General Guidelines Version 5.0

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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 Block Utility (BU) 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.

Buy cheap **iPhone**s for cheap - BuyCheapIphones.123
www.buycheapphones.123/buy-cheap-cheaper
Browse and buy **iPhone**s on the web’s number #1 cheap **iPhone** market place.
Register for FREE! Get cheap **Iphone**s here.

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 series of questions designed 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 this guideline.
- And most importantly—practice doing PQ rating tasks!

The examples in this guideline are very important. Please view each one. Webpages and websites change rapidly, so we use images or "snapshots" of webpages in most of our examples.

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

We will try to avoid using technical jargon, but here are some important definitions:

A **webpage** is a document which is part of the World Wide Web. Webpages can be viewed or "visited" with a web browser such as Chrome. 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 which 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 this guideline, 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 which were created to achieve separate purposes. For example, the Yahoo website is organized into different sections (or hosts), such as Yahoo Finance (finance.yahoo.com), Yahoo Mail (mail.yahoo.com), Yahoo Sports (sports.yahoo.com), etc. Each of these has its own purpose. It’s OK to refer to each of these sections as a website; for example, the Yahoo Finance website and the Yahoo Sports website. You may also refer to pages on Yahoo Finance or Yahoo Sports (even the main entry pages) 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 computer company 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 designs, develops, and/or maintains a website.

Important*:* You don't have to be an expert in URLs, webpages, or website design. But you do need to 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.
- We have very different standards for different types of pages. 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 which are created with intent to harm users, deceive users, or make money with no attempt to help users, will receive a very low PQ rating. More on this later.

As long as the page is created to help users, we will not consider one particular purpose or type of page 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. Each of these types of pages can have highest quality ratings and lowest quality ratings.

Our expectations are different for different kinds of websites. Imagine a website called “Uncle Alex’s Family Photos” (a hypothetical **High** quality example) created with much time and effort for the purpose of sharing photos with relatives. Compare that to the website of a multimillion dollar corporation which exists to sell products. Page quality rating is not “one size fits all.” You have to think about the purpose of the page and website.

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
News website homepage	To display news.
Shopping page	To sell or give information about the product.
Video page	To allow users to watch a video.
Currency converter page	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
Christopher Columbus Page Example	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? 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. After reading about the website on the About This Site 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.
OmNomNomNom Page Example	At first glance, this page may seem pointless or strange. However, it is a page from a humorous site that encourages users to post photos with mouths drawn on them. The purpose of the page is humor or artistic expression. This page has a helpful or beneficial purpose. Even though the About page on this website is not very helpful, the website explains itself on its FAQ page.

2.3 Your Money or Your Life (YMYL) Pages

Some types of pages could potentially impact the future happiness, health, or wealth of users. We call such pages "Your Money or Your Life" pages, or YMYL. The following are YMYL pages:

- Shopping or financial transaction pages: webpages which allow users to make purchases, transfer money, pay bills, etc. online (such as online stores and online banking pages).
- Financial information pages: webpages which provide advice or information about investments, taxes, retirement planning, home purchase, paying for college, buying insurance, etc.
- Medical information pages: webpages which provide advice or information about health, drugs, specific diseases or conditions, mental health, nutrition, etc.
- Legal information pages: webpages which provide legal advice or information on topics such as divorce, child custody, creating a will, becoming a citizen, etc.
- Other: there are many other topics which 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 wealth.

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.

2.4.1 Identifying the Main Content (MC)

Main Content is any part of the page that directly helps the page achieve its purpose. MC can be text, images, videos, or page features such as calculators, games, etc. MC can be user generated content such as videos, reviews, articles, etc. which users have added or uploaded to the page. Note that tabs on some pages lead to even more information, for example, customer reviews. In some cases, you can consider the content under or behind tabs to be part of the MC of the page. Webmasters directly create and/or control the MC of the page.

Type of Page and Purpose	MC Highlighted in Yellow
News website homepage: the purpose is to display news.	MC - News Homepage
News article page: the purpose is to display a news article.	MC - News Article
Store product page: the purpose is to sell or give information about the product. • Content behind the Reviews, Shipping, and Safety Information tabs are considered to be part of the MC	MC - Shopping Page
Video page: the purpose is to allow users to view a video.	MC - Video Page
Currency converter page: the purpose is to calculate equivalent amounts in different currencies.	MC - Currency Converter
Blog post page: the purpose is to display a blog post.	MC - Blog Post Page
Search engine homepage: the purpose is to allow users to enter a query and search the Internet.	MC - Search Engine Homepage
Bank login page: the purpose is to allow users to log in to bank online.	MC - Bank Login Page

2.4.2 Identifying the Supplementary Content (SC)

Supplementary Content contributes to a good user experience on the page, but does not directly help the page achieve its purpose. SC is created by webmasters and is an important part of the user experience. One common type of SC is navigation links which allow users to visit other parts of the website. Note that 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 which *are not* MC or Ads.

Type of Page and Purpose	SC Highlighted in Blue
News website homepage: the purpose is to display news.	SC - News Homepage
News article page: the purpose is to display a news article.	SC - News Article
Store product page: the purpose is to sell or give information about the product.	SC - Shopping Page
Video page: the purpose is to allow users to view a video.	SC - Video Page
Currency converter page: the purpose is to calculate equivalent amounts in different currencies.	SC - Currency Converter
Blog post page: the purpose is to display a blog post.	SC - Blog Post Page
Search engine homepage: the purpose is to allow users to enter a query and search the Internet.	SC - Search Engine Homepage
Bank login page: the purpose is to allow users to log in to bank online.	SC - Bank Login Page

2.4.3 Identifying Advertisements/Monetization (Ads)

Advertisements/Monetization (Ads) is content and/or links that are displayed for the purpose of monetizing (making money from) the page. There are several different ways to monetize a webpage, including advertisements and affiliate programs. See here for more information on website monetization.

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. 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 (for example 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.

Important: 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.

Type of Page and Purpose	Ads Highlighted in Red
News website homepage: the purpose is to display news.	Ads - News Homepage
News article page: the purpose is to display a news article.	Ads - News Article
Video page: the purpose is to allow users to view a video.	Ads - Video Page
Currency converter page: the purpose is to calculate equivalent amounts in different currencies.	Ads - Currency Converter
Blog post page: the purpose is to display a blog post.	Ads - Blog Post Page
Store product page: the purpose is to sell or give information about the product.	No ads
Search engine homepage: the purpose is to allow users to enter a query and search the Internet.	No ads
Bank login page: the purpose is to allow users to log in to bank online.	No ads

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. Carefully 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 website homepage: the purpose is to display news.	Summary - News Homepage
News article page: the purpose is to display a news article.	Summary - News Article
Store product page: the purpose is to sell or give information about the product.	Summary - Shopping Page
Video page: the purpose is to allow users to view a video.	Summary - Video Page
Currency converter page: the purpose is to calculate equivalent amounts in different currencies.	Summary - Currency Converter
Blog post page: the purpose is to display a blog post.	Summary - Blog Post Page
Search engine homepage: the purpose is to allow users to enter a query and search the Internet.	Summary - Search Engine HP
Bank login page: the purpose is to allow users to log in to bank online.	Summary - Bank Login Page

2.5 Understanding the Website

Pages often make more sense when viewed as part of a website. Some of the considerations 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 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 independent sources say about the website, we'll trust the independent sources. See Section 2.7 for more information.

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 URL 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 the logo you would click to navigate to the homepage.

URL of the Task Page	Homepage of the Website	Image that shows where to click to get to the homepage
http://www.williams-sonoma.com/products/shun-premier-7-piece-knife-block-set	http://www.williams-sonoma.com	Williams-Sonoma Homepage This “WILLIAMS-SONOMA” logo shown in the upper left part of the page is clickable and takes users to the homepage of the website.
http://answers.yahoo.com/question/index;_ylt=AnAYEU1fED6ncg1jRCFy30kk5XNG;_ylv=3?qid=20091214193523AAQqHQS	http://answers.yahoo.com In this case, we will consider http://answers.yahoo.com the homepage, rather than http://www.yahoo.com. Why? Because clicking on the logo takes the user to http://answers.yahoo.com. In addition, http://answers.yahoo.com has information about the Yahoo Answers website. It is very difficult to find specific information about http://answers.yahoo.com on the http://www.yahoo.com homepage.	Specific Yahoo Answers Page This “YAHOO ANSWERS” logo in the upper left part of the page is clickable and takes users to the homepage of the website.

URL of the Task Page	Homepage of the Website	Image that shows where to click to get to the homepage
http://hms.harvard.edu/about-hms/facts-figures	http://hms.harvard.edu In this case, we will consider the Harvard Medical School page at http://hms.harvard.edu to be the homepage, rather than http://www.harvard.edu (which is the homepage of Harvard University). Clicking the logo at the top of http://hms.harvard.edu/about-hms/facts-figures takes users to http://hms.harvard.edu, not to http://www.harvard.edu.	Harvard Medical School Facts and Figures Page 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.
https://www.facebook.com/oprahwinfrey	http://www.facebook.com In this case, we will consider http://www.facebook.com the homepage. Clicking the "facebook" logo at the top of https://www.facebook.com/oprahwinfrey takes users to http://www.facebook.com	Oprah Winfrey's Facebook Page The "facebook" logo in the upper left part of the page is clickable and take users to the homepage of the Facebook website.
http://www.library.cornell.edu/colldev/mideast/arbwomn.htm	http://www.library.cornell.edu/ This is the library website of Cornell University.	"Arab Women" article on the Cornell Library website This page does not have any links to the homepage of the Cornell University Library website. The only way to get to the homepage is to modify the URL by removing everything to the right of "library.cornell.edu": http://www.library.cornell.edu/~~colldev/mideast/arbwomn.htm~~
https://www.kernel.org/pub/linux/utils/boot/syslinux/ Note: The rating for this page is discussed in Section 5.4 on examples of **Highest** quality pages	http://www.kernel.org This is the website of an organization which helps Linux users. Limited navigation links is not a problem for this technically savvy audience.	Kernel.org Directory Page This page does not have any links to the homepage of the Kernel website. The only way to get to the homepage is to modify the URL by removing everything to the right of "kernel.org": https://www.kernel.org/~~pub/linux/utils/boot/syslinux/~~

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 which 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
- Dell Blog

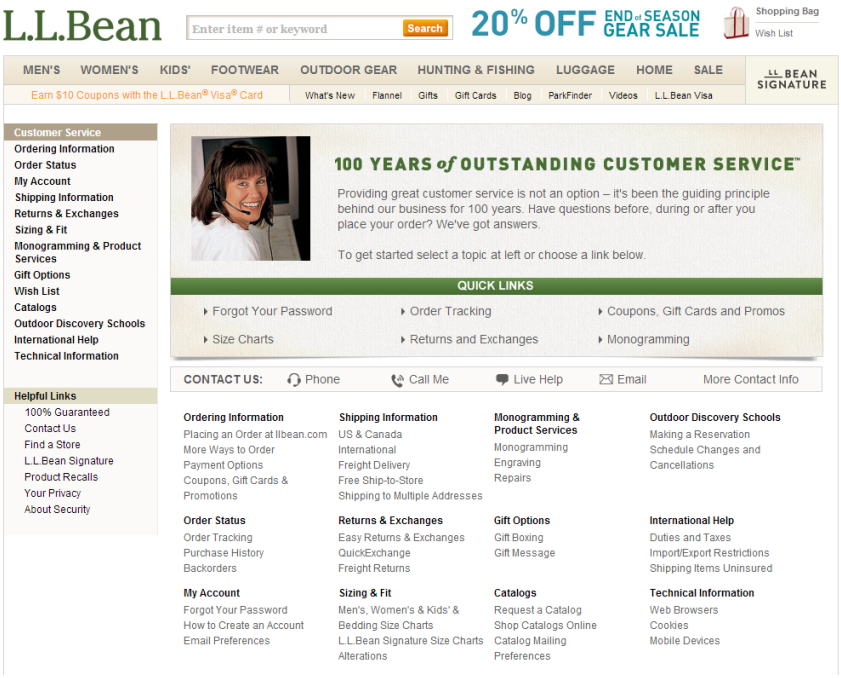
Often a business or organization is responsible for the content of a website, not an individual person. The IBM Corporation is responsible for the content on ibm.com. The Cleveland Clinic is responsible for the content on clevelandclinic.org. An individual is not responsible for the content on these 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. For these websites, you must look at each page to determine the author(s) or creator(s) of the content on that page. For example, the company Facebook is responsible for the Facebook website, but individuals create the content on their personal Facebook pages. Other websites with user-generated content include YouTube, Twitter, other social networking websites, article publishing websites, Q&A websites, forums, etc.

Finally, there are some websites which 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, 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 an online banking website to have.

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.

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!

2.6 Website Maintenance

Webmasters are responsible for updating and maintaining sites they create. Most websites add or change content over time. Web browsers, such as Chrome, update with new versions. Webmasters need to make sure their websites function well for users as web browsers change.

How can you tell that a website is being maintained and cared for? Poke around: Links should work, images should load, content should be added and updated over time, etc.

Exercise caution relying on dates: Some webpages automatically display the current date. Rather than just looking for a recent date, search for evidence that effort is being made to keep the website up to date and running smoothly.

Finally, the types of updates needed depend on the purpose of the website and type of content. We expect news websites to add articles very frequently and to date each article. Typically, published news article content doesn't change (unless to correct for errors), but new articles are added. On other websites, individual pages created on a topic are updated as new information becomes available. Wikipedia is an example of this. For these kinds of sites, we would expect individual pages to be updated as information changes.

2.7 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.

Many websites are eager to tell users how great they are. 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.

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.

Note: Some webmasters have read these rating guidelines and have included information on their sites to influence your Page Quality rating!

2.7.1 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 very 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.

2.7.2 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 which is not related to its reputation. For example, pages with information about Internet traffic to the website do not provide evidence of positive or negative reputation. You can ignore this information since it's not helpful for Page Quality rating.

2.7.3 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.

2.7.4 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 which excludes pages on ibm.com.
   - ["ibm.com" –site:ibm.com]: A search for "ibm.com" which excludes pages on ibm.com.
   - [ibm reviews –site:ibm.com] A search for reviews of IBM which excludes pages on ibm.com.
   - ["ibm.com" reviews –site:ibm.com]: A search for reviews of "ibm.com" which excludes pages on ibm.com.

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 Product Search. 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, 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. 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
annualcreditreport.com	Search results for [annualcreditreport.com -site:annualcreditreport.com] Wikipedia article about annualcreditreport.com Wall Street Journal article about annualcreditreport.com	**Positive reputation information**: Users in the U.S. can obtain free credit reports on this website by providing their Social Security Number. Notice that this Wikipedia article tells us that "AnnualCreditReport.com is the only federally mandated and authorized source for obtaining a free credit report."

Website	Reputation Information About the Site	Description
clevelandclinic.org	Search results for [clevelandclinic.org] Wikipedia article about clevelandclinic.org US News & World Report article about the best hospitals in the U.S.	**Positive reputation information**: 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 & 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.
csmonitor.com	Search results for [csmonitor.com - site:csmonitor.com] Wikipedia article about The Christian Science Monitor	**Positive reputation information**: Notice the highlighted section in the Wikipedia article about The Christian Science Monitor newspaper, which tells us that the newspaper has won seven Pulitzer Prize awards. From this information, we can infer that the csmonitor.com website has a positive reputation.
llbean.com	Search results for [llbean.com reviews – site:llbean.com] LL Bean positive reviews 1 LL Bean positive reviews 2 LL Bean positive reviews 3	**Positive reputation information**: From the numerous positive reviews, we can infer that llbean.com has a positive reputation.
kernel.org	Search results for [kernel.org – site:kernel.org] Wikipedia article about kernel.org	**Positive reputation information**: 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."
Site selling children's jungle gym	Search to find reputation information Search to find reviews BBB negative review TrustLink negative reviews Negative news article	**Extremely negative reputation information**: This business has a BBB rating of F. There is a news article about financial fraud. There are many reviews on websites describing users sending money and not receiving anything.
Site selling products related to eyewear	Search to find reputation information BBB page Wikipedia article New York Times article	**Extremely negative/malicious reputation information**: This website engaged in criminal behavior such as physically threatening users.

Website	Reputation Information About the Site	Description
Organization serving the hospitalized veteran community	Search to find scams related this organization Negative review 1 Negative review 2 Negative review 3 Negative review 4	**Extremely negative reputation information**: There are many detailed negative articles on news sites and charity watchdog sites about this organization describing fraud and financial mishandling.

2.7.5 What to Do When You Find No Reputation Information

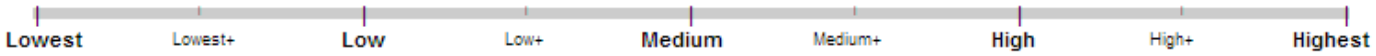
You should expect to find reputation information for large businesses and websites of large organizations.

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**, the **Low+** rating 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.

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 rating requires at least one of the following high quality characteristics:

- A satisfying amount of high quality MC.
- The page and website are expert, authoritative, and trustworthy for the topic of the page.
- The website has a good reputation for the topic of the page.

In addition, the page and website should have most of the following:

- A satisfying amount of website information, for example, About Us information, Contact or Customer Service information, etc.
- SC which contributes to a satisfying user experience on the page and website.
- Functional page design which allows users to easily focus on MC and use SC as desired.
- A website which is well cared for and maintained.

4.2 A Satisfying Amount of High Quality Main Content

The quality of the MC is one of the most important considerations in Page Quality rating. 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 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, play with 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 encyclopedia articles should be factual, accurate, clearly written, and comprehensive. High quality shopping content should allow you to find the products you want and to purchase the products easily. High quality humor content should be entertaining.

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 more narrow topic. Here are some examples of pages with a satisfying amount of high quality MC.

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

4.3 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. 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 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 financial advice, legal advice, tax advice, etc., should come from expert sources and be maintained and updated.
- High quality advice pages on topics such as home remodeling (which can cost thousands of dollars) or advice on parenting issues (which can impact the future happiness of a family) should also come from "expert" sources which 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/page/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. However, 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.

4.4 Positive Reputation

Reputation is an important consideration when using the **High** rating. 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. A very positive reputation can be a reason for using the **High** rating for an otherwise **Medium** page.

4.5 Helpful Supplementary Content

Supplementary Content can be a large part of what makes a **High** quality page very satisfying for its purpose. Features designed to help shoppers find other products they might also like can be as helpful as the MC on the page. Ways to find other cool stuff on entertainment websites can keep users browsing happily. Helpful SC on a recipe webpage can make the difference between whether the recipe is a success or a failure.

Helpful SC is content that is specifically targeted to the content and purpose of the page. For example, very helpful SC on a recipe page might be a feature to multiply or divide the recipe to make the right quantity of food for a given number of people. Very helpful SC content on a shopping page might be other popular makers or models of the same kind of product featured on the page.

