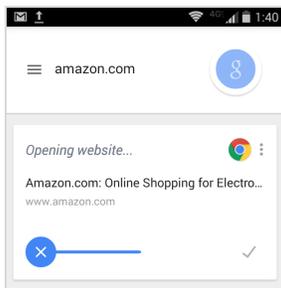
- The user is clearly looking for a specific webpage or website and the result block with the specific webpage or website **Fully Meets** the user’s need.
- The user is trying to complete a device action and the result block accomplishes the desired request.
- The user is looking for a very specific fact or piece of information and the result block provides the information immediately, thoroughly, accurately, and clearly. 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.

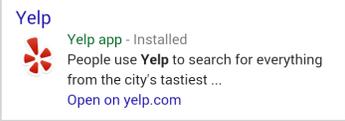
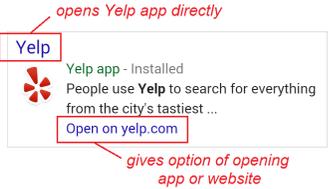
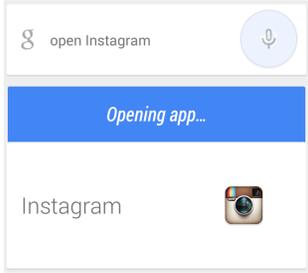
Note: If a result block is very close to being fully satisfying, but the block alone may not be sufficient in order to fully satisfy all or almost all users, a rating of **Highly Meets+** may be appropriate.

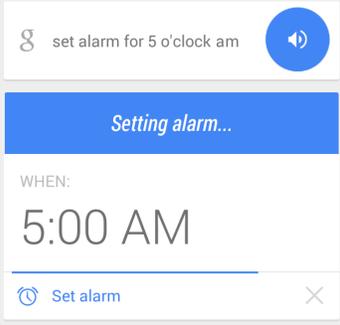
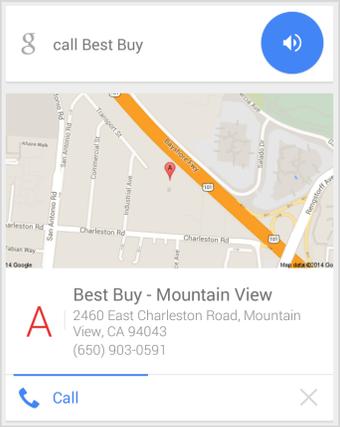
Sometimes you have to think about how specific the user need is and will need to make a judgment call on whether it is specific enough to possibly have a **Fully Meets** rating.

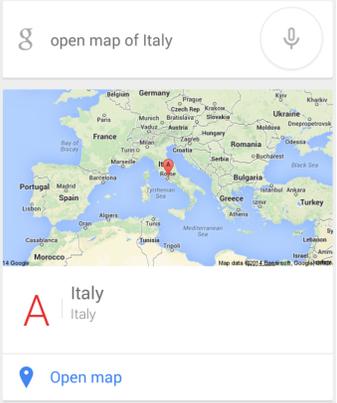
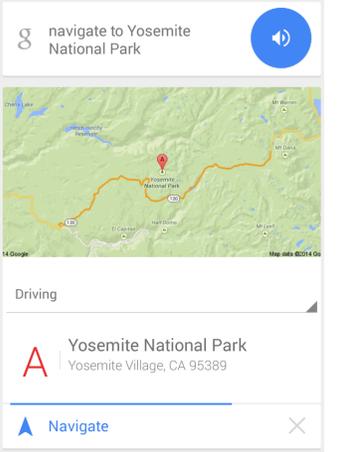
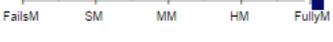
### 13.2.1 Examples of Fully Meets (FullyM) Result Blocks

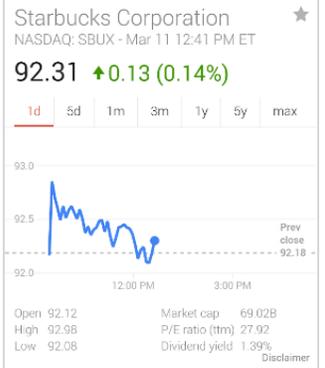
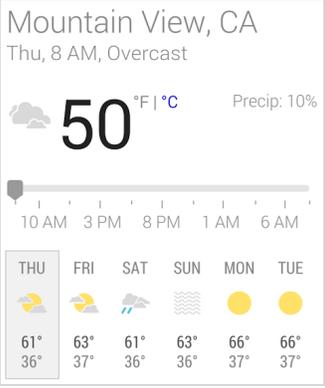
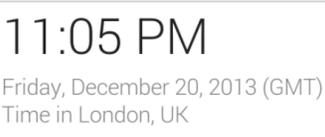
Query and User Intent	Result	Rating	Fully Meets Explanation
<p><b>Query:</b> [amazon.com]</p> <p><b>User Location:</b> Austin, Texas</p> <p><b>User Intent:</b> Go to amazon.com.</p>		 <p><b>What you might see in the rating task:</b></p> <p>Action: Open a specific webpage</p> <p>URL: <a href="http://www.amazon.com/">http://www.amazon.com/</a></p> <p>Website Name: Amazon.com: Online Shopping for Electronics, Apparel, Computers ...</p>	<p>The query has clear intent to go to amazon.com and the phone is opening the specified website.</p>

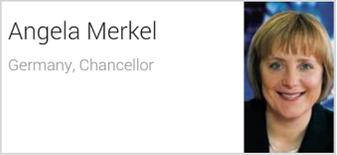
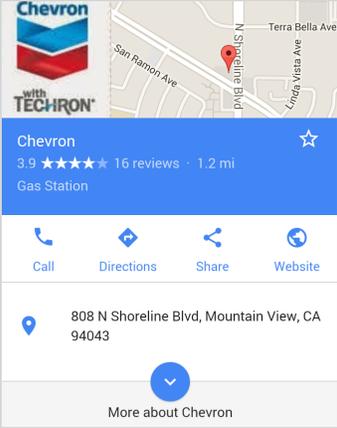
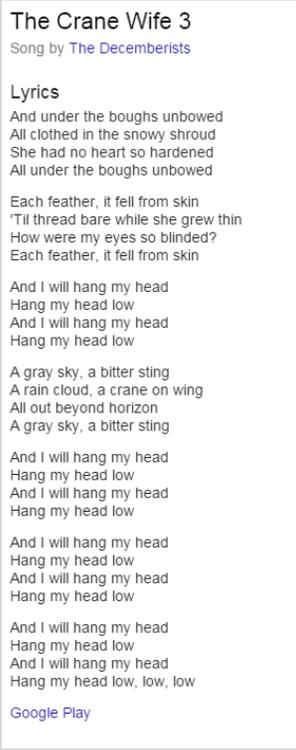
Query and User Intent	Result	Rating	Fully Meets Explanation
<p><b>Query:</b> [amazon]</p> <p><b>User Location:</b> Austin, Texas</p> <p><b>User Intent:</b> Go to the Amazon website.</p>	<p><a href="http://www.amazon.com">Amazon.com</a> www.amazon.com</p> <p>Mobile-friendly - Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and ...</p>		<p>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.</p>
<p><b>Query:</b> [target website]</p> <p><b>User Location:</b> Jacksonville, Florida</p> <p><b>User Intent:</b> Go to the Target website.</p>	<p><b>Target : Expect More. Pay Less.</b> <a href="http://www.target.com/">www.target.com/</a> Spend \$50 and get free shipping on over 500K items. Choose from a wide selection of furniture, kids ...</p> <p>Mountain View Target Find Store</p> <p>Women's      Electronics</p> <p>Home : Decor, Furn... Weekly Ad</p>		<p>The query has clear intent to go to target.com.</p>
<p><b>Query:</b> [shop nordstrom online]</p> <p><b>User Location:</b> Monterey, California</p> <p><b>User Intent:</b> Go to the Nordstrom website for online shopping.</p>	<p><b>Nordstrom</b> <a href="http://m.shop.nordstrom.com/">m.shop.nordstrom.com/</a> Mobile-friendly - Shop online for shoes, clothing, jewelry, dresses, makeup and more from top brands. Make returns in store or by mail.</p>		<p>The query has clear intent to go to the Nordstrom website.</p>
<p><b>Query:</b> [titanic imdb]</p> <p><b>User Location:</b> Lexington, Kentucky</p> <p><b>User Intent:</b> Go to the IMDb page for Titanic.</p>	<p><b>Titanic - IMDb</b> <a href="http://m.imdb.com/title/tt0120338/">m.imdb.com/title/tt0120338/</a> ★★★★★ 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 ...</p>		<p>The query has clear intent to go to the IMDb page for Titanic.</p>
<p><b>Query:</b> [www.yahoo.c0m]</p> <p><b>User Location:</b> Denver, Colorado</p> <p><b>User Intent:</b> Go to the Yahoo website.</p>	<p><b>Yahoo</b> <a href="https://www.yahoo.com/">https://www.yahoo.com/</a> Mobile-friendly - A new welcome to Yahoo. The new Yahoo experience makes it easier to discover the news and information that you ...</p>		<p>Even though this is an imperfect URL query, it's clear the user wants to go to the Yahoo website.</p>
<p><b>Query:</b> [cnn health]</p> <p><b>User Location:</b> Annapolis, Maryland</p> <p><b>User Intent:</b> Go to the Health section of cnn.com.</p>	<p><b>Health News - Medical, Mental and Dental ...</b> <a href="http://www.cnn.com/HEALTH/">www.cnn.com/HEALTH/</a> Mobile-friendly - Discover the latest news and video about health at CNN. CNN covers diet, fitness, parenting, conditions and more, ...</p>		<p>The query has clear intent to go to the Health section of the cnn.com webpage.</p>
<p><b>Query:</b> [cnn]</p> <p><b>User Location:</b> Annapolis, Maryland</p> <p><b>User Intent:</b> Go to the CNN website.</p>	<p><b>CNN.com</b> <a href="http://www.cnn.com/">www.cnn.com/</a> Mobile-friendly - CNN.com delivers the latest breaking news and information on the latest top stories, weather, business, entertainment, ...</p>		<p>The query has clear intent to access CNN news and content. It is not clear whether the user has the app installed, but the website has the content the user is searching for, and fully satisfies the user intent.</p>