Large websites with many pages benefit from helpful, specialized SC. SC allows users to find related and interesting content on websites with many pages. Smaller websites such as websites for local businesses and community organizations, or personal websites and blogs, may need less SC for their purpose. A page can still receive a **High** or even **Highest** rating with no SC at all.

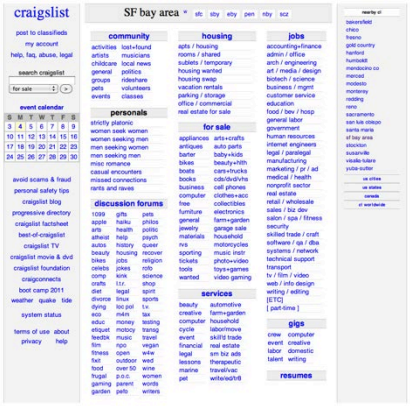
4.6 Functional Page Design

High quality pages are designed to achieve their purpose: they are well organized, use space effectively, and have a functional overall layout. While every page is different, functional pages should have the following characteristics:

- The MC should be prominently displayed "front and center."
- The MC should be immediately visible when a user opens the page.
- It should be clear what the MC actually is. The page design, organization, and use of space, as well as the choice of font, font size, background, etc., should make the MC very clear.
- Ads and SC should be arranged so as not to distract from the MC—Ads and SC are there should the user want them, but they should be easily "ignorable" if the user is not interested.
- It should be clear what parts of the page are Ads, either by explicit labeling or simply by page organization or design.

Like everything else, functional page design depends on the purpose of the page. What constitutes functional design for a shopping page may be very different from what constitutes functional design for an informational page.

Important: Some pages are "prettier" or more professional looking than others, but you should not rate based on how "nice" the page looks. A page can be very functional and achieve its purpose without being "pretty." Here are some examples of functional (but perhaps not "pretty") page design. You can click the examples to make them larger.

Classified Advertising Website Example	US Naval Clock Page Example
	

4.7 A Satisfying Amount of Website Information

Websites frequently include the following information:

- About Us information.
- Contact or Customer Service information.
- Information about who is responsible for the content and maintenance of the website.

Think about the purpose of the website and the type of content that might be available when considering what website information would be expected or demanded. High quality websites provide clear and satisfying information for their purpose. YMYL websites demand a high degree of trust and need satisfying website information.

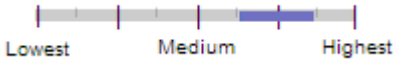
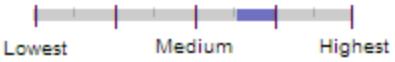
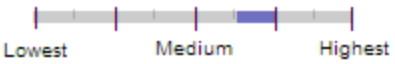
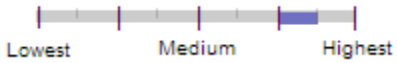
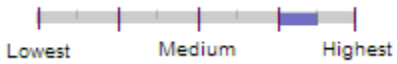
Other non-YMYL websites may need far less website information depending on their purpose. For example, an email address may be sufficient for some **High** or even **Highest** quality pages.

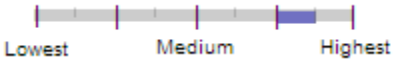
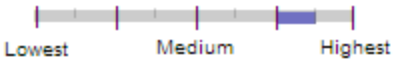
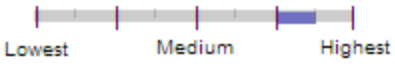
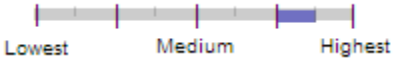
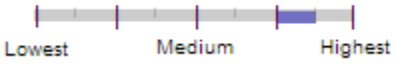
4.8 A Well Cared For and Maintained Website

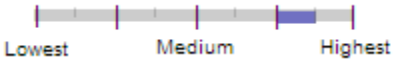
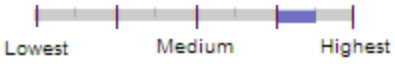
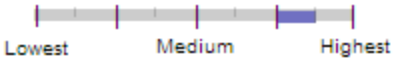
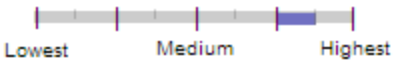
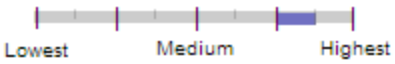
High quality large news websites are frequently updated, often adding news articles many times a day. **High** quality medical advice websites keep all of their informational pages current. Other websites, such as websites for small businesses, may be updated less frequently since addresses and store hours rarely change.

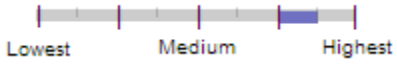
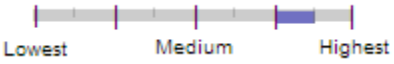
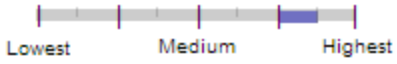
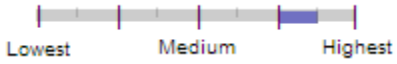
How frequently a website should be updated depends on its purpose. However, all **High** quality websites are well cared for, maintained, and updated appropriately.

4.9 Examples of High Quality Pages

Webpage/Type of Content	High Quality Characteristics/PQ Rating	PQ Rating and Explanation
High: Government agency US Naval Observatory Master Clock page	• Functional page design • Highly trustworthy for the purpose of the page	 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.
High: Humor Article on a humor website	• High quality humorous MC • Positive reputation as a humor website	 This website is well known for its humorous, satirical articles. This is a cute example of a satisfying and funny article.
High: Small business 1 Local fish & chips restaurant	• Authoritative for the topic of the page	 This is an “about us” page on a restaurant website. The purpose of the website is to give information about the restaurant: address, hours, menu, contact information, etc. This website is highly authoritative because it is about itself.
High: Small business 2 Local preservation center	• Authoritative for the topic of the page • A satisfying amount of high quality MC	 This is the News and Updates section of a local preservation center selling poultry, vegetables, and more. While the 2007 copyright date is outdated, most of the pages, including this one, have recent updates from 2014. For this small business, the page design is functional for the purpose of the page.
High: News 1 Homepage of a newspaper	• A satisfying amount of high quality MC • Positive reputation	 This newspaper has won seven Pulitzer Prize awards.

Webpage/Type of Content	High Quality Characteristics/PQ Rating	PQ Rating and Explanation
High: News 2 Article on a newspaper website	• A satisfying amount of high quality MC • Positive reputation for the website	 This is an article on a newspaper website which has won nine 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.
High: Blog post Parenting article about strollers	• A satisfying amount of high quality MC • Very positive reputation for the website • Positive reputation for this specific blog and author	 This is a blog post on a newspaper which 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.
High: Shopping 1 Backpack shopping page on a popular store website (YMYL)	• A satisfying amount of high quality MC • Positive reputation • Very helpful SC	 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. This is a well-known, reputable merchant, with detailed Customer Service information on the site. The SC features are particularly helpful. For example, the filters allow users to show results by categories such as color, style, and price.
High: Shopping 2 Bathroom décor page on a store website (YMYL)	• Satisfying amount of high quality MC • Expertise in the type of merchandise they are selling • Positive reputation	 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.
High: Shopping 3 TomTom GPS page on an electronics website (YMYL)	• A satisfying or comprehensive amount of very high quality MC • Expertise in the type of merchandise they are selling • Positive reputation	 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.

Webpage/Type of Content	High Quality Characteristics/PQ Rating	PQ Rating and Explanation
High: Video 1 Saturday Night Live video on a video website	• A satisfying or comprehensive amount of very high quality MC • Very helpful SC	 The MC of this video page is an episode of Saturday Night Live, a very popular television show. Below the main video, there are many other videos that users may also be interested in. This SC is very helpful.
High: Video 2 "An Engineer's Guide to Cats" video	• A satisfying amount of high quality MC • Everyday expertise in the topic of cat ownership • Very helpful SC	 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. Also, this video is part of a humorous series of cat care videos and the SC includes many other cute and funny cat videos.
High: Financial Financial Markets page on a newspaper website (YMYL)	• High quality MC • Helpful SC • Authoritative and trustworthy	 This newspaper has won two Pulitzer Prize awards and has a positive reputation, though it is not an acknowledged expert in financial news.
High: Game Online game	• A satisfying or comprehensive amount of very high quality MC • Positive reputation	 Highly engaging game with multiple levels that could entertain a child for hours. This website has a positive reputation for educating children about animals.
High: Q&A 1 How long do cancer patients live	• Everyday expertise • A satisfying amount of high quality MC	 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.

Webpage/Type of Content	High Quality Characteristics/PQ Rating	PQ Rating and Explanation
High: Q&A 2 Q&A page on which Hillary Clinton asks users for their personal opinions	• A satisfying or comprehensive amount of very high quality MC • Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page	 Since the question asks for ordinary people's opinions, everyday expertise is desired. Many of the answers are well written and thoughtful. It is clear that many people spent time answering this question, doing their best to help Hillary Clinton understand their perspectives. Web research can help confirm that it was really Hillary Clinton asking the questions. Keep in mind that for any type of page, including Q&A pages, 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.
High: Encyclopedia Encyclopedia article about the American Civil War	• A satisfying or comprehensive amount of high quality MC • Positive reputation for accurate information	 This is a comprehensive article about the American Civil War. The website has a good reputation for accuracy. In addition to the article itself, there are many helpful references and citations to support the content.
High: Forum 1 Authenticating a luxury designer purse	• High level of expertise for this topic; authoritative and trustworthy for the purpose of the page • A satisfying amount of high quality MC	 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.
High: Forum 2 Landscaping an aquarium	• High level of expertise for this topic; authoritative and trustworthy for the purpose of the page • A satisfying amount of high quality MC	 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.

5.0 Highest Quality Pages

Highest pages are very satisfying pages which 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? We require at least one of the following:

- Very high or highest quality MC, with demonstrated expertise, talent, and/or skill.
- Very high level of expertise, authoritativeness, and trustworthiness (page and website) on the topic of the page.
- Very good reputation (website or author) on the topic of 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. 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. The **Highest** rating may be justified for pages with a satisfying or comprehensive amount of very high quality MC.

5.2 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 a page on the blog of a home cooking enthusiast. 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.

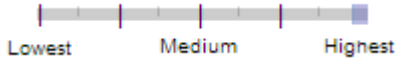
Think about what expertise, authoritativeness, and trustworthiness mean for the topic of the page. Who are the experts? What makes a source trustworthy for the topic? What makes a website highly authoritative for the topic?

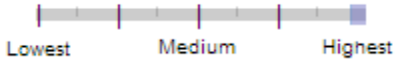
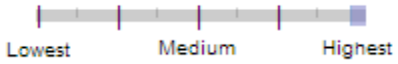
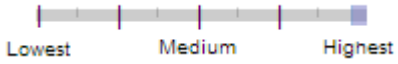
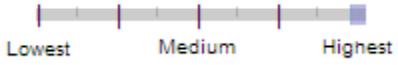
5.3 Very Positive Reputation

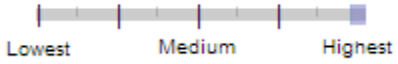
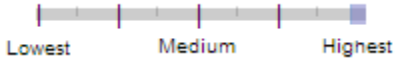
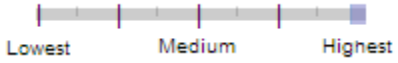
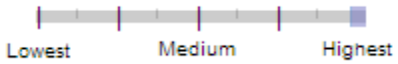
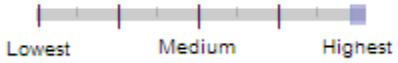
Reputation research is important when giving **Highest** ratings. Very positive reputation is often based on prestigious awards or recommendations from known experts or professional societies on the topic of the website. Wikipedia and other informational sources can be a good starting point for reputation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

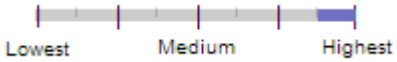
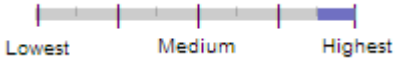
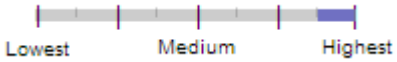
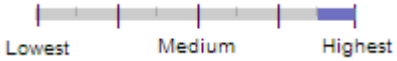
For some topics, such as humor or recipes, less formal expertise is OK. For these topics, popularity, user engagement, and user reviews can be considered evidence of reputation. For topics which need less formal expertise, websites can be considered to have a positive reputation if they are highly popular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

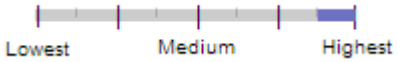
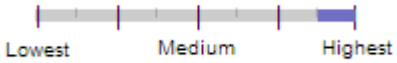
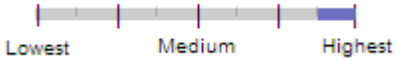
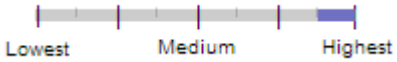
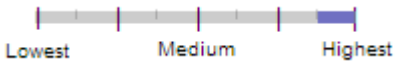
5.4 Examples of Highest Quality Pages

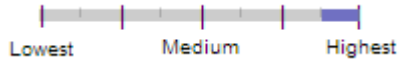
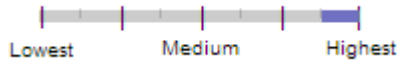
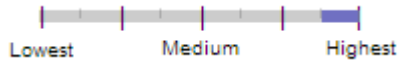
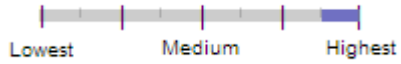
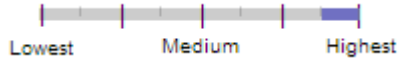
Webpage/Type of Content	Highest Quality Characteristics of the Page	PQ Rating and Explanation
Highest: Technical 1 Software tips	• A satisfying or comprehensive amount of very high quality MC • Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page	 This page 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.

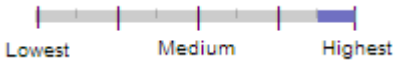
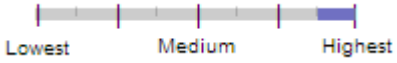
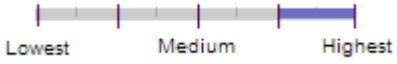
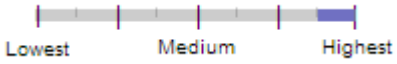
Webpage/Type of Content	Highest Quality Characteristics of the Page	PQ Rating and Explanation
Highest: Technical 2 Linux Kernel archives	• A satisfying or comprehensive amount of very high quality MC • Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page	 From this Wikipedia article, we learn that "Kernel.org is a main repository of source code for the Linux kernel, the base of the popular Linux operating system. It makes all versions of the source code available to all users... The main purpose of the site is to host a repository for Linux kernel developers and maintainers of Linux distributions." This website is the most authoritative source for information about Linux.
Highest: Financial 1 Credit report information website (YMYL)	• Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page • Very positive reputation	 Users in the U.S. can obtain free credit reports on this website by providing their Social Security Number. This Wikipedia article tells us that this website is "the only federally mandated and authorized source for obtaining a free credit report."
Highest: Financial 2 Tax forms page (YMYL)	• A satisfying or comprehensive amount of very high quality MC for the purpose of the page • Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page	 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 highly authoritative and trustworthy.
Highest: Government agency Yosemite National Park information	• A satisfying amount of very high quality MC for the purpose of the page • Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page	 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 highly authoritative.

Webpage/Type of Content	Highest Quality Characteristics of the Page	PQ Rating and Explanation
Highest: Medical 1 BMI calculator (YMYL)	• Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page	 The purpose of this page is to provide an online BMI (Body Mass Index) calculator. The calculator is functional and easy to use. There is nice SC in the form of helpful articles on the left, as well as an app to download. 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.
Highest: Medical 2 Page about meningitis (YMYL)	• Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page • Very positive reputation	 This is a meningitis 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.
Highest: Medical 3 Health information on a hospital page (YMYL)	• Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page • Very positive reputation	 According to this Wikipedia article, this hospital is "currently regarded as one of the top 4 hospitals in the United States as rated by U.S. News & World Report." Users can trust medical information on this website.
Highest: Medical 4 Page about seasonal flu (YMYL)	• Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page • Very positive reputation	 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.
Highest: Entertainment Humor website	• A satisfying or comprehensive amount of very high quality MC • Very positive reputation	 This comedian has won multiple prestigious awards for his TV show. This is the homepage of his official website. 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.

Webpage/Type of Content	Highest Quality Characteristics of the Page	PQ Rating and Explanation
Highest: Shopping Backpack shopping page (YMYL)	• A satisfying or comprehensive amount of very high quality MC • Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page • Very positive reputation	 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. 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.
Highest: Login Online banking login page (YMYL)	• A satisfying amount of high quality MC for its purpose • Positive reputation • Very helpful SC which contributes to a highly satisfying user experience • Highly satisfying website contact information	 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.
Highest: Page with Error Message “Custom 404” page	• A satisfying amount of high quality MC for its purpose • Very positive reputation • Helpful SC which improves the user experience	 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. This publication has a very positive reputation and is specifically known for its cartoons. 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 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.
Highest: Recipes 1 Pumpkin pie recipe	• A satisfying amount of high quality MC • Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page • Very helpful SC which contributes to a highly satisfying user experience	 The website is one of the most popular recipe websites. The page design allows users to easily find the recipe. There are Ads, but it does not interfere with the MC on the page. In addition, this page has a large number of user reviews of the recipe and other very helpful SC, including detailed preparation time information, a “recipe box” feature, etc.

Webpage/Type of Content	Highest Quality Characteristics of the Page	PQ Rating and Explanation
Highest: Recipes 2 Basic pizza dough recipe	• A satisfying amount of high quality MC • Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page • Very helpful SC which contributes to a highly satisfying user experience	 The website is one of the most popular recipe websites. The page design allows users to easily find the recipe. There are Ads, but it does not interfere with the MC on the page. In addition, this page has a large number of user reviews of the recipe and other very helpful SC, including detailed nutrition information, a “recipe box” feature, etc.
Highest: Recipes 3 Clam Chowder recipe	• A satisfying amount of high quality MC • Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page • Very helpful SC which contributes to a highly satisfying user experience	 The website is one of the most popular recipe websites. The page design allows users to easily find the recipe. There are Ads, but it does not interfere with the MC on the page. This page has a very large number of user reviews of the recipe and other very helpful SC, including a shopping list, a “recipe box” feature, etc. Even though this user does not seem to be a professional chef, recipes are an example of everyday expertise, and this particular recipe is highly rated by many people.
Highest: Recipes 4 Chocolate chip cookie recipe on a recipe blog	• A satisfying or comprehensive amount of very high quality MC • Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page	 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.
Highest: Video 1 The band OK Go’s music video for the song “This Too Shall Pass”	• A satisfying or comprehensive amount of very high quality MC • Very high level of expertise, highly authoritative/highly trustworthy	 This is a high quality, professionally produced video on the band’s official channel.
Highest: Video 2 “Henri 2, Paw de Deux” video	• A satisfying or comprehensive amount of very high quality MC • Very positive reputation for this particular video	 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.