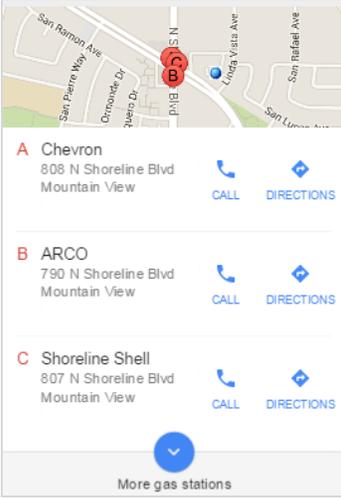
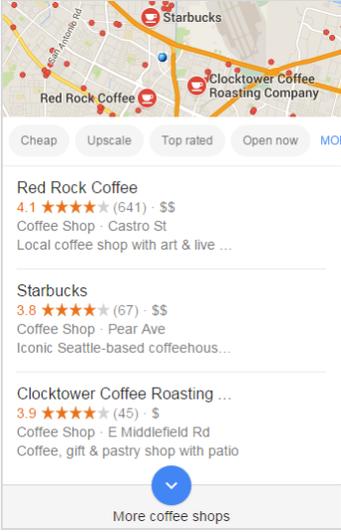
Query and User Intent	Result	Rating	Fully Meets Explanation
<p><b>Query:</b> [yelp]</p> <p><b>User Location:</b> Raleigh, North Carolina</p> <p><b>User Intent:</b> Open the Yelp app or go to the website at yelp.com.</p>			<p>This result <b>Fully Meets</b> the user need whether they want the Yelp app or the Yelp website, which are both popular.</p> <p><b>Note:</b> If you see this kind of result, assume that the user has the app installed on their phone.</p> <p>Clicking on the Yelp link above the logo opens the app directly, and clicking on the “Open on yelp.com” link gives the option of opening the app or website.</p> 
<p><b>Query:</b> [lebron james stats basketball- reference.com]</p> <p><b>User Location:</b> Miami, Florida</p> <p><b>User Intent:</b> Go to the player statistics page for LeBron James on a specific website.</p>	<p><b>LeBron James NBA &amp; ABA Stats   Basketball-Reference.com</b>  <a href="http://www.basketball-reference.com">www.basketball-reference.com</a> › ... › J  6/19 Factory of Sadness: Intel: <b>LeBron James</b> Opting in or Signing With Cavs: Just following the NBA Finals we wrote that .... Well, that's the latest talk, as noted by <b>ESPN</b> and others.</p>		<p>The query has clear intent to go to the player statistics page for LeBron James on a specific website, basketball-reference.com.</p>
<p><b>Query:</b> [open instagram]</p> <p><b>User Location:</b> Laguna Beach, California</p> <p><b>User Intent:</b> Open the Instagram app on the user's device.</p>	<p><b>What the user sees:</b></p> 	 <p><b>What you might see in the rating task:</b></p> <p>Action: Open an app</p> <p>App: Instagram</p>	<p>This <b>Device Action</b> query is clear and specific: the user wants to open the Instagram app. The result block shows the phone in the process of opening the specified app—it <b>Fully Meets</b> the user need.</p>
<p><b>Query:</b> [open bing search app]</p> <p><b>User Location:</b> Dallas, Texas</p> <p><b>User Intent:</b> Open the Bing Search app on the user's device.</p>	<p><b>Bing Search</b></p> <p>With this <b>app</b>, you can save money with <b>Bing Rewards</b>, keep up with trending stories and images, and see. ... Start with the <b>search</b> box and click on a result to <b>open</b> it up in a built-in browser, or go straight ...</p> <p>★★★★★ from 38,657 users</p> <p> <a href="#">View on Google Play (free)</a></p>		<p>The result block shows that the phone has detected that the app is not installed and gives the option of downloading the app. This result <b>Fully Meets</b> the user need.</p> <p><b>Note:</b> Remember that you should assume that queries were issued on an Android device when rating Device Action Result Blocks, unless explicitly stated otherwise in the instructions. Therefore, the Google Play result for this query is appropriate.</p>

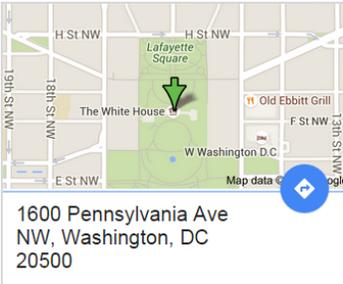
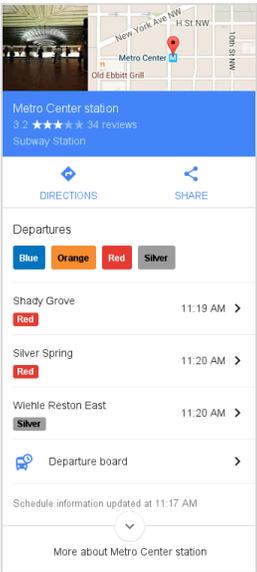
Query and User Intent	Result	Rating	Fully Meets Explanation
<p><b>Query:</b> [open facebook app]</p> <p><b>User Location:</b> Richmond, Virginia</p> <p><b>User Intent:</b> Open the Facebook app on the user's device.</p>	<p><b>What the user sees:</b></p> 	 <p><b>What you might see in the rating task:</b></p> <p>Action: Open an app</p> <p>App: Facebook</p>	<p>This <b>Device Action</b> query is clear and specific: the user wants to open the Facebook app. The result block shows the phone's confirmation that it is opening the app—it <b>Fully Meets</b> the user need.</p>
<p><b>Query:</b> [set alarm for 5 o'clock am]</p> <p><b>User Location:</b> Tacoma, Washington</p> <p><b>User Intent:</b> Set the device's alarm to go off at 5:00 AM.</p>	<p><b>What the user sees:</b></p> 	 <p><b>What you might see in the rating task:</b></p> <p>Action: Set alarm</p> <p>Alarm Time: 5:00 AM</p>	<p>This <b>Device Action</b> query is clear and specific: the user wants to set the phone's alarm clock for 5:00 AM. The result block shows the phone in the process of setting the alarm at the specified time—it <b>Fully Meets</b> the user need.</p>
<p><b>Query:</b> [chef chu phone number]</p> <p><b>User Location:</b> Los Altos, California</p> <p><b>User Intent:</b> Find the phone number for the restaurant called Chef Chu's.</p>	<p><b>What the user sees:</b></p> 		<p>Chef Chu's is a Chinese restaurant located in the user location. This result block immediately shows the correct phone number with the option to call the number directly on the device—it <b>Fully Meets</b> the user intent.</p> <p><b>Note:</b> You must check for accuracy before using the <b>Fully Meets</b> rating. You can verify that the phone number in this SCR is correct by checking Chef Chu's official website.</p>
<p><b>Query:</b> [call best buy]</p> <p><b>User Location:</b> Mountain View, California</p> <p><b>User Intent:</b> Call the nearest Best Buy store. Note that there is only one Best Buy store located in Mountain View.</p>	<p><b>What the user sees:</b></p> 	 <p><b>What you might see in the rating task:</b></p> <p>Action: Make a call</p> <p>Business Name: Best Buy</p> <p>Location: 2460 E Charleston Rd, Mountain View, CA 94043</p> <p>Phone number: (650) 903-0591</p>	<p>This <b>Device Action</b> query is clear and specific: the user wants to call the nearest Best Buy store. The result block shows the phone in the process of calling the store with the correct phone number—it <b>Fully Meets</b> the user need.</p> <p><b>Note:</b> You must check for accuracy before using the <b>Fully Meets</b> rating. You can verify that the phone number in this Device Action block is correct by checking Best Buy's official website for the location in Mountain View.</p>