Webpage/Type of Content	Highest Quality Characteristics of the Page	PQ Rating and Explanation
Highest: Video 3 Saturday Night Live video on the TV network's website	• A satisfying or comprehensive amount of very high quality MC • Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page	 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.
Highest: Charity Homepage of a charity (YMYL)	• Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page • Very positive reputation, and the website is responsible for all content on the website	 This is a highly reputable charity according to multiple charity rating organizations.
Highest: Q&A Q&A page on abbreviations	• Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page • Very positive reputation, and the website is responsible for all content on the website	 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.
Highest: Informational 1 Ball gown wedding dress page	• A satisfying or comprehensive amount of very high quality MC • Positive reputation	 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.
Highest: Informational 2 Haunted hotel in Texas	• A satisfying or comprehensive amount of very high quality MC • High level of expertise; authoritative and trustworthy for the purpose of the page	 There is no formal recognition of expertise or authority for this topic. However, this page has extensive information and a very detailed account of how this place is haunted, including a history of the hotel. It's clear that time, effort, and expertise went into writing the content on this page. Although the only contact information for the website is a phone number and contact form, it is sufficient for this type of website.

Webpage/Type of Content	Highest Quality Characteristics of the Page	PQ Rating and Explanation
Highest: Magazine Article titled “Secret Fears of the Super-Rich”	• A satisfying or comprehensive amount of very high quality MC • Very Positive reputation	 This is a very high quality and in-depth article on an award winning magazine website.
Highest: Classified Ads Classified ads website homepage (YMYL)	• Very positive reputation	 The leading website for classified ads.
Highest: Article Interview with musical artist	• A satisfying or comprehensive amount of very high quality MC • Very positive reputation and the website is responsible for the MC on the page • This magazine is very well known and well regarded for content about artists and bands	 This magazine has a positive reputation for interviews with musicians. There is a large quantity of high quality MC.
Highest: PDF File Campus map	• A satisfying or comprehensive amount of very high quality MC • High or very high level of expertise; authoritative and trustworthy for the purpose of the page	 This PDF file is a detailed campus map of a major univeristy, 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.

6.0 Low Quality Pages

In this section, we will describe characteristics of **Low** quality pages.

Low quality pages are unsatisfying or lacking in some element that prevents them from achieving their purpose well.

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

- The quality of the MC is low.
- There is an unsatisfying amount of MC for the purpose of the page.
- 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 website has a negative reputation.
- The SC is distracting or unhelpful for the purpose of the page.

In addition, any of the following characteristics by itself may be a reason for a **Low** rating. Occasionally, these characteristics may be true of **Medium** or **High** quality small, amateur, or personal websites. For example, "Uncle Alex's Family Photos" website (a hypothetical **High** quality example) may have slightly odd page design or be updated infrequently, but the website still achieves its purpose well. Please use your judgment and think carefully about the purpose of the page.

- There is an unsatisfying amount of website information.
- The page is lacking helpful SC.
- The page design is lacking. For example, the page layout or use of space distracts from the MC, making it difficult to use the MC.
- The website is lacking maintenance and updates.

6.1 Low Quality Main Content

One of the most important considerations in PQ rating is the quality of the MC. The quality of the MC is determined by how much time, effort, expertise, and talent/skill have gone into the creation 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.
- Making things up.
- Writing quickly with no drafts or editing.
- 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 in Argentina. Argentina has borders. Some people like Argentina."
- Using a lot of words to communicate only basic ideas or facts, for example, "Pandas eat bamboo. Pandas eat a lot of bamboo. It's 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. Pages with low quality MC do not achieve their purpose well.

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 with just a few paragraphs on a very broad topic such as World War II.

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

6.3 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. Even everyday topics, such as recipes and housecleaning, 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.

A warning about user-contributed content: Many websites allow almost anyone to publish pretty much anything. Contributors choose their own topics with no oversight. Contributors may have very poor writing skills or may have absolutely no expertise in the topic of the page. Contributors may be paid per article (in some cases they may be paid per 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.

However, some types of user-generated content have a high level of expertise. There are forums of experts on topics ranging from sewing to car repair to do-it-yourself home improvement projects. User-posted content can be highly trustworthy for many everyday topics. In fact, for some unusual hobbies, the most expert advice may exist on blogs, forums, and other user-generated content websites. For such topics, try to gauge the experience and expertise of the author(s) to decide if the page is trustworthy. Please value everyday expertise and experience for everyday topics.

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

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.

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 Characteristics Which May Be Evidence of Low Quality

We have very different standards for pages on large, professionally-produced business websites than we have for small amateur, hobbyist, or personal websites. The type of page design and level of professionalism 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.

The following sections discuss page characteristics which may be evidence of **Low** quality. Occasionally, these same characteristics may be present on smaller amateur or personal websites and are not a concern. Please use your judgment when deciding whether these characteristics are evidence of low quality on the page you are evaluating, or merely a sign of non-professional but acceptable small, amateur, or personal website design, for example, “Uncle Alex’s Family Photos” website (a hypothetical **High** quality example).

6.5.1 Unhelpful or Distracting Supplementary Content

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.

Sometimes, distracting and unhelpful SC is actually Ads. We can consider this both unhelpful/distracting SC as well as deceptive/misleading page design.

Here is an example of a page with highly distracting SC in the right-hand column under the label “Top Posts & Pages.”

Look carefully at the SC. If it is unhelpful or distracting, think about why it is included on the page. Unhelpful or distracting SC that benefits the website rather than helping the user is a reason for a **Low** rating.

6.5.2 Lacking Supplementary Content

Some pages have a small amount of SC and other pages have no SC at all. You must use your judgment when deciding whether such pages should receive the **Low** rating.

Some "webpages" are actually PDF files or image files (such as PNG or JPEG files) which many browsers now display. We would not expect a PDF page or an image file to have any SC at all.

Other types of pages may have a small amount of SC. Local libraries, small local businesses, small community organizations, etc. often exist to benefit the local community, and may not have a professional web designer for their website. A lack of SC on these types of small, local websites may not be an issue since the purpose of the page is often to provide information to a small community of users.

For example, Uncle Alex created "Uncle Alex's Family Photos" website (a hypothetical **High** quality example) to share photos with family and friends. There is not a large amount of MC and not a lot of content to navigate, therefore, a small amount or even no SC is acceptable.

However, we do expect websites of large companies and organizations to put a great deal of effort into creating a good user experience on their website, including having helpful SC. For large websites, SC may be one of the primary ways that users explore the website and find MC, and a lack of helpful SC on large websites with a lot of content may be a reason for a **Low** rating.

To summarize, a lack of helpful SC may be a reason for a **Low** quality rating, depending on the purpose of the page and the type of website. We have different standards for small websites which exist to serve their communities versus large websites with a large volume of webpages and content. For some types of "webpages," such as PDFs and JPEG files, we expect no SC at all. Please use your judgment.

6.5.3 Poor Page Design

Sometimes, amateur websites have less professional looking page design. A page that looks like it was created in the 1990s is OK if the page is functional for its purpose. "Uncle Alex's Family Photos" website (a hypothetical **High** quality example) may have an unusual choice of font color or background, but it still functions well for its intended audience.

However, some pages are deliberately designed to shift the user's attention from the MC to the Ads, monetized links, or SC. In these cases, the MC becomes difficult to read or use, resulting in a poor user experience. These pages should be rated **Low**.

Here are some examples of pages with poor page design, organization, layout, or use of space, which should be rated **Low**:

- Many Ads or highly distracting Ads on the visible part of the page when it first loads in the browser (before you do any scrolling), making it difficult to read the MC.
- Repeated insertion of Ads between sections of the MC, so that the page jolts the user back and forth between MC and Ads in a way that makes the MC difficult to read.
- Invasive Ads, such as popups that cannot be closed.
- A large quantity of Ads with a relatively small amount of helpful MC.
- Text ads, placed beside or within the site's navigation links, which may confuse users.

If a page seems poorly designed, take a good look. Ask yourself if the page was deliberately designed to draw attention away from the MC. If so, the **Low** rating is appropriate. Not sure? Keep looking for other **High** or **Low** quality characteristics.

6.5.4 Lacking Care and Maintenance

Sometimes a website may seem a little neglected: links may be broken, images may not load, and content may feel stale or outdated.

Irregular or infrequent updates may be OK for some websites; it depends on their purpose. For example, sometimes ordinary people set up family photo websites or personal blogs, but rarely update them. We would usually not consider such websites to be inadequately updated or maintained.

Websites with medical information, legal information, tax information, etc. must be updated frequently. Users expect information about the most current medical thinking, current laws, this year's tax information, etc.

Other types of websites need frequent updates as well, for example, websites with sports information, celebrity gossip, news, etc. Note that we are describing websites, not individual articles. Typically, news organizations publish "new" news articles as a way to keep their site up-to-date. Other types of websites update content on individual pages as a way to keep their site up-to-date, for example, encyclopedia websites.

Important: The date on an individual news article is not a reason for a **Low** page quality rating. However, if a website is not being maintained and updated enough for its purpose, that is a reason for a **Low** page quality rating.

If a website feels neglected, look carefully. Think about the purpose of the website. A year without updates for "Uncle Alex's Family Photos" website (a hypothetical **High** quality example) is fine. A few days without new articles on a major national news website is not acceptable. Use your judgment. If the website feels inadequately updated and inadequately maintained for its purpose, the **Low** rating is probably warranted.

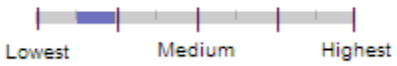
6.5.5 Unsatisfying Amount of Information about the Website

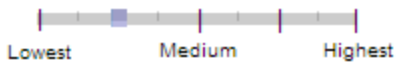
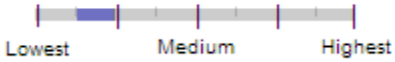
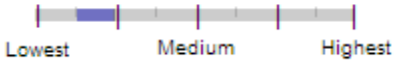
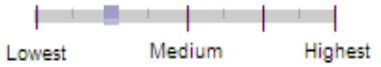
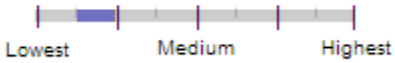
We expect some form of website information for many or most websites. However, the amount of website information needed depends on the purpose of the website. For personal websites, an email address alone may be sufficient.

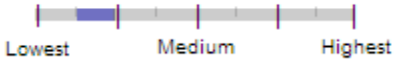
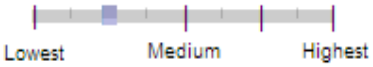
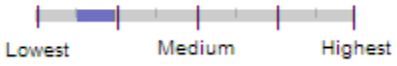
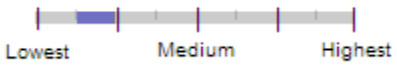
Stores and websites which process financial transactions require a high level of user trust. If a store or financial transaction website has just an email address and physical address, it may be difficult to get help if there are issues with the transaction. Likewise, many other types of YMYL websites also require a high degree of user trust. Just an email address and a physical address may not give users enough information to feel the website can be trusted.

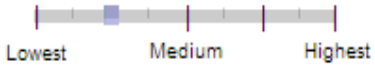
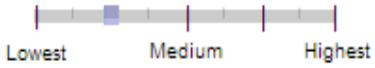
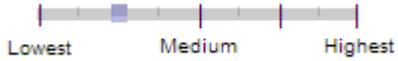
Important: For YMYL pages and other pages which require a high level of user trust, an unsatisfying amount of any of the following is a reason to give a page a **Low** quality rating: customer service information, contact information, or information about who is responsible for the website. For other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

6.6 Examples of Low Quality Pages

Type of Webpage/Content	Low Quality Characteristics of the Page	Explanation
Low: Informational 1 40th birthday party food ideas	• Low quality MC • Poor page design • The website may be abandoned	 This page and website have many of characteristics of **Low** quality pages. Close observation shows MC which contains mostly commonly known information and poor quality writing. The MC is broken up by large Ads.

Type of Webpage/Content	Low Quality Characteristics of the Page	Explanation
Low: Informational 2 Q&A unanswered question	• Unsatisfying amount of MC for the purpose of the page	 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.
Low: Article 1 Article with tips for dressing for the office	• Low or lowest quality MC • Poor page design	 This content has many problems: poor spelling and grammar, complete lack of editing, inaccurate information. The poor quality of the MC is a reason for the **Lowest+** to **Low** rating. In addition, the popover ads (the words that are double underlined in blue) can make the main content difficult to read, resulting in a poor user experience.
Low: Article 2 Using ginger for your health	• Low or Lowest quality MC • Poor page design • Lacking E-A-T	 This article is so poorly written that it is difficult to understand. There is no evidence of expertise or even accuracy. In addition, a large amount of SC and popover Ads interrupt the MC.
Low: News Article about the 2010 Forbes list of the most powerful women in the world	• Low quality MC	 Due to lack of care in the creation of this content, the page does not warrant a rating higher than **Low**. For example, there are multiple misspellings (Bracak Obama, Hilary Clinton).
Low: Recipes 1 Apple pie recipe	• Low quality MC • Lacking SC • Poor page design	 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 a pre-made crust as an ingredient. This page is lacking the kind of helpful SC 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. There is mild keyword stuffing (in pink text) at the top: "best homemade apple pie recipe, easy apple pie recipe, apple pie filling recipe, moms apple pie." This small pink text is not helpful for users, and is included to manipulate search engine ranking.

Type of Webpage/Content	Low Quality Characteristics of the Page	Explanation
Low: Recipes 2 Gluten-free New York cheesecake recipe	• Very distracting and unhelpful SC • Poor page design	 This is an example of poor page design. There are large Ads in the main column pushing down the MC. On the side are highly distracting SC that are labeled “Top Posts & Pages.” It is unclear whether these are SC or Ads.
Low: Q&A1 Page about Native American customs	• Lacking expertise; not very trustworthy or authoritative for the purpose of the page	 There are 94 answers to this question with a few responses that seem helpful. Many of the posts are deliberately incorrect or misleading, including the top answer, which is labled the “best answer.”
Low: Q&A 2 Page about a 2002 Volvo part	• Misleading page design • Unsatisfying amount of MC for the purpose of the page	 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. 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 or mildly deceptive.
Low: Q&A 3 Page about water and soil	• Misleading or potentially deceptive page design • Unsatisfying amount of MC for the purpose of the page	 This is a page from a Q&A site with an unanswered question. Q&A pages exist to answer user questions. Pages with unanswered questions should generally be rated **Low** because they have little MC (just a question and no answer) and don’t achieve their purpose well. Misleading or potentially deceptive design makes it hard to tell that there’s no answer, making this page a poor user experience. 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.

Type of Webpage/Content	Low Quality Characteristics of the Page	Explanation
Low: Financial Page with advice on picking a quality stock for investment (YMYL)	• Lacking expertise; not very trustworthy or authoritative for the purpose of the page	 This is a page on a website which allows anyone to write about anything. There is no evidence that the author(s) have financial expertise. The article has grammar, spelling, capitalization, and punctuation errors.
Low: Medical Page with information about how long the flu lasts (YMYL)	• Lacking expertise; not very trustworthy or authoritative for the purpose of the page	 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.
Low: Article 3 How to adopt children from Iraq (YMYL)	• Low quality MC (commonly known information only) • Lacking E-A-T • Lacking SC • Poor page design	 This is a YMYL topic. However, the steps listed here are merely commonly-known information which would be of little benefit to someone interested in adopting a child from Iraq. 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. In addition, there is little helpful SC. Finally, there are a large number of Ads on this page, many of which interrupt the MC. Some Ads have the same format as links to other articles on this website.

7.0 Lowest Quality Pages

This section describes **Lowest** quality pages. The examples at the end in Section 7.9 are critical for understanding these concepts, so please review those carefully.

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

Important: Websites and pages which are created to harm users, deceive users, or only make money with no attempt to help users should be rated **Lowest**.

Here is a checklist of types of pages or websites which should always receive the **Lowest** rating:

- Harmful or malicious pages or websites.
- True lack of purpose pages or websites.
- Deceptive pages or websites.
- Pages or websites which are created to make money with little to no attempt to help users.
- Pages with extremely low or lowest quality MC.
- Pages on YMYL websites with completely inadequate or no website information.
- Pages on abandoned, hacked, or defaced websites.
- Pages or websites created with no expertise or pages which are highly untrustworthy, unreliable, unauthoritative, inaccurate, or misleading.
- Websites which have extremely negative or malicious reputations.

Also use the **Lowest** rating for violations of the Google Webmaster Guidelines. Please read these guidelines and be familiar with the content, particularly this section: Google Webmaster Quality Guidelines.

Finally, **Lowest+** may be used both for pages with many low quality characteristics and 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), 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 despite your best effort to do so. Such pages serve no real purpose for users. Lack of purpose pages should be rated **Lowest**.

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 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.
- 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.

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 designed to manipulate users into clicking on certain types of links through visual design elements, such as page layout, organization, link placement, font color, images, etc. We will consider these kinds of pages to have deceptive page design. Use the **Lowest** rating if the page is deliberately designed to manipulate users to click on Ads, monetized links, or suspect download links with little or no effort to provide helpful MC.

Pages may use a variety of "tricks" or deceptive page design techniques. Here are two common types of pages with deceptive page design:

- A fake search page is a page with a list of links that looks 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 on the page, but if you submit a new query in the search box, you just get a different page of Ads disguised as search results. "Fake search" pages are examples of deceptive page design.
- A fake directory page looks 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. Fake directory pages are examples of deceptive page design.

There are other examples of deceptive page design. For example, some pages are deliberately designed to have a large amount of Ads at the top so that the MC is not visible unless a user scrolls a lot to see the content at the very bottom of the page. In other words, some users may not even realize the MC is on the page. Another example of deceptive page design is to make Ads look like navigation links or SC links, or even part of the MC.

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, or suspect download links through deceptive page design, the page should be rated **Lowest**.

7.3.3 Sneaky Redirects

Redirecting is the act of sending a user to a different URL than the one initially requested. There are many good reasons to redirect from one URL to another, for example, when a website moves to a new address.

However, some redirects are designed to deceive search engines and users. These are a very poor user experience, and users may feel tricked or confused. We will call these "sneaky redirects."

Sneaky redirects are deceptive and should be rated **Lowest**.

How to recognize sneaky redirects:

- While being redirected, you notice that the page redirects through several URLs before ending up on the landing page.
- You notice that clicking the same URL several times takes you to different landing pages on a rotating set of domains.
- You notice that you are redirected to well-known merchant websites, such as Amazon, eBay, Zappos, etc. to complete a transaction.
- The URL of the landing page is different than the URL in the rating task. You should compare the two URLs to see if it makes sense that one would redirect to the other. A redirect from a company's old homepage to its new homepage on a different domain is not sneaky. Redirects from one page on one website to another page on the same website are also not sneaky. However, unexpected redirects from one website to a completely unrelated website should be considered deceptive.
- Look at the domain registrants. If you suspect that a sneaky redirect has taken place, you should check to see "whois" the registrant (or owner) of the two domains. If the registrants are the same, the redirect is less likely to be sneaky.

7.3.4 Using "Who Is"

Here are instructions for checking "whois" the domain registrant:

- Go to the site of a "whois" provider. Here are two you can use: http://www.domaintools.com and http://whois.mtgsy.net/default.php. Some computers also allow you to run a command like whois example.com from a terminal window.
- Enter the URL of one domain in the search box on the "whois" provider's page. Sometimes, you will need to delete some leading or following characters. For example, if the URL is http://supportapj.dell.com/support, you will enter just "dell.com" in the search box of the whois provider.
- Open another "whois" page.
- Enter the URL of the other domain in the search box on the second "whois" page.
- Compare the domain registrants for the two URLs. If you find that they have the same domain registrant, you will *typically* conclude that there is a relationship between the two websites. If they are different and do not seem related, it is probably a sneaky redirect and should be rated **Lowest**.

7.4 Lowest Quality Main Content

The quality of the MC is one of the most important considerations in PQ rating. In this guideline, we'll judge the quality of the MC by thinking about the 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.

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 which consists almost entirely of "keyword stuffing."
- Gibberish or meaningless MC.
- "Auto-generated" MC, created with little time, effort, expertise, manual curation, or added value for users.
- MC which consists almost entirely of content copied from another source with little time, effort, expertise, manual curation, or added value for users.

Finally, the distinction between low and lowest quality MC is often human effort and manual curation. If you are struggling between "low quality MC" and "lowest quality MC," please consider how much human effort and attention the page has received.

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 which 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 Gibberish or Meaningless Main Content

Pages may be deliberately created with gibberish or meaningless (nonsense) text.

Gibberish text may be generated by computer algorithms; for example, it may be created by copying text from many webpages and combining it with no attempt to produce something meaningful. Another way to create gibberish text is through translation tools, where text is copied from a foreign language page, run through a freely available translator, and then used without any human review or editing.

No matter how they are created, gibberish pages with meaningless content are useless for users and should be rated **Lowest** quality.

7.4.4 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**.

7.4.5 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 which 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."

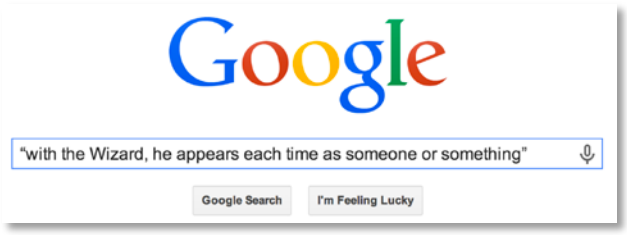
- **Content copied from a changing source, such as a search results page or news feed.** You often will not be able to find an exact matching original source if it is a copy of "dynamic" content (content which changes frequently). However, we will still consider this to be copied content.

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 a series of several words 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.



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
A sentence on the page: *When each traveler meets with the Wizard, he appears each time as someone or something different.*	Query with quotation marks around the sentence: **["When each traveler meets with the Wizard, he appears each time as someone or something different."]** Query without quotation marks around the sentence: **[When each traveler meets with the Wizard, he appears each time as someone or something different.]**
A phrase from the above sentence: *with the Wizard, he appears each time as someone or something*	Query with quotation marks around the phrase: **["with the Wizard, he appears each time as someone or something"]** Query without quotation marks around the phrase: **[with the Wizard, he appears each time as someone or something]**
A phrase from a different sentence on the page: *Winkies rejoice at being freed of the witch's tyranny*	Query with quotation marks around the phrase: **["Winkies rejoice at being freed of the witch's tyranny"]** Query without quotation marks around the phrase: **[Winkies rejoice at being freed of the witch's tyranny]**

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 which is known for original content creation (newspaper, magazine, medical foundation, etc.)? Does one source appear to have the earliest publication date? Does one source seem to reasonably be the original?

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 (for example, 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 which you strongly suspect are scams (see these links for more information about Internet scams: Avoid Scams 1, Avoid Scams 2, Internet Fraud).
- Pages which request personal information without a legitimate reason (for example, pages which request name, birthdate, address, bank account, government ID number, etc.).
- Websites which "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 which 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 Abandoned Websites or Spammed Pages on a Website

Some websites are not maintained or cared for at all by their webmaster. These "abandoned" websites, especially websites which have become hacked or defaced, should be rated **Lowest**.

A hacked or defaced website is a site which 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 their users. Note: You will very rarely see hacked or defaced websites because most webmasters act very quickly to undo the damage to their website.

However, you may encounter pages with a large amount of spammed forum discussions or spammed user comments. We'll consider a comment or forum discussion to be "spammed" if someone posts unrelated comments which 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. They may include Ads, download, or other links, or sometimes just short strings of text unrelated to the topic, such as "Good," "Hello," "I'm new here," "How are you today," etc. 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.

Pages on websites which are not maintained or cared for at all should be rated **Lowest**. Pages with a large amount of distracting, unhelpful spammed user comments should be rated **Lowest**.

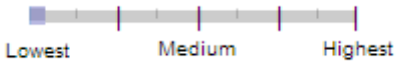
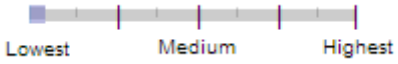
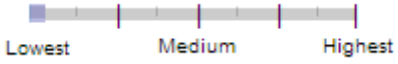
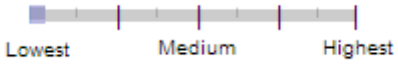
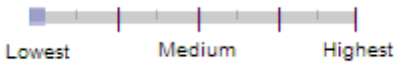
7.8 Extremely Negative or Malicious Reputation

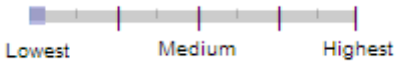
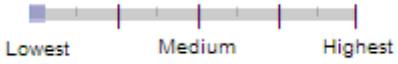
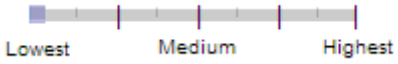
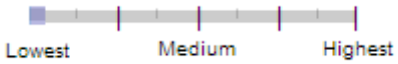
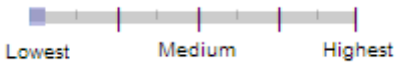
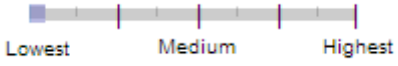
Use the **Lowest** rating for websites with extremely negative reputations. Here are some examples originally shown in Section 2.7.4. All pages on these websites should be rated **Lowest** because of the extremely negative or malicious reputation of these websites.

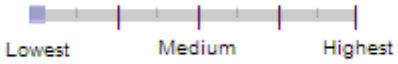
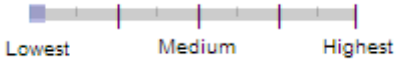
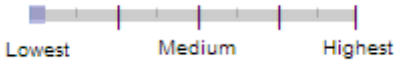
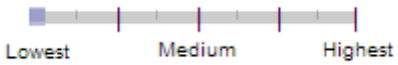
Website	Description
Site selling children's jungle gym	**Extremely negative reputation information**: This business has a BBB rating of F. There is a news article about financial fraud. There are many reviews on websites describing how users sent money and did not receive anything in return.

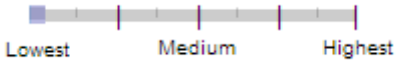
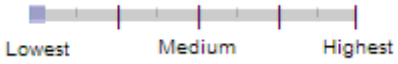
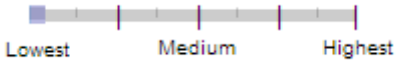
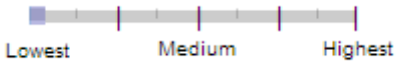
Website	Description
Site selling products related to eyewear	**Extremely negative/malicious reputation information**: This website engaged in criminal behavior such as physically threatening users.
Organization serving the hospitalized veteran community	**Extremely negative reputation information**: There are many detailed negative articles on news sites and charity watchdog sites describing fraud and financial mishandling about this organization.

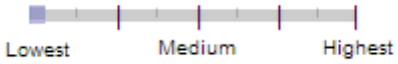
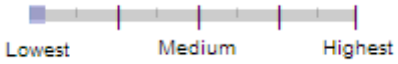
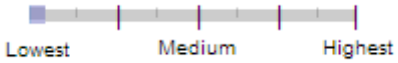
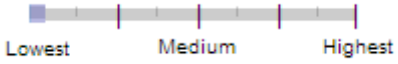
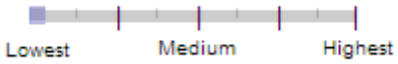
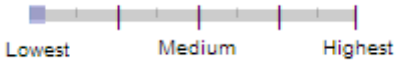
7.9 Examples of Lowest Quality Pages

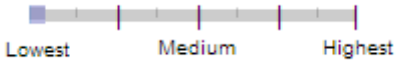
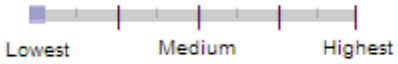
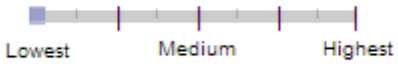
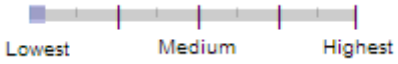
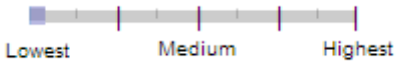
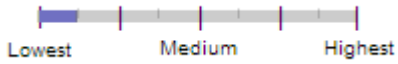
Type of Webpage/Content	Lowest Quality Characteristics of the Page	Explanation
Lowest: Forum page – Watch RoboCop online	• The page has a large amount of spammed comments	 This is an example of a spammed forum page, where the goal is to try and get users to watch a movie online, which has nothing to do with the purpose of the site.
Lowest: Copied content – Wizard of Oz	• Lowest quality MC (copied content with little or no time, effort, expertise, manual curation, or added value for users)	 All MC is a copy of an old Wikipedia article. See Section 7.4.7. The current Wikipedia page offers much more content, links, references, etc. This page doesn't add much value for users.
Lowest: Copied content – "Flowers" replaced by "Fs"	• Lowest quality MC (copied content with little or no time, effort, expertise, manual curation, or added value for users)	 In this article, the word "flowers" is replaced by "fs" throughout, which makes it difficult to find the original source of the article. The original source may be this page. The modifications make it very difficult to read and are a poor user experience.
Lowest: Unsatisfying amount of MC – Wedding dresses	• An unsatisfying amount of MC for the topic of the page • Poor page design • Lacking helpful SC for the purpose of the page	 This page exhibits many **Lowest** query characteristics.
Lowest: Malicious, harmful, or deceptive – Asks for personal information (YMYL)	• Malicious, harmful, or deceptive	 This is a shopping checkout page, but it requests the user's government ID number, driver's license number, ATM pin number, bank account information, etc.

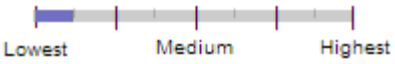
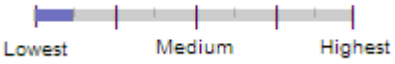
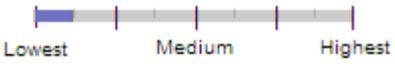
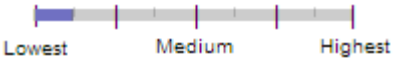
Type of Webpage/Content	Lowest Quality Characteristics of the Page	Explanation
Lowest: Autogenerated content – About LG imprint lock code	• Lowest quality MC (autogenerated content)	 This page was created to get users to click on Ads. All content is copied from other sources, and the page is auto-generated. The fact that users are told that the page is auto-generated does not change the rating.
Lowest: Fraudulent – Charity (YMYL)	• Extremely negative or malicious reputation	 There are many claims of fraud and financial problems about this organization on reputable news sites and charity watchdog sites: Negative review 1, Negative review 2, Negative review 3, and Negative review 4.
Lowest: No website information – About dry sockets (YMYL)	• No website information for YMYL website • Lacking expertise; not very trustworthy or authoritative for the purpose of the page	 There is no information about who created this website, no contact information, and no authorship information. 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.
Lowest: Fake directory page - Mesothelioma (YMYL)	• Deceptive page design (Ads disguised as MC) • No website information for YMYL topic	 This 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.
Lowest: Fake search page – Chicken recipes	• Deceptive (fake search page)	 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.
Lowest: Fake search page – Chairs	• Deceptive (fake search page)	 This page was created to make money from clicks on Ads rather than to help users.

Type of Webpage/Content	Lowest Quality Characteristics of the Page	Explanation
Lowest: Deceptive page purpose – Viagra (YMYL)	• Lowest quality MC (copied content with little or no time, effort, expertise, manual curation, or added value for users) • No website information for YMYL website	 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. All MC on this page is copied with little or no time, effort, expertise, manual curation, or added value for users. Here is the original source.
Lowest: Deceptive page purpose – Walmart gift card survey	• Deceptive purpose • Highly untrustworthy	 This page leads users to believe that they may qualify for a $1000 Walmart Gift Card. They have to take a lengthy survey which is designed to get them to install a shopping toolbar, purchase products, and sign up for paid trials. The only "way out" or to continue after a certain point is to provide credit card information. Despite appearances, there is no affiliation with Amazon.
Lowest: Deceptive page purpose and design – Emery cat toy page	• Deceptive page design and deceptive purpose	 This page claims to be an independent review of a product, but the only links on the page are prominent monetized links to purchase this product on another website. This page deliberately lacks SC so that the only "way out" is to click on a monetized link. This is a deceptive page design because it is designed to get users to click on the prominent links.
Lowest: Deceptive page purpose and design – Washing machine reviews	• Purpose of the page to make money with very little or no attempt to help users • Lowest quality MC (copied content with little or no time, effort, expertise, manual curation, or added value for users)	 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 design because it is designed to get users to click on the prominent links.

Type of Webpage/Content	Lowest Quality Characteristics of the Page	Explanation
Lowest: Deceptive page purpose – Fake survey page	• Deceptive purpose • Highly untrustworthy	 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. 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.
Lowest: Deceptive page purpose – Rachael Ray Diet Blog	• Deceptive purpose and deceptive content	 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! This example has been annotated with red text at the top to point out deceptive aspects of this page.
Lowest: Deceptive page design – Javascript alert box	• Deceptive or misleading page design	 Some users might not even notice the MC because it is under a long list of Ads. Users may mistake the Ads for MC.
Lowest: Keyword stuffing – Imodium for dogs	• Lacking in purpose • Lowest quality MC (gibberish, keyword stuffing)	 This page has no helpful MC and no helpful purpose.

Type of Webpage/Content	Lowest Quality Characteristics of the Page	Explanation
Lowest: Unmaintained YMYL page – Medical information website (YMYL)	• The website appears to be not maintained or updated • No website information for YMYL website • Lacking expertise; not very trustworthy or authoritative for the purpose of the page • Difficult to distinguish MC from SC, Ads	 The homepage of this website indicates it was last updated in 2005. Additionally, using the Internet Archive Wayback Machine, we can see that this page hasn't changed since 2005. That is cause for concern on a medical website, which needs a high degree of trust as medical advice changes over time. Unmaintained medical information can be dangerous. There is no information about who created or is responsible for this content. There is no evidence of E-A-T. Also, the page design makes it very difficult to tell which links are SC and which are actually Ads.
Lowest: Malicious website – Site selling products related to eyewear	• Very negative, malicious, or financially fraudulent reputation	 This website took users' money and physically threatened users who complained. These articles on Wikipedia and the New York Times describe the deceptive techniques used by this website and provide other negative information about the website and its owner.
Lowest: Gibberish – Celebrity site	• Lacking in purpose • Lowest quality MC (gibberish)	 This page has no helpful MC and no helpful purpose.
Lowest: Gibberish – PDF file	• Lowest quality MC (gibberish) • Lack of purpose	 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.
Lowest: Gibberish – Flu treatment	• Lacking in purpose • Lowest quality MC (gibberish)	 This page has no helpful MC and no helpful purpose.
Lowest: Gibberish – NFL jerseys	• Lacking in purpose • Lowest quality MC (gibberish)	 This page appears to have been created just to link to other pages.

Type of Webpage/Content	Lowest Quality Characteristics of the Page	Explanation
Lowest: Gibberish– Acai berry cleanse	• Lacking in purpose • Lowest quality MC (gibberish, keyword stuffing)	 This page appears to have been created to lure users interested in “acai berry” to the page so they will click on the top links. The text is gibberish and full of keyword stuffing.
Lowest: Lack of purpose – Free credit report	• Lowest quality MC (gibberish) • Highly untrustworthy	 This page has deceptive features, such as a friend request, a prize alert, and a download button.
Lowest: Lack of purpose – Las Vegas gambling terms	• Lacking in purpose • Lowest quality MC (gibberish, keyword stuffing)	 This page has no MC and no helpful purpose.
Lowest: Highly untrustworthy – Article about how to cure stomach flu	• Highly untrustworthy, unreliable, unauthoritative, inaccurate or misleading • No website information for YMYL topic	 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.
Lowest: Highly untrustworthy – Download page	• Highly untrustworthy (suspect download)	 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.
Lowest: Low quality MC – Article about popping pimples	• Lowest quality MC • Lacking expertise; not very trustworthy or authoritative for the purpose of the page	 This content has many problems: poor grammar, and sentences which 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.

Type of Webpage/Content	Lowest Quality Characteristics of the Page	Explanation
Lowest: Low quality MC – Article about getting a mortgage in Texas	• Lowest quality MC • Lacking expertise; not very trustworthy or authoritative for the purpose of the page	 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 topics for which expertise is needed. This is a YMYL page.
Lowest: YMYL page with inaccurate information – Chest pains and smoking (YMYL)	• YMYL page with inaccurate potentially dangerous medical advice	 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.
Lowest: YMYL page with bad information – Paying off loans (YMYL)	• YMYL page with potentially damaging financial advice • Highly untrustworthy, unreliable, unauthoritative, inaccurate or misleading	 This page gives loan advice which 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.
Lowest: Potentially untrustworthy shopping page with insufficient contact info – (YMYL)	• Highly untrustworthy, unreliable, unauthoritative, inaccurate or misleading • Completely inadequate or untrustworthy customer service information for a shopping website	 This page is selling Nike Air Jordan shoes. When you look at the "Contact Us" page, it does not give the name of a company or a physical adress, which also cannot be found anywhere else on the website. This amount of contact information is not sufficient enough for a shopping website. In addition, the "Shipping and Returns" page has the name of another company that seems to be unrelated. There are also official looking logos at the bottom of the homepage, including the Better Business Bureau logo and Google Checkout logo, that don't appear to be affiliated with the website.

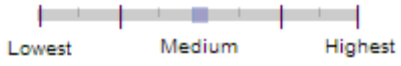
8.0 Medium Quality Pages

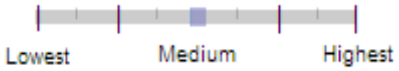
In this section, we will describe pages that should get the **Medium** quality rating. **Medium** pages achieve their purpose. However, Medium pages lack the characteristics which would support a higher quality rating. Occasionally, you will find a page with a mix of high and low quality characteristics. In those cases, the best page quality rating may be **Medium**.

Type of Medium Page	Discussion
Nothing wrong, but nothing special	The page achieves its purpose, however, it does not merit a **High** quality rating, but there is nothing to indicate that a **Low** quality rating is appropriate.
Mixed, but with redeeming qualities	The page or website has some characteristics of both **High** and **Low** quality pages, but the low quality characteristics are mild enough that the convincing high quality aspects make it difficult to rate the page **Low**. For example, a page with a large quantity of helpful MC, but which has somewhat poor page design and is lacking in SC, may be considered overall **Medium** quality.