Query and User Intent	Result	Rating	Fully Meets Explanation
<p><b>Query:</b> [open map of italy]</p> <p><b>User Location:</b> Baltimore, Maryland</p> <p><b>User Intent:</b> Open a map of Italy on the user's device.</p>	<p><b>What the user sees:</b></p> 	 <p><b>What you might see in the rating task:</b></p> <p>Action: Open map</p> <p>Location: Italy</p>	<p>This <b>Device Action</b> query is clear and specific: the user wants to see a map of Italy. The result block shows a map with a link to open it in Google Maps—it <b>Fully Meets</b> the user need.</p>
<p><b>Query:</b> [navigate to yosemite national park]</p> <p><b>User Location:</b> Seattle, Washington</p> <p><b>User Intent:</b> Navigate to Yosemite National Park from the user's location.</p>	<p><b>What the user sees:</b></p> 	 <p><b>What you might see in the rating task:</b></p> <p>Action: Navigation</p> <p>Destination: Yosemite National Park</p> <p>Destination Address: Yosemite Village, CA 95389</p>	<p>This <b>Device Action</b> query is clear and specific: the user wants to navigate to Yosemite National Park. The result block shows the phone in the process of opening up the Navigation app, which will give the user turn-by-turn directions from the user's location—it <b>Fully Meets</b> the user need.</p>
<p><b>Query:</b> [how to find security code on visa]</p> <p><b>User Location:</b> Chicago, Illinois</p> <p><b>User Intent:</b> Find out how to locate the security code on a Visa card.</p>	<p>The card security code is located on the back of MasterCard, Visa and Discover credit or debit cards and is typically a separate group of 3 digits to the right of the signature strip. On American Express cards, the card security code is a printed, not embossed, group of four digits on the front towards the right.</p>  <p><a href="https://en.m.wikipedia.org/.../Card_security_cod...">Card security code - Wikipedia, the free encyclopedia</a></p> <p><a href="https://en.m.wikipedia.org/.../Card_security_cod...">en.m.wikipedia.org/.../Card_security_cod...</a></p> <p><small>Feedback</small></p>		<p>The result block displays the complete and correct answer prominently in the result block, in a way that is easy for users on mobile devices to read. The block also includes an image showing users exactly where to find the code, and the block <b>Fully Meets</b> the user need.</p>

Query and User Intent	Result	Rating	Fully Meets Explanation
<p><b>Query:</b> [starbucks stock price]</p> <p><b>User Location:</b> Alexandria, Virginia</p> <p><b>User Intent:</b> Find the current stock price for Starbucks.</p>			<p>The result block displays the complete and correct answer prominently in the result block, in a way that is easy for users on mobile devices to read—it <b>Fully Meets</b> the user need.</p> <p><b>Note:</b> Assume that the result shows current information for users.</p>
<p><b>Query:</b> [new york city population 2012]</p> <p><b>User Location:</b> Pasadena, California</p> <p><b>User Intent:</b> 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 on mobile devices to read—it <b>Fully Meets</b> the user need.</p>
<p><b>Query:</b> [what is the weather forecast for today]</p> <p><b>User Location:</b> Mountain View, California</p> <p><b>User Intent:</b> 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 on mobile devices to read—it <b>Fully Meets</b> the user need.</p> <p>Remember that we consider weather queries, like this one, to be a <b>Know Simple</b> query for mobile phone users.</p> <p><b>Note:</b> Assume the result shows current information for users.</p>
<p><b>Query:</b> [london time]</p> <p><b>User Location:</b> New York, New York</p> <p><b>User Intent:</b> Find the current time in London.</p>			<p>The result block displays the complete and correct answer prominently in the result block, in a way that is easy for users on mobile devices to read—it <b>Fully Meets</b> the user need.</p> <p><b>Note:</b> Assume that the result shows current information for users.</p>

Query and User Intent	Result	Rating	Fully Meets Explanation
<p><b>Query:</b> [who is the chancellor of germany]</p> <p><b>User Location:</b> New York, New York</p> <p><b>User Intent:</b> Find the name of the current Chancellor of Germany.</p>	 <p>Angela Merkel Germany, Chancellor</p>		<p>The result block displays the complete and correct answer prominently in the result block, in a way that is easy for users on mobile devices to read—it <b>Fully Meets</b> the user need.</p>
<p><b>Query:</b> [chevron at shoreline and middlefield]</p> <p><b>User Location:</b> Mountain View, California</p> <p><b>User Intent:</b> Find the specific gas station specified by the user in order to visit the location in person.</p>	 <p>Chevron 3.9 ★★★★★ 16 reviews · 1.2 mi Gas Station</p> <p>808 N Shoreline Blvd, Mountain View, CA 94043</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><b>Query:</b> [decemberists crane wife 3 lyrics]</p> <p><b>User Location:</b> Long Beach, California</p> <p><b>User Intent:</b> See the lyrics to The Decemberists song called “Crane Wife 3.”</p>	 <p>The Crane Wife 3 Song by The Decemberists</p> <p>Lyrics</p> <p>And under the boughs unbowed All clothed in the snowy shroud She had no heart so hardened All under the boughs unbowed</p> <p>Each feather, it fell from skin 'Til thread bare while she grew thin How were my eyes so blinded? Each feather, it fell from skin</p> <p>And I will hang my head Hang my head low And I will hang my head Hang my head low</p> <p>A gray sky, a bitter sting A rain cloud, a crane on wing All out beyond horizon A gray sky, a bitter sting</p> <p>And I will hang my head Hang my head low And I will hang my head Hang my head low</p> <p>And I will hang my head Hang my head low And I will hang my head Hang my head low</p> <p>And I will hang my head Hang my head low And I will hang my head Hang my head low, low, low</p> <p><a href="#">Google Play</a></p>		<p>The result has exactly what the user wants, displaying the lyrics to the specified song clearly and completely inside the result block. The user does not need to click to a new page to see the complete lyrics for this song.</p> <p><b>Note:</b> The lyrics posted on Google Play are licensed.</p>

Query and User Intent	Result	Rating	Fully Meets Explanation
<p><b>Query:</b> [gas stations near me]</p> <p><b>User Location:</b> Mountain View, California</p> <p><b>User Intent:</b> Find gas stations near the user location. Note that this may be an urgent query.</p>			<p>The intent is to find gas stations 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 one mile of the specific location. This kind of block is especially helpful for users who want to visit the business in person.</p> <p>This result would be very convenient for mobile users who need gas immediately, especially for those who are driving and cannot easily use their phone.</p> <p><b>Note:</b> A range is included because some users would be fully satisfied with these selections, while some users would want more information (e.g., gas prices, hours, distance from location, longer list of options).</p>
<p><b>Query:</b> [nearby coffee shops]</p> <p><b>User Location:</b> Mountain View, California</p> <p><b>User Intent:</b> 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><b>Note:</b> 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>