8.1 Examples of Medium Quality Pages

Webpage/Type of Content	Medium Quality Characteristics of the Page	Explanation
Medium: Encyclopedia Wikipedia article about baroque pearls	• Nothing wrong, but nothing special	 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.
Medium: Humor Page from a humorous site	• Nothing wrong, but nothing special	 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.
Medium: Entertainment 1 Article about "Keeping Up with the Kardashians"	• Nothing wrong, but nothing special	 This page is from a gossip website. This page is OK for its purpose, but it doesn't display characteristics associated with a **High** rating.
Medium: Entertainment 2 Article about Miley Cyrus	• Nothing wrong, but nothing special	 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.

Webpage/Type of Content	Medium Quality Characteristics of the Page	Explanation
Medium: Page with Error Message "Custom 404" page	• Nothing wrong, but nothing special	 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. 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.
Medium: Q&A Q&A page where a user is looking for advice on where to buy high-quality women's clothing online	• Nothing wrong, but nothing special	 This Q&A page has a discussion of different online merchants. There is some everyday expertise, but it doesn't display characteristics associated with a **High** rating.
Medium: Informational Page about propulsion on the "Quality Reasoning Group" section of a university's website	• Mixed, but with some redeeming qualities • Website has a good reputation • Content is likely to be accurate and trustworthy because of the website, though no reference links are provided • It's not clear who is responsible for the content and whether it is being maintained	 Although this is a well-known, highly-respected university with a high quality site, this page is on a very specialized section of the university website. No author is listed and the page may have been a one-time project, possibly from a student, which is no longer maintained.
Medium: News Article about a Maui woman's death	• Nothing wrong, but nothing special	 This page is from a TV news website. This page is OK for its purpose, but it doesn't display characteristics associated with a **High** rating.
Medium: Forum 1 Forum page on an online auction website. A user is looking for help choosing a product category.	• Mixed, but with some redeeming qualities	 The relative lack of MC is balanced a bit by the expertise of this forum. This forum is dedicated to this kind of question.

Webpage/Type of Content	Medium Quality Characteristics of the Page	Explanation
Medium: Forum 2 Forum page on a dance website. A user is looking for advice on how to wash ballet shoes.	• Mixed, but with some redeeming qualities	 This forum is about dance topics. Many participants have everyday experience washing ballet shoes and make recommendations based on their experience. This page is "mixed" because there is distracting content which makes it hard to read the MC, potentially because the page uses an older and/or outdated design. The page also has distracting buttons and Ads. On the other hand, there is some valuable everyday expertise and helpful MC, making Medium a good rating for this page.
Medium: Lyrics Song lyrics for the song "Never You/Fear Love"	• Nothing wrong, but nothing special	 There are many lyrics websites which have similar content. This page is OK for its purpose, but it doesn't display characteristics associated with a **High** rating.
Medium: Video Amateur of a kitten meowing a lot	• Nothing wrong, but nothing special	 This is an amateur quality video of a cute kitten meowing. This page is OK for its purpose, but it doesn't display characteristics associated with a **High** rating.
Medium: Recipe 1 Mexi-Chicken Casserole on a newspaper website	• Nothing wrong, but nothing special	 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.
Medium: Recipe 2 Recipe for cherry-topped cake	• Nothing wrong, but nothing special	 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.

9.0 Page Quality Rating: Important Considerations

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, please 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 which 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 considerations 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 which 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, we ask you to 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 responses 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. 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. You can see this Wikipedia article for descriptions of different types of error messages.

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

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

9.2 The Top Three PQ Considerations

The top three most important PQ considerations are:

- **Quality and quantity of Main Content**. Examine the MC carefully. Given the purpose of the page, evaluate the quality and quantity of MC.
- **Level of expertise, authoritativeness, and trustworthiness (E-A-T) of the page and the website**. The level of E-A-T is extremely important for YMYL pages.
- **Reputation of the website**. The reputation of a website is very important when the website demands a high level of trust.

These “top three” considerations will help you rate many or most pages. **High** or **Highest** quality ratings must be supported by evidence from at least one of these top three considerations.

9.3 E-A-T: Page or Website?

Several PQ characteristics are based on the landing page by itself, such as considerations about MC, SC, and page design, etc. Some PQ characteristics are assessed at the website level, such as contact information, reputation, and website maintenance.

However, E-A-T may be based on either the page alone, or the website, or even both.

Page level checks for E-A-T are 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.

Website level checks for E-A-T are important in the following situations:

- All content on the website is produced by the same person or organization. An example is a medical website which 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 Considerations for Specific Types of Pages

10.1 Ratings for Encyclopedia Pages

There are many encyclopedia-type websites. Some are highly-respected publications which are standard references. Some are websites with content created and edited by anonymous users with no editorial oversight or fact checking.

In many cases, we may not know the specific author of the encyclopedia article, and must rely on results from reputation research of the encyclopedia when judging the expertise of an article. **High** and **Highest** quality ratings can only be used for encyclopedias with very good reputations for accuracy and expertise.

As a rater, you will frequently encounter Wikipedia pages. In general, Wikipedia does have a good reputation. Wikipedia is a very popular resource and is generally valued for accuracy. However, there is no single author or organization that vouches for the accuracy of Wikipedia articles. Individual Wikipedia articles should be evaluated on the basis of page level checks because the quality of pages on Wikipedia varies.

A Wikipedia article with a lot of detailed, information-rich MC, and external references can usually be rated in the **High** range. Some Wikipedia articles may even be rated as high as **Highest**, although this rating is usually considered too high for an article on a medical, financial, or legal topic, which requires an extremely high level of expertise. Wikipedia articles can get PQ ratings up to **High** if they have a lot of high quality MC, are well-researched, and do a good job citing their resources. Otherwise, a PQ rating in the **Medium** range is often appropriate. Naturally, Wikipedia articles with very little MC should get lower PQ ratings.

10.2 Ratings for Pages with Error Messages or No MC

Some pages load with content created by the webmaster, but have an error message or are missing MC.

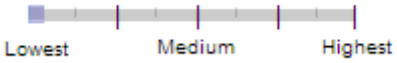
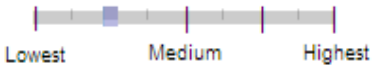
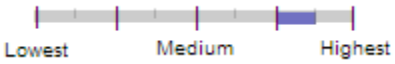
Pages may lack MC for various reasons. Sometimes, the page is “broken” and the content does not load properly or at all. Sometimes, the content is no longer available and the page displays an error message with this information.

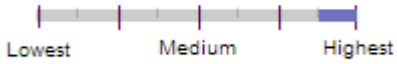
Many websites have a few “broken” or non-functioning pages. This is normal, and those individual non-functioning or broken pages on an otherwise maintained site should be rated **Low** quality. This is true even if other pages on the website are overall **High** or **Highest** quality.

Sometimes exploring a website reveals that the individual page is not an isolated example, but rather a symptom of an unmaintained site (or possibly a deceptive or malicious site). When that is the case, the page should be rated **Lowest** quality.

However, not all pages with error messages are **Low** or **Lowest** quality pages. If the purpose of the page is to communicate that content has been removed or is no longer available, and the page does a good job of communicating this message, the overall PQ rating may be higher; it may be **Medium** or even **High**. The Page Quality rating will depend on the website level checks and the content of the page.

Here are some examples of "broken" or "error message" pages, as well as pages which are missing MC:

Webpage/Type of Content	Characteristics of the Page	Discussion
Deliberately created with no MC	• Large amount of prominent Ads and no attempt to help users	 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.
Page didn't fully load and has no MC	• No MC (probably due to a temporary technical error) • Sufficient SC • Positive reputation	 This page has no MC and no error message. It is an isolated example of a page with no MC and no 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.
Error page with custom 404 message 1	• Nothing wrong, but nothing special	 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. 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.
Error page with custom 404 message 2	• A satisfying amount of high quality MC for its purpose • Helpful SC which improves the user experience • Positive reputation	 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.

Webpage/Type of Content	Characteristics of the Page	Discussion
Error page with custom 404 message 3	• A satisfying amount of high quality MC for its purpose • Helpful SC which improves the user experience • Very positive reputation	 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. 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**.

10.3 Ratings for Forums and Q&A pages

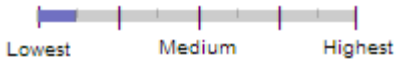
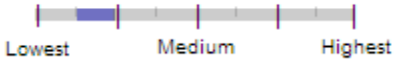
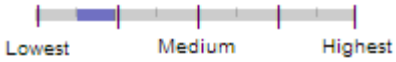
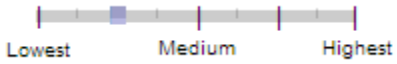
Ratings for forum and Q&A page can be challenging. Keep in mind the following:

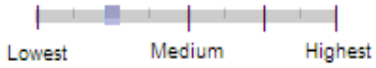
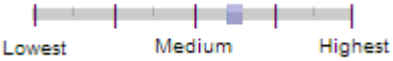
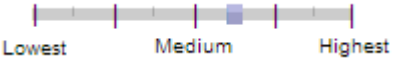
- The Main Content on forum and Q&A pages includes both the question as well as the responses and resulting discussions.
- PQ ratings for a forum or Q&A page should include assessments of the expertise involved in the discussion on the page, as well as the reputation and expertise of the website itself.
- 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.

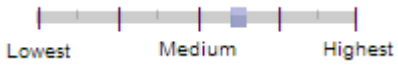
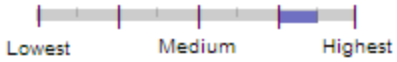
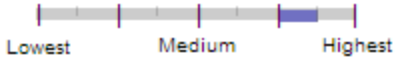
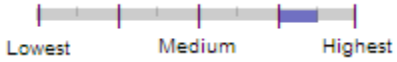
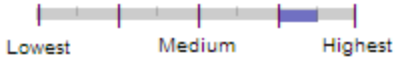
Assessing expertise for discussion pages can be difficult. Forums and Q&A websites can be expert sources of information on a wide variety of topics. In fact, some types of information are found almost exclusively on forums and discussions, where community of experts can provide valuable perspectives on very specific topics. When evaluating a forum or Q&A website, do reputation research. Also look for evidence of an active community with a high level of expertise that’s appropriate for the discussion topic. Participation, in-depth discussions, and new threads are signs of an active and engaged community.

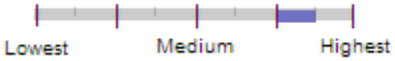
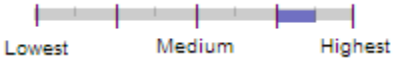
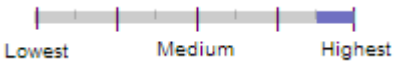
On forum and Q&A pages, you should accept claims of everyday expertise and experience unless you have reason to be suspicious of the page. Please value everyday expertise and experience, especially when there are no formal or authoritative sources of information. Keep in mind that everyone is an expert in his or her own life experience. On the other hand, there are many forum or Q&A pages with low quality, untrustworthy MC written by people with little expertise or experience. If the advice or information is not obviously based on life experience or personal expertise, think about how trustworthy the information is.

For example, a patient describing his or her experience with a disease may be considered an expert in his or her own personal experience, but only doctors or other medical experts should offer medical advice to others. “I had the flu for two weeks and felt miserable” is likely an accurate report of a real life experience. However, “You should eat three pounds of chocolate every day that you have the flu, because it made me feel better” is untrustworthy advice.

Webpage/Type of Content	Characteristics of the Page	Explanation
Q&A page about chest pains and smoking (YMYL)	• YMYL page with inaccurate potentially dangerous medical advice	 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.
Q&A page with unanswered question	• Misleading page design • Unsatisfying amount of MC for the purpose of the page	 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.
Q&A page about a 2002 Volvo part	• Misleading page design • Unsatisfying amount of MC for the purpose of the page	 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. 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 or mildly deceptive.
Q&A page about a game console issue	• Unsatisfying amount of MC for the purpose of the page	 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.

Webpage/Type of Content	Characteristics of the Page	Explanation
Q&A page about Native American customs	• Lacking expertise; not very trustworthy or authoritative for the purpose of the page	 There are 94 answers to this question with a few responses that seem helpful. Many of the posts are wrong or misleading, including the top answer, which is labled the “best answer.”
Forum page on how to wash ballet shoes	• Mixed, but with some redeeming qualities	 This forum is about dance topics. Many participants have everyday experience washing ballet shoes and make recommendations based on their experience. This page is “mixed” because there is distracting content which makes it hard to read the MC, potentially because the page uses an older and/or outdated design. The page also has distracting buttons and Ads. On the other hand, there is some valuable everyday expertise and helpful MC, making Medium a good rating for this page.
Q&A page about whether a Roomba will work	• Everyday expertise for the purpose of the page	 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.
Q&A page about interviewing at Build-A-Bear	• Everyday expertise for the purpose of the page	 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. The page design allows users to read the MC as the Ads are clearly labeled, as well as both the question and answer.

Webpage/Type of Content	Characteristics of the Page	Explanation
Forum post on the magic loop technique in knitting	• High level of expertise; authoritative and trustworthy for the purpose of the page	 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.
Q&A page about how long most cancer patients live	• Everyday expertise • A satisfying amount of high quality MC	 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.
Forum page on authenticating a purse	• High level of expertise for this topic; authoritative and trustworthy for the purpose of the page • A satisfying amount of high quality MC	 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.
Forum page on KPIs to track	• High level of expertise for this topic; authoritative and trustworthy for the purpose of the page • A satisfying amount of high quality MC	 This forum is well known for its community of experts on quailty assurance. The repsonses here are authoritative and trustyworthy 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.”
Forum page on landscaping an aquarium	• High level of expertise for this topic; authoritative and trustworthy for the purpose of the page • A satisfying amount of high quality MC	 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.

Webpage/Type of Content	Characteristics of the Page	Explanation
Forum page on cloth diapers	• High level of expertise for this topic; authoritative and trustworthy for the purpose of the page • A satisfying amount of high quality MC	 Many participants share advice and personal experiences on how to clean cloth diapers, including their own specific washing routine. This forum site is an excellent resource for this type of expertise.
Q&A page where Hillary Clinton asks users for their personal opinions	• A satisfying or comprehensive amount of high quality MC • Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page	 Since the question asks for ordinary people's opinions, everyday expertise is OK. Many of the answers are well written and thoughtful. It is clear that many people spent time answering this question, doing their best to help Hillary Clinton understand their perspectives.
Q&A page on abbreviations	• Very high level of expertise, highly authoritative/highly trustworthy for the purpose of the page • Very positive reputation, and the website is responsible for all content on the website	 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.

11.0 Page Quality Rating FAQs

Question	Answer
Why do we have to do all these steps? This takes a long time!	With practice, the amount of time needed for accurate PQ ratings will decrease. The steps are important and are designed to help you assess many different aspects of PQ. You may be surprised by what you find. Pages which initially look **Low** quality may turn out to be **Medium** or **High** quality with careful inspection. The reverse may happen as well. We want your most informed, thoughtful opinion.
Are we just giving High quality ratings to pages that "look" good?	No! The goal is to do the exact opposite. These steps are designed to help you analyze the page without using a superficial "does it look good?" approach.
You talked about expertise when rating MC. Does expertise matter for all topics? Aren't there some topics for which there are no experts?	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. Pretty much any topic has some form of expert, though there are some topics or types of pages where expertise is less important than other aspects for MC quality rating. 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. The MC quality ratings should distinguish between these two scenarios.

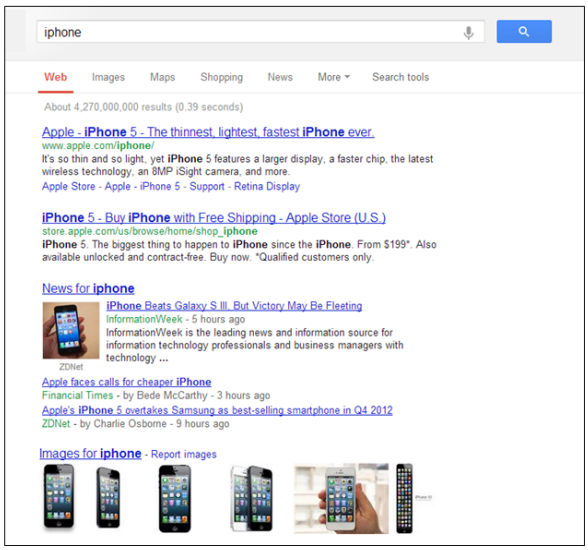
Question	Answer
Aren't there some types of pages that always have Low quality content?	For almost any type of page, there is a range of content quality. Remember that high quality content is defined as content that takes time, effort, expertise, and talent/skill. For example, there are both **High** 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. Gossip pages are not judged by the accuracy of their content.
I've never seen a High quality page of type X. If there are no high quality pages of this type, why are we giving existing pages a Low quality rating?	For some topics or types of pages, there may not be many (or any!) **High** quality pages **now**, but there may be in the future. We need a uniform set of standards that apply to all pages, even for pages that have not yet been created.
Some of these criteria seem unfair. For example, some art pages do not have a purpose. Are these pages Low quality?	Art pages do have a purpose: artistic expression. Pages created for artistic expression do not deserve the **Low** quality rating simply because they have no other purpose. Artistic expression, humor, entertainment, etc. are all valid page purposes.
Are forum pages always Low quality?	No. Forum pages vary. We need to evaluate forum pages using the same criteria as all other pages. There are some forum pages with detailed information on specific issues written by people who are experts in the topic being discussed. There are also shallow discussion threads with very little content. No type of page (shopping, news, forum, video, encyclopedia, etc.) is automatically **High** or **Low** quality.
Are Q&A pages necessarily Low quality?	No. Q&A pages vary. We need to evaluate Q&A pages with the same criteria as all other pages. Sometimes, it can be difficult to assess the accuracy of the information or the expertise/knowledge of the person answering the question. In these cases, you may need to do some research. If the page is asking for medical advice, be skeptical about the expertise of the participants in the discussion. If the question is asking about something related to daily life, then it is far more likely that the participants in the discussion have the necessary experience/expertise. Some Q&A pages are detailed and have accurate and reliable information. Many others have little participation or inaccurate/incomplete information. We must evaluate Q&A pages from the perspective of web users, not the participants in the discussion. Remember that no type of page (shopping, news, forum, video, encyclopedia, etc.) is automatically **High** or **Low** quality.
This page has multiple ads on the right, in the middle, and at the bottom. Does that make it a Low quality page?	Not necessarily. Many **High** or **Highest** quality websites are supported by 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. We have to look at many factors when rating Page Quality and page design is just one aspect to consider. Think about whether the page is functional and whether the MC is easy to find. Think about whether the Ads interfere with the MC or if the Ads can be mistaken for the MC.