Query and User Intent	Result	Rating	Fully Meets Explanation
<p><b>Query:</b> [1600 pennsylvania ave washington dc]</p> <p><b>User Location:</b> Bakersville, California</p> <p><b>User Intent:</b> 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><b>Note:</b> 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>
<p><b>Query:</b> [metro center station]</p> <p><b>User Location:</b> Adams Morgan, Washington D.C.</p> <p><b>User Intent:</b> 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>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><b>Note:</b> 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 <b>Fully Meets</b> 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 <b>Fully Meets</b> 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 <b>Fully Meets</b> 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)

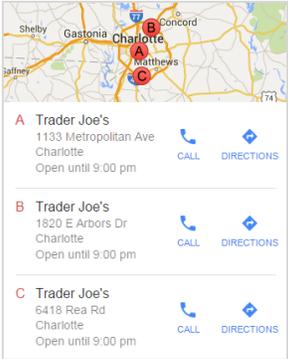
A rating of **Highly Meets** is assigned to results that meet the needs of many or most users. **Highly Meets** results are highly satisfying and a good “fit” for the query. In addition, they often have some or all of the following characteristics: high quality, authoritative, entertaining, and/or recent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

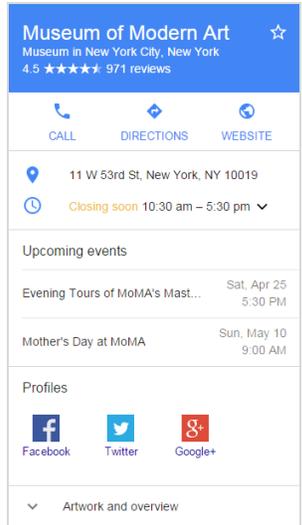
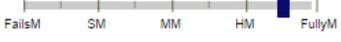
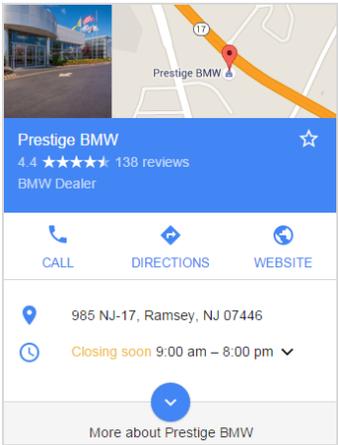
In order to receive a **Highly Meets** rating, information pages such as encyclopedia articles and news articles must be accurate and highly credible. **Highly Meets** medical and scientific information pages must represent well-established scientific/medical consensus unless the user is clearly seeking 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.

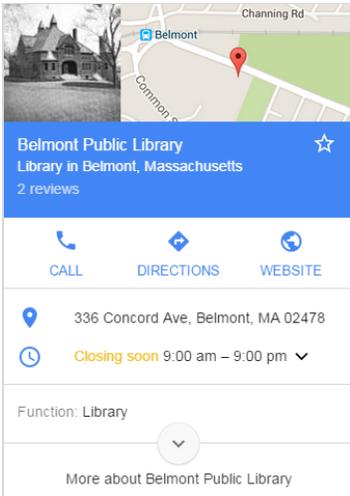
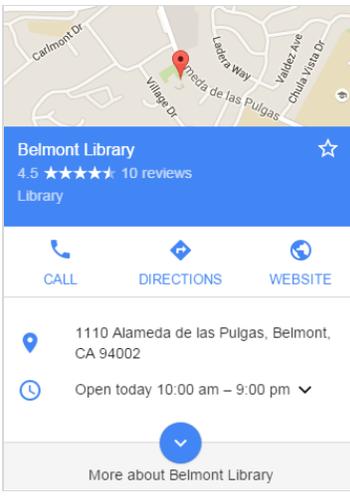
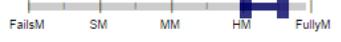
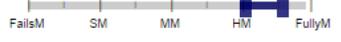
A query can have many **Highly Meets** results.

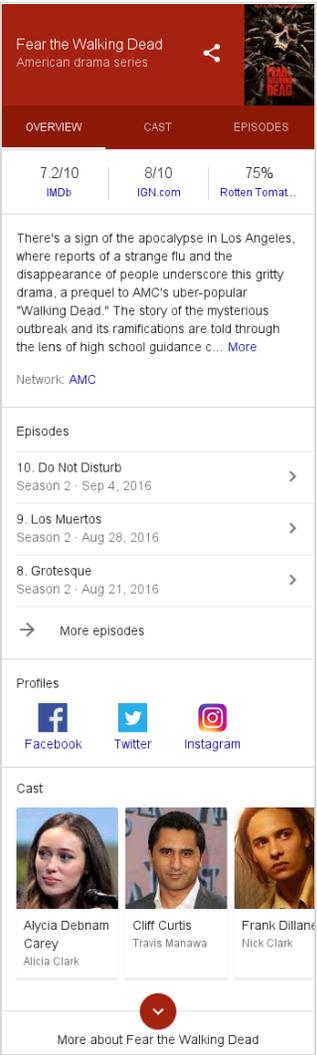
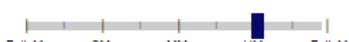
Have high standards for the **Highly Meets** rating. This is especially important for queries with many on-topic results.

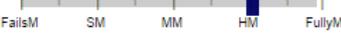
#### 13.3.1 Examples of Highly Meets (HM) Result Blocks

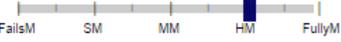
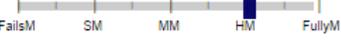
Query and User Intent	Result	Rating	Highly Meets Explanation
<p><b>Query:</b> [trader joes]</p> <p><b>User Location:</b> Charlotte, North Carolina</p> <p><b>User Intent:</b> There are two possible user intents: most users probably want to visit a nearby location or go to the website.</p>			<p>This result 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><b>Note:</b> 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><b>Query:</b> [trader joes]</p> <p><b>User Location:</b> Charlotte, North Carolina</p> <p><b>User Intent:</b> There are two possible user intents: most users probably want to visit a nearby location or go to the website.</p>	<p><a href="http://www.traderjoes.com">Trader Joe's</a> www.traderjoes.com</p> <p>Mobile-friendly - <b>Trader Joe's</b> 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><b>Note:</b> 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><b>Query:</b> [museum of modern art]</p> <p><b>User Location:</b> Manhattan, New York</p> <p><b>User Intent:</b> 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><a href="#">MoMA   Museum of Modern Art</a> Museum of Modern Art &gt; ...</p> <p>Mobile-friendly - The <b>Museum of Modern Art (MoMA)</b> is a place that fuels creativity, ignites minds, and provides inspiration.</p> <p><a href="#">Hours &amp; Admission</a> - <a href="#">Calendar</a> - <a href="#">Buy Tickets</a></p>		<p>This is the museum's official website and has very helpful information about exhibits, membership, the store, etc.</p> <p><b>Note:</b> 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>

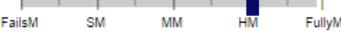
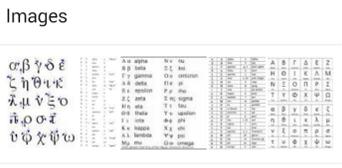
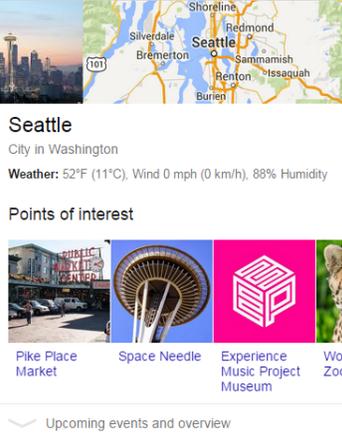
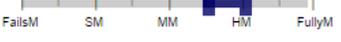
Query and User Intent	Result	Rating	Highly Meets Explanation
<p><b>Query:</b> [museum of modern art]</p> <p><b>User Location:</b> Manhattan, New York</p> <p><b>User Intent:</b> There are two possible user intents: most users probably want to visit the museum (note that the user is located in NYC where the museum is located) or go to the website.</p>			<p>The result block shows information about the museum, and is especially helpful for users who want to visit the museum.</p> <p><b>Note:</b> 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><b>Query:</b> [prestige bmw]</p> <p><b>User Location:</b> Ramsey, New Jersey</p> <p><b>User Intent:</b> There are two possible user intents: most users probably want to visit the car dealership or go to the website.</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><b>Note:</b> 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><b>Query:</b> [prestige bmw]</p> <p><b>User Location:</b> Ramsey, New Jersey</p> <p><b>User Intent:</b> There are two possible user intents: most users probably want to visit the car dealership or go to the website.</p>	<p><a href="http://www.prestigebmw.com">Prestige BMW</a> www.prestigebmw.com</p> <p>Mobile-friendly - <b>Prestige BMW</b> is the new, used &amp; CPO BMW dealership in <b>Ramsey, NJ</b> near New York. We serve the area's BMW lease, ...</p>		<p>This is the car dealership's official website and has very helpful information about inventory, financing, etc.</p> <p><b>Note:</b> 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>

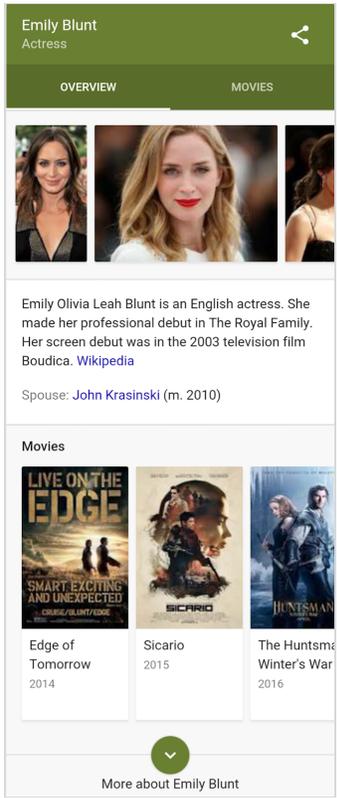
Query and User Intent	Result	Rating	Highly Meets Explanation
<p><b>Query:</b> [belmont library]</p> <p><b>User Location:</b> Belmont, Massachusetts</p> <p><b>User Intent:</b> Find information about this library or go to the website.</p>			<p>There is only one library in the <b>user location (Belmont, Massachusetts)</b>. The result block shows information about the library, and is especially helpful for users who want to visit the location.</p> <p><b>Note:</b> 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><b>Query:</b> [belmont library]</p> <p><b>User Location:</b> Belmont, California</p> <p><b>User Intent:</b> Find information about this library or go to the website.</p>			<p>There is only one library in the <b>user location (Belmont, California)</b>. The result block shows information about the library, and is especially helpful for users who want to visit the location.</p> <p><b>Note:</b> 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><b>Query:</b> [decemberists]</p> <p><b>User Location:</b> Long Beach, California</p> <p><b>User Intent:</b> Learn more about the band, The Decemberists.</p>	<p><a href="http://www.decemberists.com/">The Decemberists</a>  <a href="http://www.decemberists.com/">www.decemberists.com/</a>      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><b>Query:</b> [celine dion]</p> <p><b>User Location:</b> Bellevue, Washington</p> <p><b>User Intent:</b> Learn more about the singer Celine Dion.</p>	<p><a href="http://www.celinedion.com/">Celine Dion   The Official Celine Dion Site</a>  <a href="http://www.celinedion.com/">www.celinedion.com/</a>      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><b>Query:</b> [fear the walking dead]</p> <p><b>User Location:</b> Mountain View, California</p> <p><b>User Intent:</b> Find information about the TV show (e.g., show summary, episode guide, cast information, streaming options, etc.).</p>	 <p>The screenshot shows the IMDb page for 'Fear the Walking Dead'. It includes a red header with the show title and a share icon. Below are tabs for Overview, Cast, and Episodes. The Overview section shows a 7.2/10 IMDb rating, an 8/10 IGN.com rating, and a 75% Rotten Tomatoes score. A short synopsis follows, along with the network (AMC). The Episodes section lists three episodes from Season 2: 'Do Not Disturb', 'Los Muertos', and 'Grotesque'. There are social media links for Facebook, Twitter, and Instagram, and a cast section featuring Alycia Debnam-Carey, Cliff Curtis, and Frank Dillane.</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><b>Query:</b> [manresa reviews]</p> <p><b>User Location:</b> San Jose, California</p> <p><b>User Intent:</b> Find reviews for this restaurant located in Los Gatos, California.</p>	<p><a href="#">Manresa, Los Gatos - Menu, Prices &amp; Reviews - TripAdvisor</a>  <a href="http://www.tripadvisor.com/Restaurant_Review...">www.tripadvisor.com/Restaurant_Review...</a>  ★★★★★ Rating: 4 - 127 reviews  Mobile-friendly - <b>Manresa, Los Gatos:</b> 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, and is easy to use on a mobile phone. 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><b>Query:</b> [who is the chancellor of germany]</p> <p><b>User Location:</b> New York, New York</p> <p><b>User Intent:</b> The user wants to find the name of the current Chancellor of Germany.</p>	<p><a href="#">Chancellor of Germany - Wikipedia, the free encyclopedia</a>  <a href="http://en.m.wikipedia.org/.../Chancellor_of_Ge...">en.m.wikipedia.org/.../Chancellor_of_Ge...</a>  The current Chancellor is Angela Merkel, who is currently serving her third term in office. She is the first female ...  <a href="#">List of Chancellors of Germany</a></p>		<p>This is a specific <b>Know Simple</b> query for the name of the current Chancellor of Germany. While the answer is in the description of the web result, it is not displayed prominently in a way that is very easy for mobile users to read.</p>

Query and User Intent	Result	Rating	Highly Meets Explanation
<p><b>Query:</b> [broadway tickets]</p> <p><b>User Location:</b> New York, New York</p> <p><b>User Intent:</b> Research prices and/or purchase tickets to a Broadway show.</p>	<p><a href="#">Broadway tickets, show dates, calendar. Official Ticketmaster site.</a>  <a href="http://www.ticketmaster.com/broadway">www.ticketmaster.com/broadway</a>            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><b>Query:</b> [kids backpacks]</p> <p><b>User Location:</b> New York, New York</p> <p><b>User Intent:</b> Research prices and/or purchase backpacks for kids.</p>	<p><a href="#">Kids' School Backpacks &amp; Messenger Bags   Free Shipping from L.L. ...</a>  <a href="http://www.llbean.com/llb/.../818?...backpacks">www.llbean.com/llb/.../818?...backpacks</a>            Our durable kids' backpacks are loaded with pockets and features - like padded shoulder straps, nighttime reflective ...</p>		<p>The LP for this mobile-friendly 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 filter options that are easy to use on a phone. This result would be very helpful for many or most users.</p>
<p><b>Query:</b> [poison ivy]</p> <p><b>User Location:</b> Atlanta, Georgia</p> <p><b>User Intent:</b> Find pictures of poison ivy plants, information about how to treat poison ivy, etc.</p>	<p><a href="#">Outsmarting Poison Ivy and Other Poisonous Plants</a>  <a href="http://www.fda.gov/.../ucm049342.htm">www.fda.gov/.../ucm049342.htm</a>            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 mobile-friendly 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><b>Query:</b> [michael jordan]</p> <p><b>User Location:</b> Boston, Massachusetts</p> <p><b>User Intent:</b> Find information, news, images, etc. about Michael Jordan.</p>	<p><a href="#">Michael Jordan - Wikipedia, the free encyclopedia</a>  <a href="http://en.wikipedia.org/wiki/Michael_Jordan">en.wikipedia.org/wiki/Michael_Jordan</a>            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 mobile-friendly Wikipedia article about Michael Jordan. This result would be helpful for many or most users.</p>
<p><b>Query:</b> [dance video]</p> <p><b>User Location:</b> New York, New York</p> <p><b>User Intent:</b> Find a dance video to watch.</p>	<p><a href="#">Evolution of Dance - YouTube</a>   <a href="http://m.youtube.com/watch...">m.youtube.com/watch...</a>            Apr 6, 2006</p>		<p>Users are looking for good or entertaining dance videos and there are many options online. 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><b>Query:</b> [purple coneflowers]</p> <p><b>User Location:</b> New York, New York</p> <p><b>User Intent:</b> 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 <b>Highly Meets</b> the user intent.</p>
<p><b>Query:</b> [invasive species]</p> <p><b>User Location:</b> St. Louis, Missouri</p> <p><b>User Intent:</b> Find more information about invasive species.</p>	<p>An <b>invasive species</b> is a plant or animal that is not native to a specific location (an Introduced <b>species</b>); and has a tendency to spread, which is believed to cause damage to the environment, human economy and/or human health.</p>  <p><a href="http://www.nature.org">www.nature.org</a></p> <p><a href="http://en.m.wikipedia.org/wiki/Invasive_species">Invasive species - Wikipedia, the free encyclopedia</a></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><b>Query:</b> [turmeric]</p> <p><b>User Location:</b> Sunnyvale, California</p> <p><b>User Intent:</b> Find information about the spice or the restaurant in Sunnyvale.</p>	 <p><b>Turmeric Restaurant</b></p> <p>3.7 ★★★★★ 207 reviews</p> <p>\$\$ - Event Venue</p> <p>141 South Murphy Avenue, Sunnyvale, CA 94086 (408) 617-9100</p> <p>Open today - 11:30 am – 2:00 pm, 12:00 – 2:30 pm, 5:30 – 10:00 pm, 5:30 – 10:00 pm</p> <p>Call Directions Website</p> <p>Menu: <a href="http://turmericrestaurant.com">turmericrestaurant.com</a></p> <p>More about Turmeric Restaurant</p>		<p>For users in Sunnyvale, California, the query [turmeric] could have two different interpretations: a popular restaurant named Turmeric or the spice turmeric. Because the user is located in Sunnyvale, many mobile users are probably looking for the restaurant. However, it is not completely clear because some users may want to find information about the spice. This result about the restaurant has satisfying information for users who want to visit —it <b>Highly Meets</b> the most likely user need.</p>
<p><b>Query:</b> [how to get from seattle to xpppyzii]</p> <p><b>User Location:</b> Seattle, Washington</p> <p><b>User Intent:</b> 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>No results for that place. Try entering it below to get suggestions.</p> <p>From Seattle, WA</p> <p>To Enter destination</p> <p>GET DIRECTIONS</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>