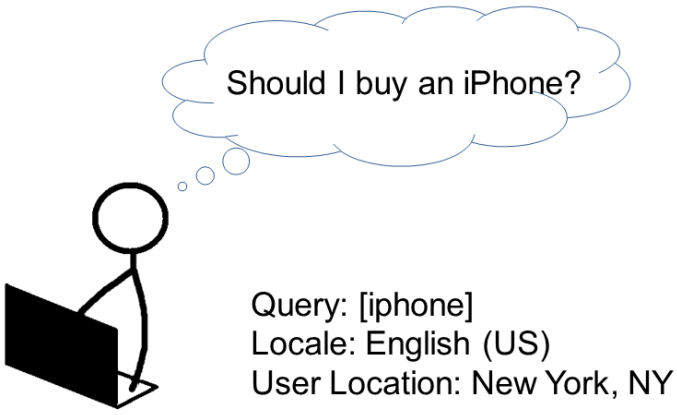
Part 2: Utility Rating Guideline

12.0 Introduction to Utility Rating

12.1 Important Rating Definitions and Ideas

SERP for [iphone]





Query: This refers to the word(s), number(s), and/or symbol(s) that a user types in the search box of a search engine. In these guidelines, queries will have square brackets around them. If a user types the word *iphone* in the search box, we will display: [iphone].

User: A user is a person who types queries into a search engine when looking for information. These guidelines assume that the user is typing queries on a desktop or laptop computer.

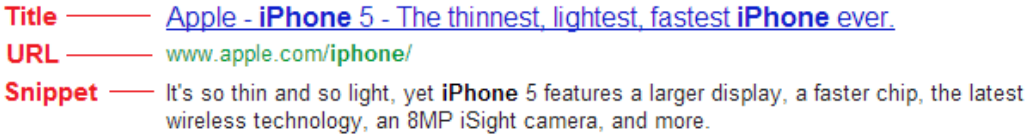
User Intent: When a user types a query, he or she is trying to accomplish something. We refer to this goal as the user intent.

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: Some queries also have a User Location, which provides more specific information about where the user is located. The User Location is usually a city.

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**.

Here is a screenshot of one **result block** from the [iphone] SERP with the parts labeled:



The **Landing Page** (**LP**) is the page you see after you click the title link in the result block. We will use the word **result** to refer to the result block **and** the landing page.

12.2 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.

12.3 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.

12.4 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 which interfere with or alter the user experience of the page.

12.5 Ad Blocking Extensions

Do not use add-ons or extensions that block ads for Block Utility 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.

12.6 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 come across pages that require RealPlayer or the Adobe Flash Player plug-in. These are safe to download.

12.7 Releasing Tasks

Most raters have difficulty rating some tasks now and then. Some queries are about highly technical topics (e.g., computer science or physics) or involve very specialized areas of interest (e.g., gaming or torrents). Please release the task if, after research, you don't understand the query or user intent for the task or the content of the LP.

You may release tasks for these reasons:

- **Lack expertise**: You feel that you personally can't rate the query.
- **Suspicious files**: The task contains unknown or suspect file formats.
- **Offensive content**: You believe that the LP will be offensive to you or you feel uncomfortable visiting the LP.
- **Technical problem**: The query/instructions/results have obvious rendering or formatting issues.
- **Wrong language**: The query/task is in the wrong language, i.e., it cannot be understood by users in the locale you are rating.

13.0 Understanding the Query

Understanding the query is the first step in evaluating the task.

If you don't understand the query or user intent, do web research using the Google search engine 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.

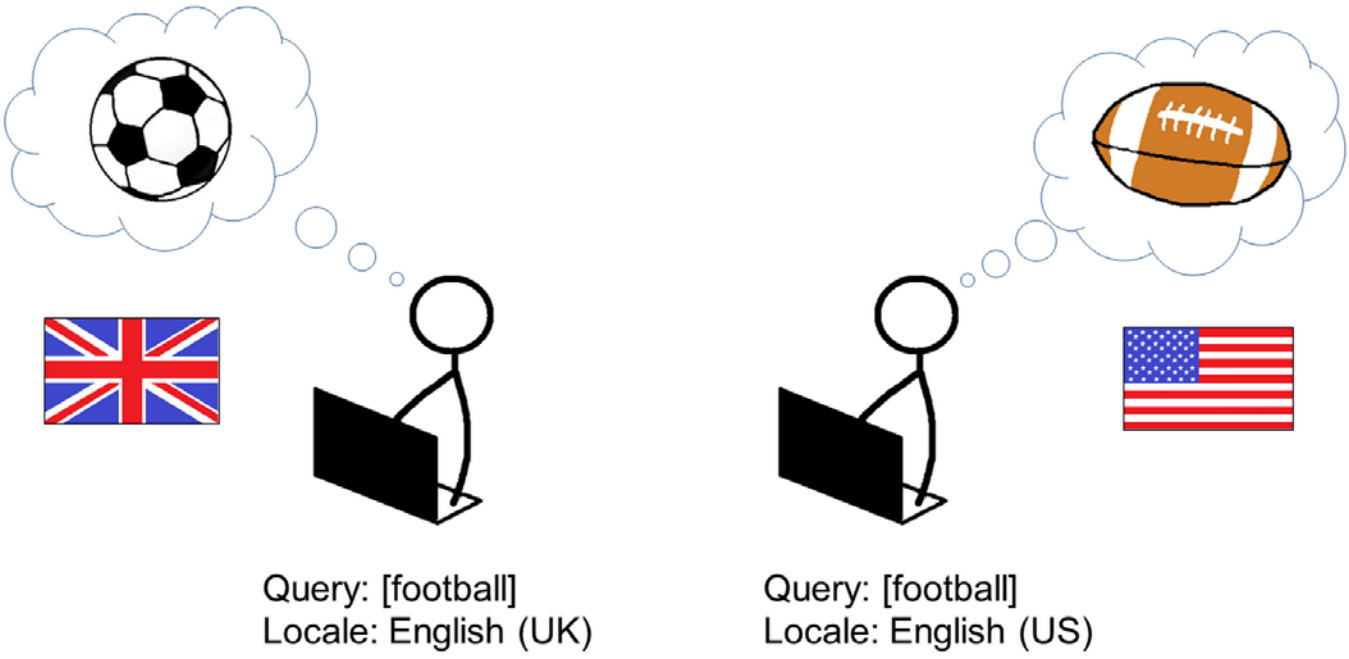
13.1 Understanding User Intent

You must understand user intent to evaluate the landing page. Think about users in your locale typing the query right now. What are they trying to accomplish?

Query	Likely User Intent
[population of paris], English (US)	Find the current population of Paris, France.
[fedex], English (US)	Navigate to the FedEx website, track a package, or find a FedEx location.
[weather], English (US)	Find weather information in the User Location right now.

13.2 Task Language and Task Location (Locale)

All queries have a task language and task location (locale). The locale is important for understanding the query and user intent. Users in different parts of the world may have different expectations for the same query.



13.3 Queries with Multiple Meanings

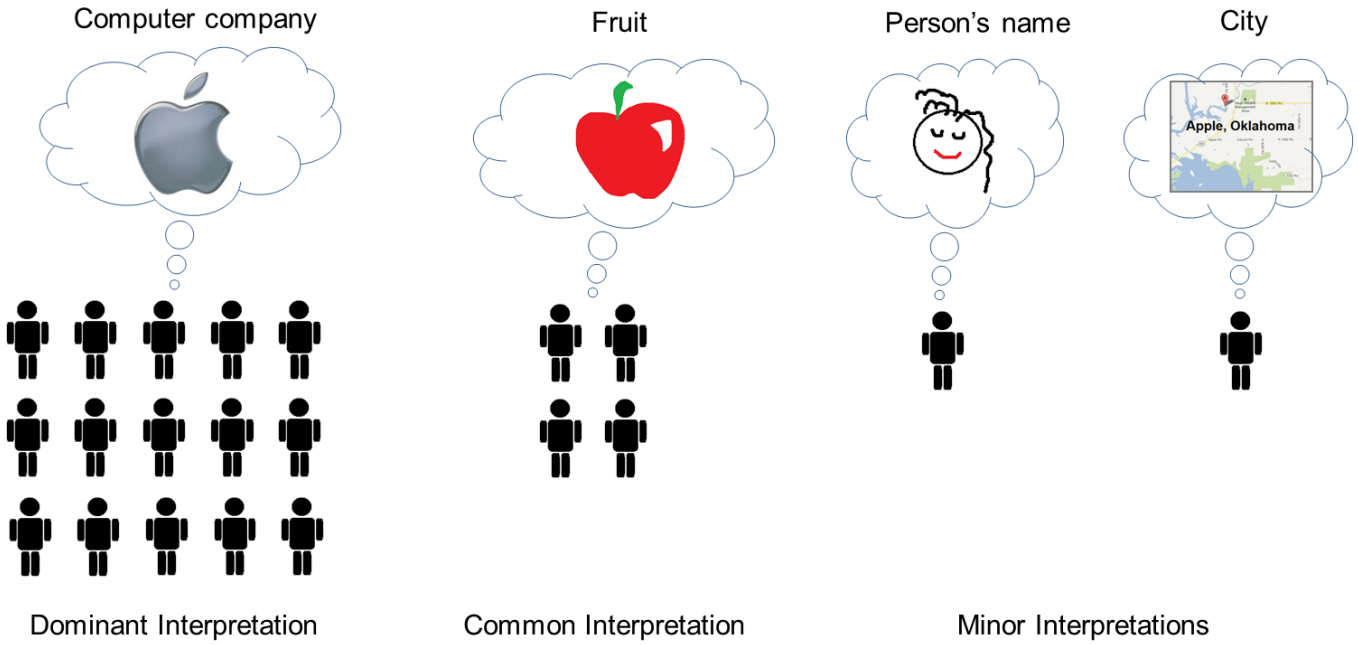
Many queries have more than one meaning. For example, the query [apple], English (US) might refer to the computer brand or the fruit. We will call these possible meanings **query interpretations**.

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.

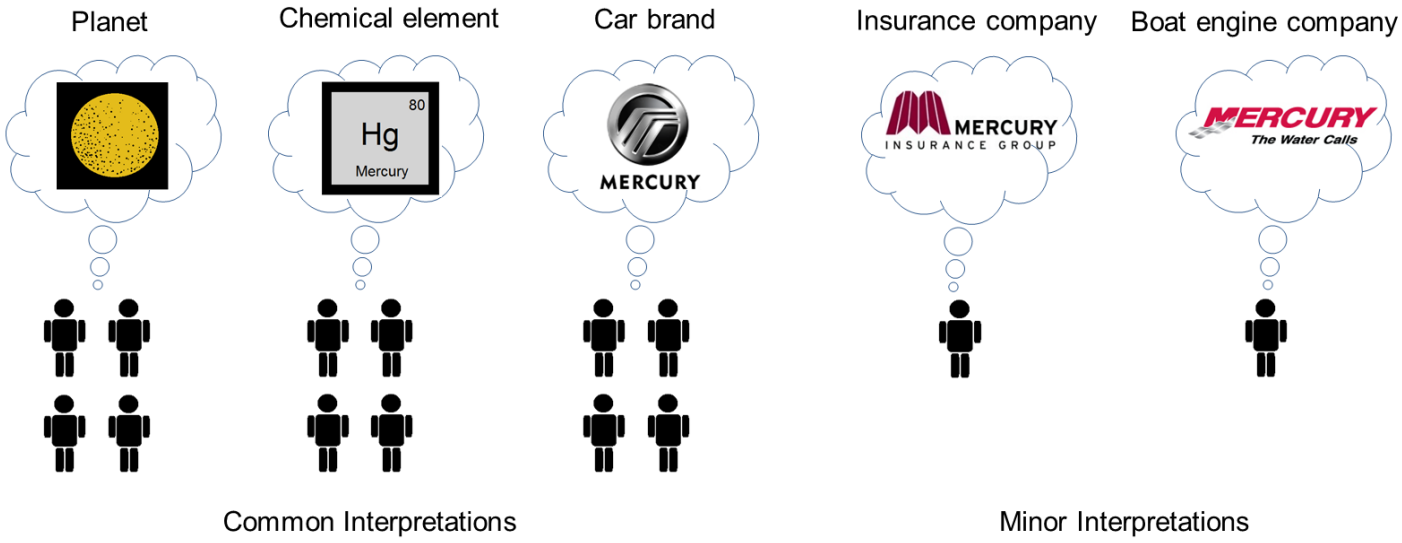
Common Interpretation: A *common interpretation* of a query is what many or some users mean when they type a query. A query can have multiple common interpretations.

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)

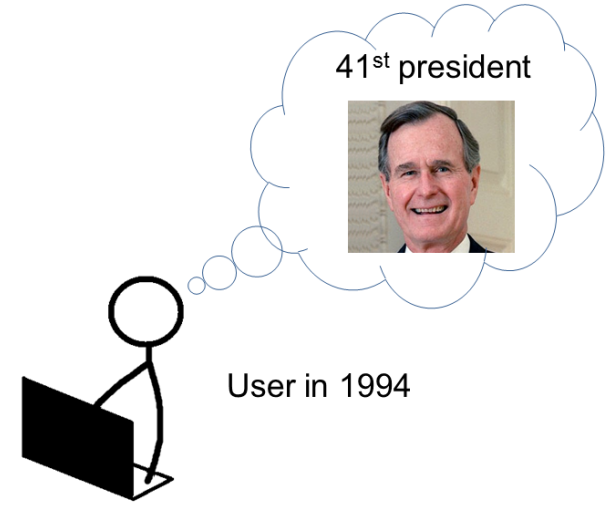


Query: [mercury]
Locale: English (US)

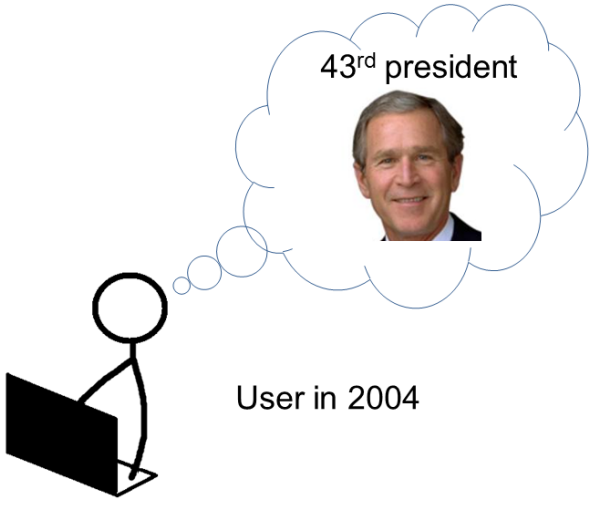


13.4 Query Meanings Can Change Over Time

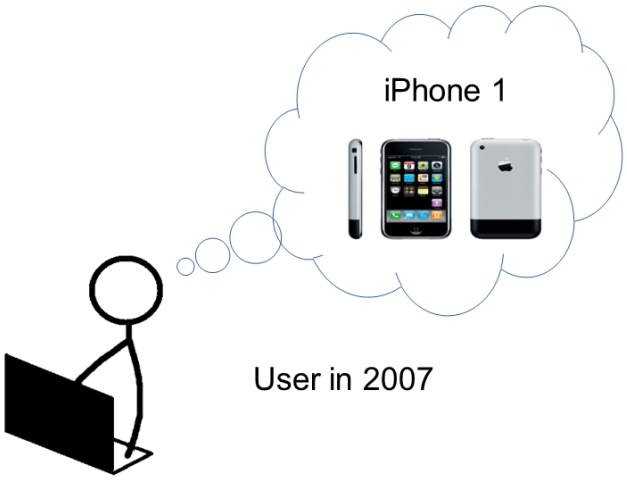
Remember to think about the query and its current meaning as you are rating. We will assume users are looking for current information about a topic, the most recent product model, the most recent occurrence of a recurring event, etc., unless otherwise specified by the query.



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



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



Query: [iphone]
Locale: English (US)

Query: [iphone]
Locale: English (US)

The interpretation of the query [iphone], English (US) has changed over time as new iPhone models have been introduced. The first iPhone was introduced in 2007. Users searching for [iphone], English (US) at that time were looking for the newly introduced 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.

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13.5 Classification of User Intent: Action, Information, and Navigation: Do-Know-Go

Sometimes it is helpful to classify user intent for a query in one or more of these three categories:

- **Action intent**: Users want to accomplish a goal or engage in an activity, such as download software, play a game online, send flowers, find entertaining videos, etc. These are **Do** queries: users want to do something.
- **Information intent**: Users want to find information. These are **Know** queries: users want to know something.
- **Navigation intent**: Users want to navigate to a website or webpage. These are **Go** queries: users want to go to a specific page.

An easy way to remember this is **Do-Know-Go**. Classifying queries this way can help you figure out how to rate a webpage. **Important**: Many queries fit into more than one category of user intent.

13.5.1 Action Queries: Do

The intent of an **action query** is to accomplish a goal or engage in an activity on the web. The goal or activity may be to download, to buy, to obtain, to be entertained by, or to interact with a resource that is available on the web. Users want to **Do** something.

Query	Likely User Intent
[download adobe reader], English (US)	Download software.
[online personality test], English (US)	Take an online personality test.
[what is my bmi?], English (US)	Calculate the BMI (body mass index).
[buy Citizen Kane DVD], English (US)	Purchase this DVD.
[flowers], English (US)	Order flowers online or look at pictures of flowers.
[bubble spinner 2], English (US)	Play Bubble Spinner 2 online or download the game.

13.5.2 Information Queries: Know

An **information query** seeks information on a topic. Users want to **Know** something and the goal is to find information.

Query	Likely User Intent
[Switzerland], English (US)	Find travel and tourism information for planning a vacation or holiday, or find information about the Swiss geography, languages, economy, etc.
[cryptology use in WWII], English (US)	Find information about how cryptology was used in World War II.
[how to remove candle wax from carpet], English (US)	Find information on how to remove candle wax from carpet.
[definition of paradox], English (US)	Find a definition of “paradox.”
[allergies], English (US)	Find information about allergies.
[big dog breeds], English (US)	Find information about big dog breeds.

13.5.3 Navigation Queries: Go

The intent of a **navigation query** is to locate a specific webpage. Users have a single webpage or website in mind. This single webpage is called the **target** of the query. Users want to **Go** to the target page. The most helpful page for a navigation query is the navigational target page.

Query	Likely User Intent
[kayak], English (US)	Go to the Kayak homepage.
[youtube], English (US)	Go to the YouTube homepage.
[ebay], Italian (IT)	Go to the Italian eBay homepage.
[best buy store locator], English (US)	Go to the store locator page on the Best Buy website.
[sony customer support], English (US)	Go to the customer support page on the Sony website.
[canon.com camcorders], English (US)	Go to the camcorders page on the Canon website.

13.5.4 Queries with Multiple User Intents (Do-Know-Go)

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
[firefox], English (US)	**Do** or **Go**. Many users may want to download the Firefox browser (**Do**) from the official Firefox website (**Go**).
[bmi], English (US)	**Do** or **Know**. Some users may want to calculate (**Do**) their BMI (body mass index). Some users may want to learn what BMI is or how to interpret their BMI number (**Know**).
[iphone], English (US)	**Do**, **Know,** or **Go**. Users may be looking to purchase an iPhone (**Do**), find information (**Know**), or go to the iPhone page on the Apple website (**Go**).

14.0 Utility Rating Scale for Result Blocks

The Utility rating scale offers five rating options that apply to all types of result blocks in BU rating.

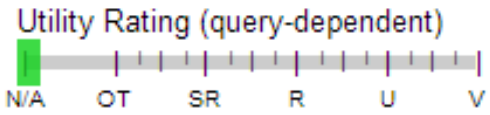
Rating	Description
Vital (V)	A special rating category for Title Link Result Blocks.
Useful (U)	Very helpful for many or most users.
Relevant (R)	Helpful for many users OR very helpful for some users.
Slightly Relevant (SR)	Helpful for fewer users.
Off-Topic or Useless (OT)	Helpful for no or very few users.

On BU rating tasks, you will see the rating scale on the **Utility Slider**.

The Utility Slider is labeled **query-dependent** because the utility rating is based primarily on how helpful the result (the result block and landing page) is for the query, i.e., the rating depends on the query.

Please note that you may assign **in-between** ratings. For example, notice that there are 3 small tick marks in between **R** and **U** on the slider. Use in-between ratings if you think the utility 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.

The slider uses abbreviations for the five rating options as follows:



Most result blocks have a title link and landing page. Some result blocks have no title link.

For result blocks with a title link and landing page, the utility rating is based primarily on the MC of the LP. We call these blocks **Title Link Result Blocks** (**TLRB**). **Please note that the title link must be at the top for the block to be considered a TLRB.**

For result blocks with no title link, the utility rating is based primarily on the content and prominent links inside the result block. We call these blocks **No Title Link Result Blocks** (**NTRB**).

Here are some examples of TLRBs.

TLRB Examples	Description
Kandee www.kandeej.com It's time for another week of Throwback Thursday action....and 8 years ago this week, I looked tike this at my beautiful sister, Tiffany's wedding, and here's 10 ...	TLRB. There is a title link at the top.
Tutorials for tutorials on everything from make-up to hair to cool diy crafts and …	TLRB. There is a title link at the top.
Homework Helpers: Biology - Page 281 - Google Books Result books.google.com/books?isbn=1564147207 Matthew Distefano - 2004 - Science D is the correct binomial nomenclature name for human beings with the proper notation **Homo sapien**. The genus name is **capitalized**, the species name is **...**	TLRB. There is a title link at the top.
When **Bo Burnham** Insulted Justin Bieber @ TeamCoco.com teamcoco.com › Celebs May 2, 2013 Interview: Justin & Selena Gomez were chilling at **Bo's** show when **Bo** started singing a terrible Bieber **...**	TLRB. There is a title link at the top.
Images of philadelphia eagles bing.com/images 	TLRB. There is a title link at the top.
News about Philadelphia Eagles bing.com/news **Philadelphia Eagles**: Which Free Agents Should Return? Bleacher Report · 1 day ago Heading into the offseason, **Philadelphia Eagles** fans can take comfort in knowing GM Howie Roseman has done a remarkable job managing the team's salary-cap… **Philadelphia Eagles** 2014 Draft: A Scouting Guide for East-West Shrine Game Bleacher Report · 3 hours ago Are the **Philadelphia Eagles** Poised to Be the Class of the NFC East? Bleacher Report · 1 day ago See also: More stories · Top stories	TLRB. There is a title link at the top.

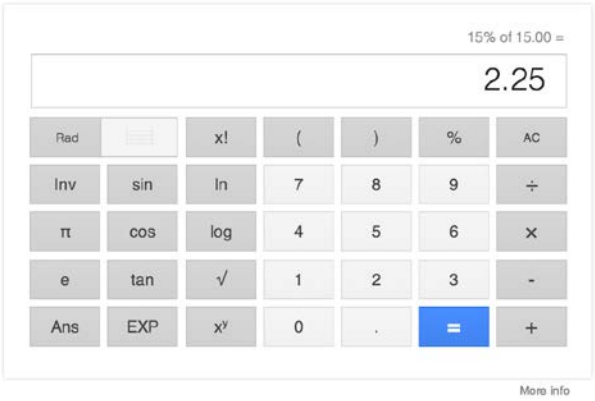
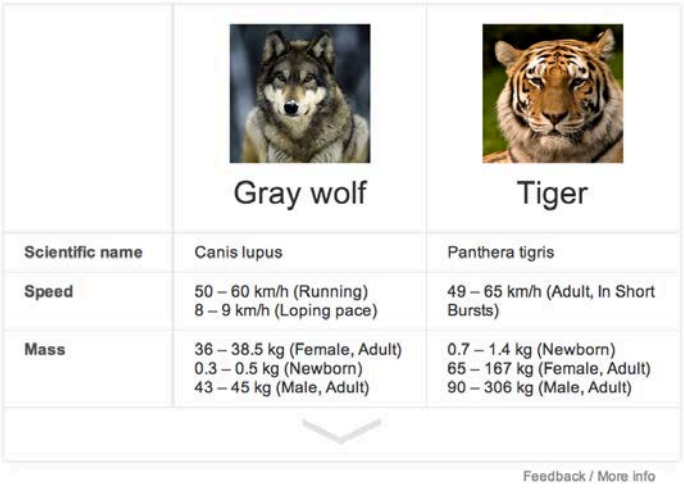
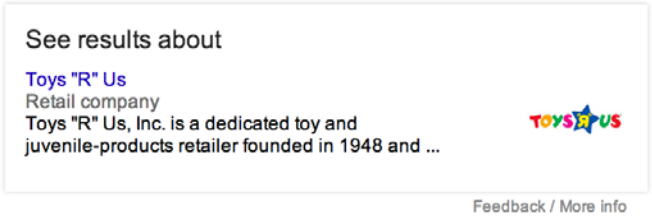
TLRB Examples	Description
Images of channing tatum bing.com/images See more than 59,500 images	TLRB. There is a title link at the top.
Videos of channing tatum bing.com/videos 1:00 Jenko's Epic Split YouTube 2:29 The Eagle Official Trailer (2011) - C... YouTube 2:19 Channing Tatum Worried About J... YouTube 2:08 22 Jump Street Trailer - Channin... YouTube	TLRB. There is a title link at the top.
We're the Millers (2013) - IMDb www.imdb.com/title/tt1723121/ ★★★½☆ Rating: 7.1/10 - 143,367 votes Directed by Rawson Marshall Thurber. With Jason Sudeikis, Jennifer Aniston, Emma Roberts, Ed Helms. A veteran pot dealer creates a fake family as part of his ... Full Cast & Crew - We're the Millers (2013) Poster - Parents Guide - Trivia	TLRB. There is a title link at the top.
We're the Millers - Official Trailer [HD] - YouTube 2:40 www.youtube.com/watch?v=0Vsy5KzsieQ May 22, 2013 - Uploaded by Warner Bros. Pictures https://www.facebook.com/werethemillers http://www.werethemillers.com In theaters August 7th. Watch the Red ...	TLRB. There is a title link at the top.
Courtyard San Francisco Airport/**Oyster Point** Waterfront - **Marriott** www.**marriott**.com/.../sfoop-**courtyard-san-francisco**-airport-**oyster-point**... With a reinvented lobby and bistro, the waterfront **Courtyard** South **San Francisco** Airport hotel has redefined the travel experience to provide guests with more ... 3.6 ★★★★☆ 12 Google reviews · Write a review - $199▾ 1300 Veterans Blvd, South San Francisco, CA 94080 (650) 871-4100 Maps & Transportation - View photos	TLRB. There is a title link at the top.

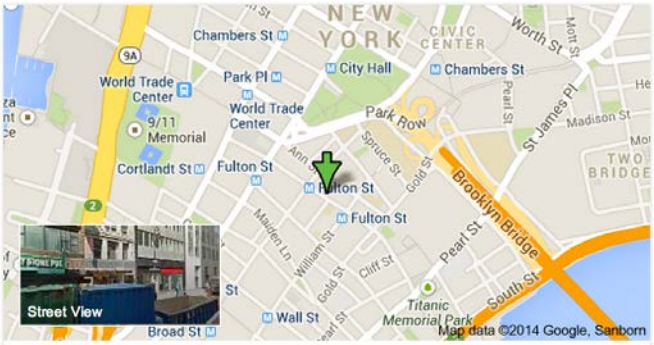
TLRB Examples	Description
Map of 121 Fulton St, New York, NY 10038, United States bing.com/maps View large map · Drive from · Drive to 	TLRB. There is a title link at the top.
Movies for all matching theaters Ride Along 1hr 40min PG-13 Comedy Trailer Jack Ryan: Shadow Recruit 1hr 46min PG-13 Action Trailer Lone Survivor 2hr 1min R Action Trailer Devil's Due 1hr 29min R Horror Trailer The Nut Job 1hr 26min PG Animation Trailer Frozen 1hr 48min PG Animation Trailer + Show more movies	TLRB. There is a title link at the top.
Il Capuccino Ristorante - **Sag** Harbor, NY - Italian Restaurant ... https://www.facebook.com/pages/**Il-Capuccino**.../190274376291 ★★★★½ Rating: 4.7 - 115 votes **Il Capuccino** Ristorante, **Sag** Harbor, NY. 1089 likes · 22 talking about this · 1427 were here. **Il Capuccino's** is more than just a cozy italian restaurant it is a place ...	TLRB. There is a title link at the top.
Scholarly articles for **survey of enacted curriculum** ... To Describe the **Enacted Curriculum**--The Reform Up ... - Smithson - Cited by 64 ... : 2000 Report. Using the **Survey** of **Enacted Curriculum** ... - Kim - Cited by 9 ... **surveys** of **enacted curriculum** to advance evaluation ... - Blank - Cited by 23	TLRB. There is a title link at the top.
V: Visa Inc (New York Stock Exchange) MSN Money · Data in USD · Jan 17, 05:58 PM EST · 20 min delayed 232.18 ▲ +10.41 (4.69%) 232.00 -0.18 (-0.08%) After Hours Open: 222.05 Day's L/H: 222.04 - 232.26 Vol: 9.59 M Avg Vol: 2.87 M P/E: 30.57 Mkt Cap: 180.57 B By Morningstar	TLRB. There is a title link at the top.

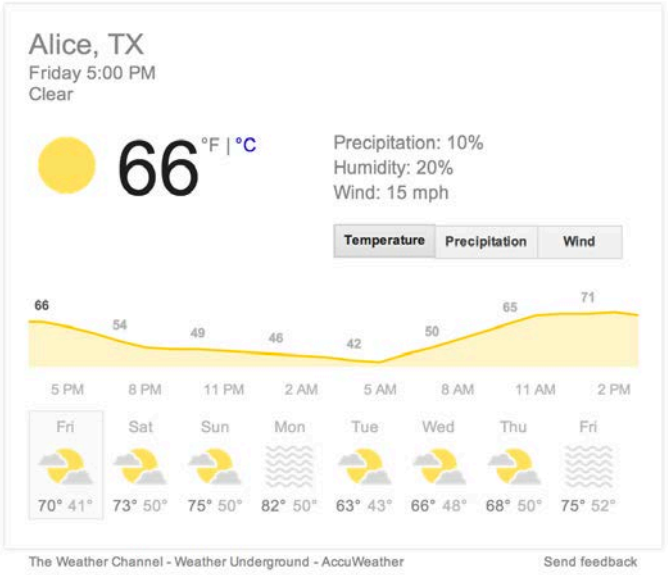
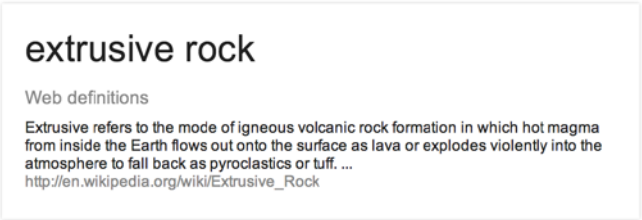
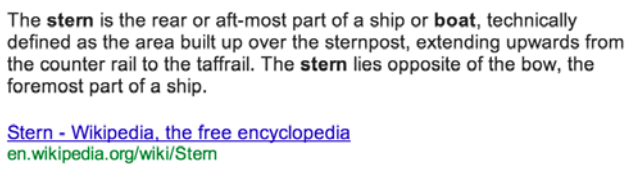
TLRB Examples	Description
	TLRB. There is a title link at the top.
Track USPS package 9400 1096 9993 8733 9325 96 www.usps.com	TLRB. There is a title link at the top.

Here are some examples of NTRBs.

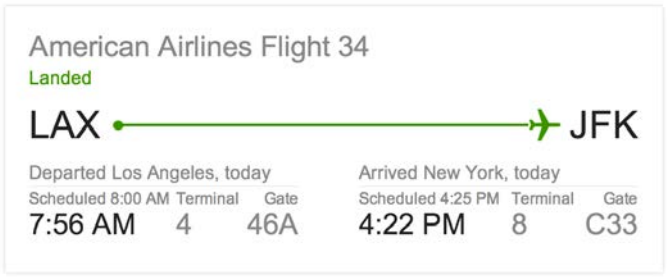
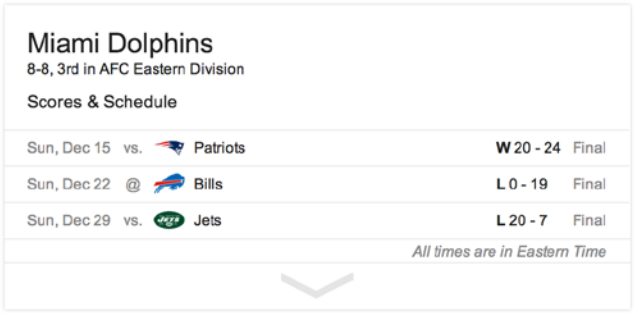
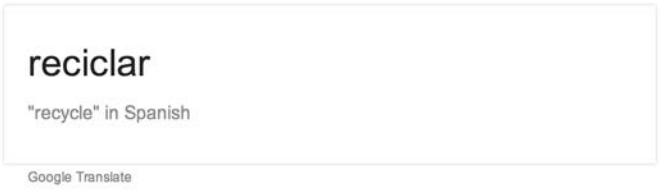
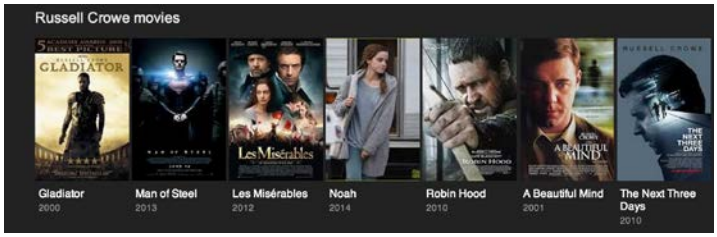
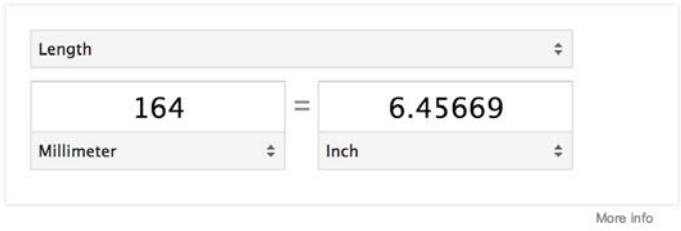
NTRB Examples	Description
	NTRB. There is no title link in this block.

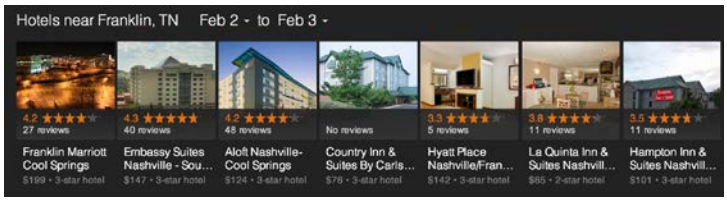
NTRB Examples	Description
	NTRB. There is no title link in this block.
	NTRB. There is no title link in this block.
	NTRB. There is no title link in this block.
	NTRB. There is a blue link, but it is not at the top, so we consider this a NTRB.

NTRB Examples	Description
 121 Fulton St New York, NY 10038 Get directions Transit: Fulton St	NTRB. There is no title link in this block.
Rise of the Guardians, Reviews 2012 Film ★★★★☆ 7.3/10 IMDb - 74,461 votes ★★★☆☆ 57% Metacritic - 34 reviews Feedback / More info	NTRB. There is no title link in this block.
Need help? In the U.S., call 1-800-273-8255 National Suicide Prevention Lifeline	NTRB. There is no title link in this block.
What are the symptoms of west nile? About 80 out of 100 people who have West Nile have no symptoms.2 When symptoms do appear, they begin 3 to 14 days after the mosquito bite. Mild symptoms include: ... read full answer on webmd.com ... Mild disease, generally called West Nile fever, may cause some or all of the following symptoms: ▪ Abdominal pain ▪ Diarrhea ... read full answer on nih.gov	NTRB. There is no title link in this block.

NTRB Examples	Description
	NTRB. There is no title link in this block.
	NTRB. There is no title link in this block.
	NTRB. There is no title link in this block.
	NTRB. This one is tricky because there is a prominent blue link, but it is not at the top.

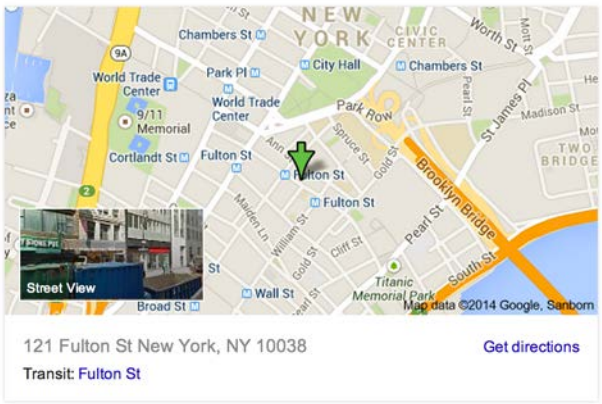
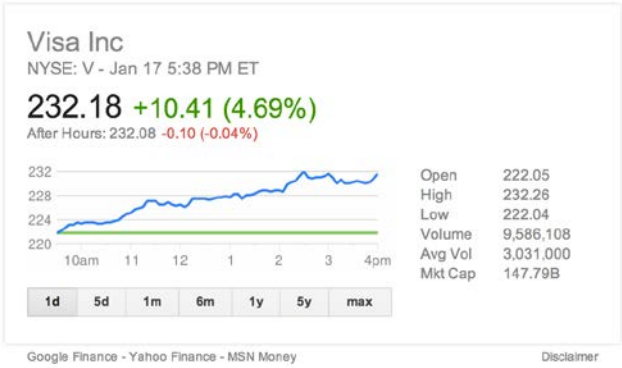
NTRB Examples	Description
The daughter of Jedi Knight Anakin Skywalker and Senator Padmé Amidala of Naboo, **Leia** was the younger twin sister of Luke Skywalker, and, shortly after her birth, she became the adopted daughter of Bail Organa and Queen Breha of Alderaan, making her a **Princess** of Alderaan. Leia Organa Solo - Wookieepedia, the Star Wars Wiki starwars.wikia.com/wiki/Leia_Organa_Solo *Feedback*	NTRB. This one is tricky because there is a prominent blue link, but it is not at the top.
Sherwin-Williams Floorcovering www.**sherwin-williams**.com Google+ page A 4810 Early Rd Mt Crawford, VA (540) 432-0869 **Sherwin-Williams** Paint Store www.**sherwin-williams**.com Google+ page B 1820 Evelyn Byrd Ave #120 Harrisonburg, VA (540) 434-4340 **Sherwin-Williams** Paint Store www.**sherwin-williams**.com Google+ page C 2319 W Main St Waynesboro, VA (540) 942-5616 See results for **sherwin williams bridgewater va** on a map »	NTRB. This one is tricky because there are several blue links. However, since there is no main link at the top that applies to all of the content in the block, this is a NTRB.
Jon A. Husted Ohio, Secretary of State Feedback / More info	NTRB. There is no title link in this block.
11:36 AM Tuesday, January 21, 2014 (HST) Time in Hawaii	NTRB. There is no title link in this block.
Monday, May 26 Memorial Day 2014 *Feedback*	NTRB. There is no title link in this block.