Query and User Intent	Result	Rating	Highly Meets Explanation
<p><b>Query:</b> [kristen wiig]</p> <p><b>User Location:</b> New York, New York</p> <p><b>User Intent:</b> Find more information about the actress, comedian, writer, and producer.</p>	<p><a href="http://www.kristenwiig.org">Kristen Wiig   www.kristenwiig.org</a> · Your fan site for Oscar ...</p> <p><a href="http://www.kristenwiig.org">www.kristenwiig.org</a></p> <p>Mobile-friendly - Watch the full interview on the <b>official website</b> to hear <b>Kristen</b> and director Shira Piven talk about their careers in acting, ...</p> <p><a href="#">Photo Gallery - KristenWiig.org Video Archive</a></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 <b>Highly Meets</b> the need of many or most users.</p>
<p><b>Query:</b> [greek alphabet]</p> <p><b>User Location:</b> Albany, New York</p> <p><b>User Intent:</b> 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><a href="#">More images for Greek alphabet</a></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><b>Query:</b> [jennifer aniston]</p> <p><b>User Location:</b> Dover, Delaware</p> <p><b>User Intent:</b> Find images, recent news, gossip, information, etc. about Jennifer Aniston.</p>	<p>In the news</p> <p><a href="#">What Oscar Snubs? Inside Jennifer Aniston and Angelina Jolie's Night at the Critics' Choice Awards</a> : <a href="#">People.com</a></p> <p><a href="#">People.com</a> - 5 hours ago</p> <p><b>EXCLUSIVE:</b> <a href="#">Jennifer Aniston double heartbreak as BOTH her 'lost love' and best friend, who starred in cult classic ...</a></p> <p><a href="#">Daily Mail</a> - 2 hours ago</p> <p><a href="#">Jennifer Aniston Reacts to Oscars 2015 Cake Snub, Says Reese Witherspoon and Julianne Moore Emailed Her</a></p> <p><a href="#">Us Magazine</a> - 4 hours ago</p> <p><a href="#">More news for jennifer aniston</a></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>
<p><b>Query:</b> [seattle, washington]</p> <p><b>User Location:</b> Arlington, Texas</p> <p><b>User Intent:</b> Find information, news, maps, etc. related to Seattle, Washington.</p>	 <p><b>Seattle</b></p> <p>City in Washington</p> <p><b>Weather:</b> 52°F (11°C), Wind 0 mph (0 km/h), 88% Humidity</p> <p>Points of interest</p> <p><a href="#">Pike Place Market</a> <a href="#">Space Needle</a> <a href="#">Experience Music Project Museum</a> <a href="#">Woodland Park Zoo</a></p> <p><a href="#">Upcoming events and overview</a></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. <b>Moderately Meets+</b> to <b>Highly Meets</b> is an appropriate rating for this result.</p>

Query and User Intent	Result	Rating	Highly Meets Explanation
<p><b>Query:</b> [emily blunt]</p> <p><b>User Location:</b> Portland, Oregon</p> <p><b>User Intent:</b> 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. <b>Moderately Meets+</b> to <b>Highly Meets</b> is an appropriate rating for this result.</p>
<p><b>Query:</b> [coldplay yellow lyrics]</p> <p><b>User Location:</b> Billings, Montana</p> <p><b>User Intent:</b> Find the lyrics to the song "Yellow", which was written by the band Coldplay.</p>	<p><a href="#">Coldplay: Lyrics: Yellow</a> Coldplay &gt; recordings &gt; parachutes &gt; yell...</p> <p>The official Coldplay website, featuring news, lyrics, tour dates, blogs, interviews, pictures and videos... Yellow Look at the stars Look how they shine for you And everything you do Yeah, they were all yellow I came ...</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>
<p><b>Query:</b> [1969 moon landing]</p> <p><b>User Location:</b> New Haven, Connecticut</p> <p><b>User Intent:</b> Find accurate and authoritative information about this historical event.</p>	<p><a href="#">July 20, 1969: One Giant Leap For Mankind   NASA</a> NASA (gov) &gt; apollo &gt; 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>

Query and User Intent	Result	Rating	Highly Meets Explanation
<p><b>Query:</b> [stem education]</p> <p><b>User Location:</b> Memphis, Tennessee</p> <p><b>User Intent:</b> Find information or recent news about education in STEM fields (i.e., Science, Technology, Engineering, and Mathematics).</p>	<p><a href="#">Educators, advocates see increased importance in US STEM ...</a> Fox News &gt; 2015/06/29 &gt; 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><b>Query:</b> [mentos and coke death]</p> <p><b>User Location:</b> Las Vegas, Nevada</p> <p><b>User Intent:</b> 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><a href="#">Mentos and Coke Death : snopes.com</a> Snopes &gt; Fact Check &gt; 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><b>Query:</b> [pj fleck]</p> <p><b>User Location:</b> Minneapolis, Minnesota</p> <p><b>User Intent:</b> 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><a href="#">Welcome aboard, 'life coach' P.J. Fleck - StarTribune.com</a> Star Tribune &gt; 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>
<p><b>Query:</b> [batman lego movie review]</p> <p><b>User Location:</b> Orlando, Florida</p> <p><b>User Intent:</b> Find reviews of the 2017 film <i>The LEGO Batman Movie</i> on credible news or entertainment sources.</p>	<p><a href="#">'The Lego Batman Movie' is the best Batman movie since 'The Dark Knight' - LA Times - Los Angeles Times</a> Los Angeles Times &gt; movies &gt; 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)

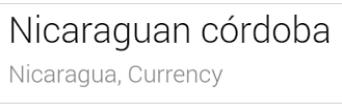
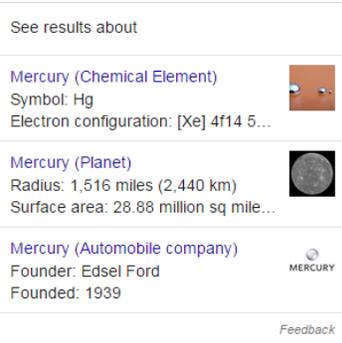
A rating of **Moderately Meets** is assigned to results that are helpful and satisfying for many users or very satisfying for some users.

**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><b>Query:</b> [shutterfly]</p> <p><b>User Location:</b> Boise, Idaho</p> <p><b>User Intent:</b> Go to the Shutterfly website or find information about the company.</p>	<p><a href="#">Shutterfly   CrunchBase</a> www.crunchbase.com/.../shutterfly</p> <p>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 and is easy to read on a mobile device. This result would be helpful for many users or very helpful for some.</p>
<p><b>Query:</b> [tom cruise]</p> <p><b>User Location:</b> Scottsdale, Arizona</p> <p><b>User Intent:</b> Find biographical information or current news/celebrity gossip about Tom Cruise.</p>	<p><a href="#">Tom Cruise Pictures, Biography, Filmography, News ... - Starpulse.com</a> www.starpulse.com/Actors/Cruise_Tom/</p> <p>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 <b>Highly Meets</b>.</p>
<p><b>Query:</b> [seattle, washington]</p> <p><b>User Location:</b> Denver, Colorado</p> <p><b>User Intent:</b> 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><b>Query:</b> [city of angels]</p> <p><b>User Location:</b> Los Angeles, California</p> <p><b>User Intent:</b> Find information about the movie, song, musical, school, or some other entity by this name.</p>	<p>City of Angels Independent Studies School 4 reviews 1449 S San Pedro St, Los Angeles, CA 90015 (213) 745-1100</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><b>Query:</b> [nicaraguan money]</p> <p><b>User Location:</b> Miami, Florida</p> <p><b>User Intent:</b> Find out what Nicaraguan currency is called, what it looks like, the exchange rate, etc.</p>	 <p>Nicaraguan córdoba Nicaragua, Currency</p>		<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><b>Query:</b> [where is virginia in the us]</p> <p><b>User Location:</b> Louisville, Kentucky</p> <p><b>User Intent:</b> Find where the state of Virginia is located in the U.S.</p>	 <p>Virginia is bordered by <b>Maryland</b> and Washington, D.C. to the north and east; by the Atlantic Ocean to the east; by <b>North Carolina</b> and <b>Tennessee</b> to the south; by Kentucky to the west; and by <b>West Virginia</b> to the north and west.</p> <p><a href="#">Virginia - Wikipedia, the free encyclopedia</a> en.m.wikipedia.org/wiki/Virginia</p>		<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><b>Query:</b> [mercury]</p> <p><b>User Location:</b> New Haven, Connecticut</p> <p><b>User Intent:</b> Find information on the chemical element, the planet, or the automobile company.</p>	 <p>See results about</p> <p><b>Mercury (Chemical Element)</b> Symbol: Hg Electron configuration: [Xe] 4f14 5...</p> <p><b>Mercury (Planet)</b> Radius: 1,516 miles (2,440 km) Surface area: 28.88 million sq mile...</p> <p><b>Mercury (Automobile company)</b> Founder: Edsel Ford Founded: 1939</p>		<p>This block contains a brief description of different interpretations for mercury. Clicking on the links will take the user to the search results page for that interpretation. The links may save users from doing follow-up searches to clarify the correct interpretation, but this can be difficult on a phone.</p> <p>While the descriptions are brief, the links are a helpful feature, so the result <b>Moderately Meets</b> the user intent.</p>
<p><b>Query:</b> [every breath you take lyrics]</p> <p><b>User Location:</b> Fort Davis, Texas</p> <p><b>User Intent:</b> Find the lyrics to the song "Every Breath You Take," which was written by Sting.</p>	 <p><b>STING LYRICS - Every Breath You Take - A-Z Lyrics</b> <a href="#">www.azlyrics.com/lyrics/sting/everybreat...</a> Lyrics to "Every Breath You Take" song by STING: Every breath you take Every move you make Every bond you break ...</p>		<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. <b>Moderately Meets</b> is an appropriate rating for average pages with the requested lyrics.</p>
<p><b>Query:</b> [kristen wiig]</p> <p><b>User Location:</b> New York, New York</p> <p><b>User Intent:</b> Find more information about the actress, comedian, writer, and producer.</p>	 <p><b>Kristen Wiig! The Official Website of Kristen Wiig.</b> <a href="#">kristenwiig.com</a> Mobile-friendly - The official website of <b>Kristen Wiig</b>. <b>Kristen Wiig</b> is not on Twitter, Facebook, MySpace, or any other social networking ...</p>		<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>

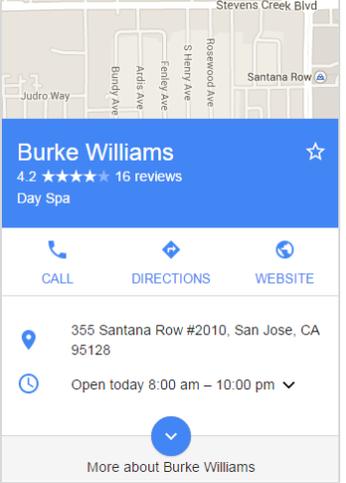
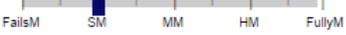
### 13.5 Slightly Meets (SM)

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:** On mobile phones, the "cost of a click" is high. 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
<p><b>Query:</b> [britney spears]</p> <p><b>User Location:</b> Baltimore, Maryland</p> <p><b>User Intent:</b> Find information about Britney Spears (e.g., current news, pictures).</p>	<p><b>Britney Spears Files for Divorce   TMZ.com</b>  <a href="http://www.tmz.com/.../britney-spears-files-for-...">www.tmz.com/.../britney-spears-files-for-...</a>            Nov 7, 2006 - Britney Spears has filed a petition for divorce from Kevin Federline. TMZ obtained the legal papers, ...</p>		<p>The LP of this mobile-friendly 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.</p>
<p><b>Query:</b> [honda odyssey]</p> <p><b>User Location:</b> Miami, Florida</p> <p><b>User Intent:</b> We will assume that users are interested in the current Honda Odyssey model, unless specified otherwise.</p>	<p><b>2010 Honda Odyssey - Kelley Blue Book</b>  <a href="http://www.kbb.com/honda/odyssey/2010-hon-...">www.kbb.com/honda/odyssey/2010-hon-...</a>            Review by KBB.com Editors - Jan 6, 2010            Learn more about the 2010 Honda Odyssey with Kelley Blue Book expert reviews. Discover information including ...</p>		<p>Although the LP has comprehensive information from a reputable source, and is easy to use on a mobile device, 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.</p>
<p><b>Query:</b> [hot dog]</p> <p><b>User Location:</b> Sunnyvale, California</p> <p><b>User Intent:</b> Find information about hot dogs, such as recipes or nutrition information.</p>	<p><b>Hot Dog... The Movie (1984) - IMDb</b>  <a href="http://www.imdb.com/title/tt0087425/">www.imdb.com/title/tt0087425/</a>            Directed by Peter Markle. With David Naughton, Patrick Houser, Tracy Smith, John Patrick Reger. Naive corn-pone ...</p>		<p>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, and is easy to use on a mobile device.</p>
<p><b>Query:</b> [motorcycles]</p> <p><b>User Location:</b> Potsdam, New York</p> <p><b>User Intent:</b> Find information about motorcycles.</p>			<p>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).</p>

Query and User Intent	Result	Rating	Slightly Meets Explanation
<p><b>Query:</b> [abe lincoln's birthday]</p> <p><b>User Location:</b> Fort Davis, Texas</p> <p><b>User Intent:</b> Find this specific piece of information.</p>	<p><a href="#">List of Presidents of the United States by date of birth - Wikipedia</a></p> <p>en.m.wikipedia.org/.../List_of_Presidents...</p> <p>Mobile-friendly - The following is a list of U.S. <b>Presidents</b>, organized by <b>date of birth</b>, plus additional <b>lists</b> of birth related statistics.</p> <p><a href="#">United States Presidents by ...</a></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 <b>SM</b> to <b>SM+</b> an appropriate rating.</p>
<p><b>Query:</b> [lack of sex and problems with my marriage]</p> <p><b>User Location:</b> Waco, Texas</p> <p><b>User Intent:</b> Find help for marital issues.</p>	<p><a href="#">5 Tips to Fix a Sexless Marriage Or Relationship - Ezine Articles</a></p> <p>ezinearticles.com &gt; ... &gt; 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><b>Query:</b> [nail spa]</p> <p><b>User Location:</b> San Jose, California</p> <p><b>User Intent:</b> 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><b>Query:</b> [what type of sharks live in rivers]</p> <p><b>User Location:</b> Tucson, Arizona</p> <p><b>User Intent:</b> 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 <b>Bull Shark</b>.</p> <p><a href="#">Shark Savers :: How Bull Sharks Survive in Fresh Water</a></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><b>Query:</b> [210 area code]</p> <p><b>User Location:</b> Austin, Texas</p> <p><b>User Intent:</b> Find what area uses the 210 area code for phone numbers.</p>	<p>Most of <b>Bexar County</b> stayed in 210, while the <b>San Antonio</b> suburbs and the Texas Hill Country were split off as area code 830. The southern portion became area code 956. The 1997 split made <b>San Antonio</b> one of the few cities that are split between two area codes.</p> <p><a href="#">Area code 210 - Wikipedia, the free encyclopedia</a></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><b>Query:</b> [ibm]</p> <p><b>User Location:</b> Rockville, Maryland</p> <p><b>User Intent:</b> 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><b>Query:</b> [where is nibiru]</p> <p><b>User Location:</b> Oklahoma City, Oklahoma</p> <p><b>User Intent:</b> 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><a href="#">Planet Nibiru has appeared in the sky and DOOMSDAY is on the way ...</a></p> <p><a href="https://www.thesun.co.uk/.../planet-nibiru-has-appeared...">https://www.thesun.co.uk/.../planet-nibiru-has-appeared...</a></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><b>Note:</b> The "cost of a click" is high on mobile phones. Results with very misleading or exaggerated titles should be rated <b>Slightly Meets</b> or lower.</p>
<p><b>Query:</b> [ellen degeneres news]</p> <p><b>User Location:</b> Anaheim, California</p> <p><b>User Intent:</b> Find recent news about the comedian/actress Ellen DeGeneres.</p>	<p><a href="#">Shocking! Ellen's Goodbye...</a></p> <p><a href="http://www.dailymail.co.uk/.../article-2357877/...">www.dailymail.co.uk/.../article-2357877/...</a></p> <p>7 July 2013 – Leaked secret has fans outraged! <b>Ellen</b> has lied for years ...</p>		<p>While the title of this article implies that something bad or outrageous happened involving Ellen, the actual content of the article is about an anti-aging cosmetic that she is claimed to have used. The content of the page is not related to what the misleading and exaggerated title suggests, so it should be rated <b>Slightly Meets</b> or lower.</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 are extremely low quality, have very stale or outdated information, be nearly impossible to use on a mobile device, etc.

**Fails to Meet** should be used for the following types of **Lowest Page Quality** results:

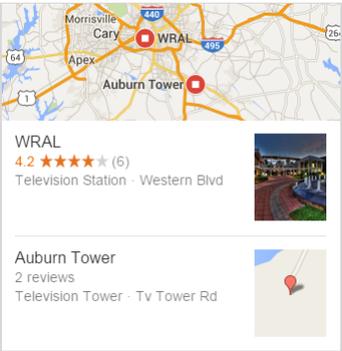
- Results that harm users (e.g., malicious download pages, "phishing" pages or websites, etc.).
- Pages or websites that misrepresent the website's owner or purpose, such as by impersonating a different site (e.g., copied logo or branding of an unaffiliated site, URL that mimics another site's name).
- Pages or websites that appear to be deliberate attempts to misinform or deceive users by presenting factually inaccurate content (e.g., fake product reviews, demonstrably inaccurate news, etc.).
- Pages or websites with factually inaccurate content that can cause harm to users, regardless of their purpose or intent (e.g., inaccurate medical information; inaccurate information about how to vote, obtain a visa or green card, pay government taxes, etc.).

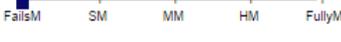
The following should also be rated **Fails to Meet** because they lead to very poor and upsetting user experiences:

- Porn results for non-porn-seeking queries.
- Upsetting or offensive results for queries that are not obviously seeking upsetting or offensive content.
- Pages that directly contradict well-established scientific or medical consensus for queries seeking scientific or medical information, unless the query indicates the user is seeking an alternative viewpoint.
- Pages that directly contradict well-established historical facts (e.g., unsubstantiated conspiracy theories), unless the query clearly indicates the user is seeking an alternative viewpoint.

#### 13.6.1 Examples of Fails to Meet (FailsM) Result Blocks

Query and User Intent	Result	Rating	Fails to Meet Explanation
<p><b>Query:</b> [dogs]</p> <p><b>User Location:</b> Pittsfield Charter Township, Michigan</p> <p><b>User Intent:</b> 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><b>Query:</b> [mike]</p> <p><b>User Location:</b> Eustis, Florida</p> <p><b>User Intent:</b> 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><b>Query:</b> [tampa rays]</p> <p><b>User Location:</b> Tampa, Florida</p> <p><b>User Intent:</b> 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><b>Query:</b> [wral]</p> <p><b>User Location:</b> Wake County, North Carolina</p> <p><b>User Intent:</b> 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><b>Query:</b> [texas farm fertilizer]</p> <p><b>User Location:</b> Dallas, Texas</p> <p><b>User Intent:</b> 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><b>Query:</b> [united 656]</p> <p><b>User Location:</b> Skokie, Illinois</p> <p><b>User Intent:</b> Find information about flight 656 operated by United Airlines (e.g., whether the flight is on time, what gate it is departing from).</p>	 <p>Second Unitarian Church 1 review Church - W Barry Ave</p> <p>O'Hare International Airport 3.6 ★★★★★ (1,007) Airport - W O'Hare Ave Massive airport serving the Midwest</p> <p>Catalyst Ranch 4.6 ★★★★★ (11) Event Venue - W Randolph St</p>		<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 <b>Fails to Meet</b> the user intent.</p>
<p><b>Query:</b> [german cars]</p> <p><b>User Location:</b> Toledo, Ohio</p> <p><b>User Intent:</b> Find information about German cars or go to the official homepage of a German automaker.</p>	<p><b>Subaru of America: Subaru Cars, Sedans, SUVs, Crossovers, Wagons</b> <a href="https://www.subaru.com/">https://www.subaru.com/</a> Visit Subaru of America for reviews, pricing and photos of Subaru Cars, Sedans, Wagons, Crossovers &amp; SUVs.</p>		<p>This LP is the homepage of Subaru, a Japanese car company, not a German car company.</p> <p>The page completely <b>Fails to Meet</b> the user intent and would be helpful for no or very few users.</p>
<p><b>Query:</b> [company to get rid of the possum in my attic]</p> <p><b>User Location:</b> Naperville, Illinois</p> <p><b>User Intent:</b> Find a company to trap and remove a possum from the attic.</p>	<p><b>Complete Pest Control - Adelaide South Australia   Adelaide Pest ...</b> <a href="http://completepest.com.au/">completepest.com.au/</a> Our family owned business has been delivering professional pest control services to metropolitan Adelaide since 1988. <a href="#">Termite Treatments - Pest Specials</a></p>		<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 <b>Fails to Meet</b> the user intent.</p>
<p><b>Query:</b> [starting jets quarterback 2001]</p> <p><b>User Location:</b> Chicago, Illinois</p> <p><b>User Intent:</b> Find the name of the starting quarterback for the New York Jets football team in 2001.</p>	<p><b>New York Jets 2013 Team Player Roster - ESPN</b> <a href="http://espn.go.com/nfl/.../roster/_/.../new-york-j...">espn.go.com/nfl/.../roster/_/.../new-york-j...</a> Complete <b>New York Jets</b> team roster on ESPN.com, including all players, positions, and jersey numbers.</p>		<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 <b>Fails to Meet</b> the user intent.</p>
<p><b>Query:</b> [navigate to yellowstone national park]</p> <p><b>User Location:</b> Denver, Colorado</p> <p><b>User Intent:</b> Navigate to Yellowstone National Park from the user's location.</p>	<p><b>Yellowstone National Park (U.S. National Park Service)</b> <a href="http://www.nps.gov/yell/">www.nps.gov/yell/</a> National Park Service official site with useful information for the park visitor and background on the natural and scientific ... 4.6 ★★★★★ 602 reviews <a href="#">Plan Your Visit - Webcams - Park Roads</a></p>		<p>This web result (the official homepage of Yellowstone National Park) completely fails to respond to the specific <b>Device Action</b> query: to navigate to the park.</p>