NTRB Examples	Description
	NTRB. There is no title link in this block.
	NTRB. There is no title link in this block.
	NTRB. There is no title link in this block.
	NTRB. There is no title link in this block.
	NTRB. There is no title link in this block.

NTRB Examples	Description
	NTRB. There is no title link in this block.

Sometimes it is really hard to tell whether a block is a TLRB or whether it is a NTRB. Remember, you can fall back on this rule: **a TLRB must have a title link at the top of the block.**

Other examples of TLRB and NTRB blocks	Explanation
Leia Organa Solo - Wookieepedia, the Star Wars Wiki starwars.wikia.com/wiki/**Leia**_Organa_Solo Her adoptive parents could not have children of their own, so Leia became the crown **princess**, and, as such, was formally referred to as "the **Princess Leia** ... Saba Sebatyne - Bail Prestor Organa - Slave Leia costume - Breha Organa	TLRB. This block has a title link at the top. Your rating should be based primarily on the landing page.
The daughter of Jedi Knight Anakin Skywalker and Senator Padmé Amidala of Naboo, **Leia** was the younger twin sister of Luke Skywalker, and, shortly after her birth, she became the adopted daughter of Bail Organa and Queen Breha of Alderaan, making her a **Princess** of Alderaan. Leia Organa Solo - Wookieepedia, the Star Wars Wiki starwars.wikia.com/wiki/Leia_Organa_Solo *Feedback*	NTRB. This block does not have a title link at the top. Your rating should be based primarily on the content in the block.
Map of 121 Fulton St, New York, NY 10038, United States bing.com/maps View large map · Drive from · Drive to 	TLRB. This block has a title link at the top. Your rating should be based primarily on the landing page.

Other examples of TLRB and NTRB blocks	Explanation
	NTRB. This block does not have a title link at the top. Your rating should be based primarily on the content in the block.
	TLRB. This block has a title link at the top. Your rating should be based primarily on the landing page.
	NTRB. This block does not have a title link at the top. Your rating should be based primarily on the content in the block.

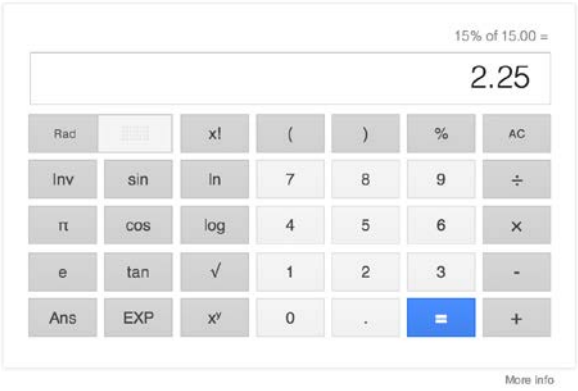
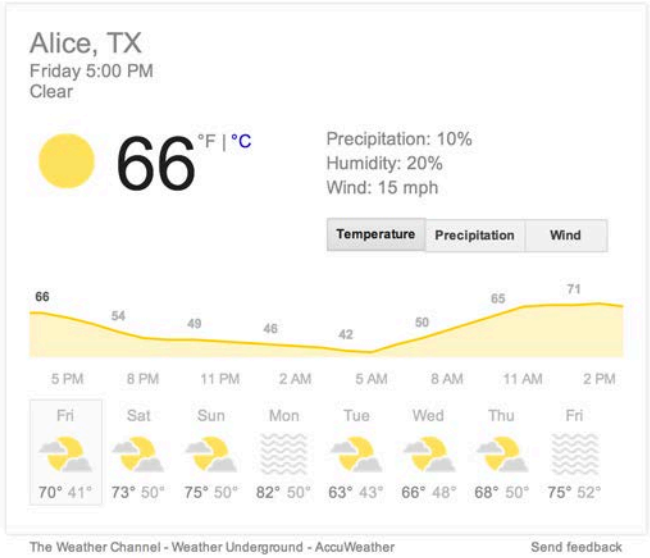
Rating No Title Link Result Blocks (**NTRB**)

TLRBs should be rated based primarily on the MC of the landing page. This means the content of the block itself is not an important consideration in the rating.

On the other hand, NTRBs are often special informational result blocks designed to give users information directly on the results page. In some projects, you may see blocks referred to as “Special Informational Result Blocks” or “SIRBs.” NTRBs (and SIRBs) should be rated based primarily on the content in the block itself.

There are some special challenges with rating NTRBs. Here are three important considerations:

1. All result blocks (TLRBs and NTRBs) are presented as “screenshots” or images of search results with prominent links enabled. This works well for TLRBs, but NTRBs may have interactive features on the search results page. Unfortunately, a screenshot or image of a NTRB will not function as it would for a real user. For the purpose of rating, please assume that the NTRB does function, even though you are unable to use the buttons, tabs, or other features in your rating task.

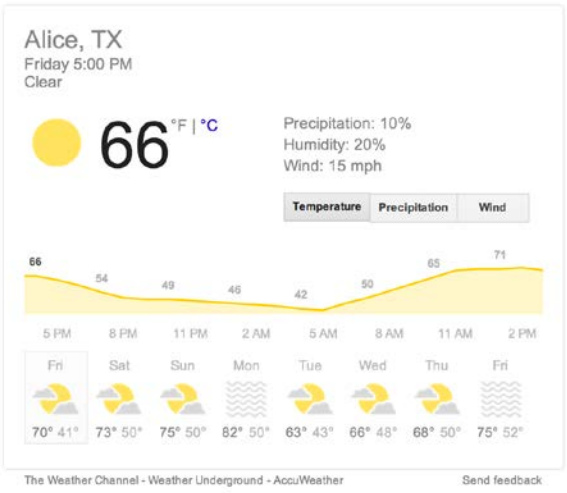
Examples of Interactive NTRBs	Explanation
	NTRB. This is a “screenshot” or image of an interactive calculator result. The buttons do not function in the screenshot. When rating, assume that users are able to use the interactive calculator features.
	NTRB. This is a “screenshot” or image of an interactive stock price result. The buttons do not function in the screenshot. When rating, assume that users are able to view the prices for each of the “buttons”: 1 day, 5 days, 1 month, 6 months, 1 year, 5 years, etc.
	NTRB. This is a “screenshot” or image of an interactive weather result. The buttons do not function in the screenshot. When rating, assume that users are able to see the temperature, precipitation, and wind for each day.

2. Do not mark a TLRB and a NTRB as duplicates of each other. As discussed, TLRB ratings are based primarily on the MC of the LP, whereas NTRB ratings are based primarily on the content and prominent links inside the result block.

These Two Results Should Not be Considered Duplicates	Explanation
Leia Organa Solo - Wookieepedia, the Star Wars Wiki starwars.wikia.com/wiki/**Leia**_Organa_Solo Her adoptive parents could not have children of their own, so Leia became the crown **princess**, and, as such, was formally referred to as "the **Princess Leia** ... Saba Sebatyne - Bail Prestor Organa - Slave Leia costume - Breha Organa	TLRB. This block has a title link at the top.
The daughter of Jedi Knight Anakin Skywalker and Senator Padmé Amidala of Naboo, **Leia** was the younger twin sister of Luke Skywalker, and, shortly after her birth, she became the adopted daughter of Bail Organa and Queen Breha of Alderaan, making her a **Princess** of Alderaan. Leia Organa Solo - Wookieepedia, the Star Wars Wiki starwars.wikia.com/wiki/Leia_Organa_Solo *Feedback*	NTRB. This block does not have a title link at the top.

3. There may be a delay between when the rating task is created and when you actually rate the block, causing some information in NTRBs to be a few hours or even days out of date. Even though some NTRBs or SIRBs, such as stock price informational blocks or weather informational blocks, are designed to give users extremely recent information, don't penalize a NTRB or SIRB for being out of date. Assume that the blocks show current information for users.

Examples of Time-Sensitive NTRBs	Explanation
Visa Inc NYSE: V - Jan 17 5:38 PM ET 232.18 +10.41 (4.69%) After Hours: 232.08 -0.10 (-0.04%) 232 228 224 220 10am 11 12 1 2 3 4pm Open 222.05 High 232.26 Low 222.04 Volume 9,586,108 Avg Vol 3,031,000 Mkt Cap 147.79B 1d 5d 1m 6m 1y 5y max Google Finance - Yahoo Finance - MSN Money Disclaimer	NTRB. This is a "screenshot" or image of an interactive stock price result. The date shown is the date this rating task was created. There may be a delay before you are asked to rate it. Please assume that users see current information.

Examples of Time-Sensitive NTRBs	Explanation
	NTRB. This is a "screenshot" or image of an interactive weather result. The date shown is the date this rating task was created. There may be a delay before you are asked to rate it. Please assume that users see current information.

14.1 Vital (V)

The **Vital (V)** rating is used for TLRBs in these very special situations:

- There is a dominant interpretation and clear user intent to navigate to a specific website or webpage, and the LP of the TLRB is exactly what the user is looking for.
- The dominant interpretation of the query is an entity (such as a person, place, business, restaurant, product, company, organization, etc.), and the LP of the TLRB is the official webpage associated with that entity.

In both cases, the query must have a dominant interpretation. If there is no dominant interpretation, it is not possible to assign a **V** rating.

The **V** rating is based on the LP of the title link. NTRBs cannot receive the **V** rating.

Most **V** pages are very helpful; however, this is not a requirement for a **V** rating. Some **V** pages are "official," but not very helpful.

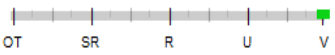
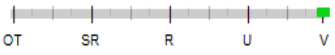
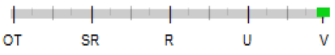
To give a **V** rating, the landing page and website must "work" – the LP must load, function, and be maintained.

Finally, when in doubt, don't use the **V** rating.

14.1.1 Go Queries with Vital (V) Pages

For **Go** queries, the **V** page is the page requested by the user. If the query "asks" for the homepage of a website, only the homepage gets the **V** rating. If the query "asks" for a subpage, only that particular subpage gets the **V** rating.

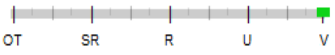
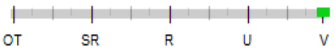
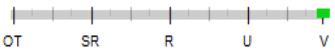
Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[nytimes], English (US) Go to the New York Times online newspaper.	The **New York Times** - Breaking News, World News & Multimedia www.**nytimes**.com/ Find breaking news, multimedia, reviews & opinion on Washington, business, sports, movies, travel, books, jobs, education, real estate, cars & more. 	The New York Times homepage and target of the query.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[nytimes sports], English (US) Go to the sports section of the New York Times online newspaper.	**Sports** News - The **New York Times** www.**nytimes**.com/pages/**sports**/index.html Find breaking news and **sports** news on the NFL, the NBA, the NCAA, the NHL, baseball, golf, tennis, soccer, the World Series, Super Bowl, the Olympics and ...  	The sports section page of the New York Times and target of the query.
[walmart.com], English (US) Go to the official homepage of the Walmart online retail site.	**Walmart**.com: Save money. Live better. www.**walmart**.com/ Online shopping for the largest selection of electronics, home furnishings, video games, baby gear and more. Shop online and save money to live better, ... 	The Walmart homepage and target of the query.
[walmart store finder], English (US) Go to the store finder page on the Walmart website.	**Walmart**.com - **Store Locator** www.**walmart**.com/**storeLocator**/ca_**storefinder**.do About **Walmart**.com Terms of Use Affiliate Program Sponsorship Submission International Customers About Our Ads **Store Finder** Printable Coupons Associate ...  	The Walmart store finder page and target of the query.
[lady gaga twitter], English (US) Go to Lady Gaga's official Twitter page.	**Lady Gaga** (**ladygaga**) on Twitter https://twitter.com/**ladygaga** The latest from **Lady Gaga** (@**ladygaga**). 	Lady Gaga's Twitter page and target of the query.
[google maps], English (US) Go to Google Maps.	welcome maps.**google**.com/ Find local businesses, view maps and get driving directions in **Google** Maps.  	The Google Maps site and target of the query. Note that even though the title link just says "welcome," the rating is **Vital**.

14.1.2 Entity Queries with Vital Pages

For entity queries, the official homepage of the entity is **Vital**. Some entities show a "splash page" to announce something to visitors to their website. A splash page should be rated **V** if the page behind it is **V**.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[Madonna], English (US) Go to the homepage of Madonna's official website or find information about her.	**Madonna**.com > Home www.**madonna**.com/ **Madonna's** official web site and fan club, featuring news, photos, concert tickets, merchandise, and more. 	Homepage of Madonna's official website.
[Gary Danko], English (US) Go to the homepage of the Gary Danko restaurant's website or find information about the restaurant.	Welcome to Restaurant **Gary Danko** www.**garydanko**.com/ **Gary Danko**, the award-winning chef who has come to epitomize sophisticated contemporary cuisine, has opened **Gary Danko**. 	Homepage of Gary Danko restaurant.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[Bourne Legacy], English (US) Go to the movie's official homepage or find information about it.	The **Bourne Legacy** - Official Site | Own It NOW on Blu-ray, DVD a… www.the**bournelegacy**.com/ The **Bourne Legacy** starring Jeremy Renner, Rachel Weisz, Edward Norton, Stacy Keach, and Oscar Isaac continues the thrilling experience of Jason Bourne. 	Homepage of the movie (on the movie studio's website).
[Maytag], English (US) Go to the homepage of this appliance manufacturer or find information about the brand.	**Maytag** | Kitchen, Laundry & Home Appliances www.**maytag**.com/ Shop **Maytag** washers, clothes dryers, refrigerators, ranges, dishwashers, water filters and accessories direct from **Maytag**.  	Homepage of the Maytag website.
[ipod nano], English (US) Go to the iPod nano page on the Apple website or find information about it.	Apple - **iPod nano** with Multi-Touch. www.apple.com/**ipod-nano**/ **iPod nano** features a Multi-Touch display, built-in Bluetooth, FM radio, video, and more. Just $149.  	iPod nano page on the Apple website.
[Baseball hall of fame], English (US) Go to the Baseball Hall of Fame website or find information about it	**Baseball Hall of Fame** | Preserving History - Honoring Excellence ... **baseballhall**.org/ The official site, of the National **Baseball Hall of Fame** in Cooperstown, New York. 	Homepage of the Baseball Hall of Fame website.
[Masters Golf Tournament], English (US) Go to the Masters website or find information about it.	Welcome to the 2012 **Masters Golf Tournament** www.**masters**.com/ The Official Site of the **Masters Golf Tournament** 2012. This major golf tournament is played annually at the Augusta National Golf Club. 	Homepage of the Masters Golf Tournament website.
[Freakonomics blog], English (US) Go to the Freakonomics Blog.	**Freakonomics » Blog** www.**freakonomics**.com/**blog**/ This paper investigates whether demand-side market pressure explains colleges' decisions to provide consumption amenities to their students. We estimate a ...  	Freakonomics Blog page on the Freakonomics website.
[Harvard], English (US) Go to the Harvard University website or find information about it.	**Harvard** University www.**harvard**.edu/ **Harvard** University, which celebrated its 375th anniversary in 2011, is the oldest institution of higher learning in the United States. **Harvard** University is devoted ... 	Homepage of the Harvard University website.

14.1.3 Queries with No Vital Result

Most queries do not have a **Vital** result. Here are situations for which there is no **V** result.

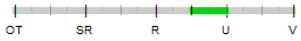
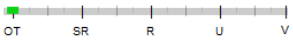
- The query does not have a dominant interpretation.
- The query is not an entity or is not a navigation query.
- No official website or webpage exists for the entity.
- No person or entity can "own" the topic of the query.

Query	Vital Result?	Description
[ADA], English (US)	No **V** result is possible.	There is no dominant interpretation. The following entities are all common interpretations. Each interpretation has an official homepage, but none is **V** since there is no dominant interpretation. • Americans with Disabilities Act • American Dental Association • American Diabetes Association
[knitting], English (US)	No **V** result is possible.	This is an information query. Knitting is an activity anyone can do and that anyone can create a website for. There is no one official source for knitting information. No one can own this topic.
[diabetes], English (US)	No **V** result is possible.	This is an information query. No person or entity can claim ownership of the query [diabetes].
[ipod reviews], English (US)	No **V** result is possible.	The query [ipod] English (US) has a **Vital** result, but [ipod reviews] does not. [ipod reviews] is a **Know** query. Users are looking for information that many sites can provide.
[how old is britney spears?], English (US)	No **V** result is possible.	The query [Britney Spears] is an entity query, but [how old is britney spears] is not. This is a **Know** query. Users are looking for information that many sites can provide.

Be careful with queries such as [diabetes], [knitting], [furniture], [cars], [toys], etc. There is no **Vital** result possible because no one can "own" the topic of these queries. TLRBs with URLs that match the query may not even be helpful.

Sites claiming to be official may not actually be official sites. The **V** rating should NOT be assigned on the basis of the result block or appearance of the URL alone. You must visit the LP and examine the website. Here are some examples of result blocks that may look **Vital,** but are not.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[Ashley Tisdale], English (US) Go to this celebrity's official website or find information about her.	**AshleyTisdale**.org ~ Your first and best source for everything Ashle… **ashleytisdale**.org/ Welcome to **AshleyTisdale**.org! … **AshleyTisdale**.org & Finders Keepers Giveaway … **AshleyTisdale**.org, **Ashley Tisdale** & Planet Blue Double-Prize Giveaway … 	The LP is not an official homepage for Ashley Tisdale; it is a fan site. Here is the "real" official **V** result: official Ashley Tisdale website. When you are unsure if a celebrity site is official, please explore the site. You will usually be able to find information telling you that the site is a fan site or the official site.
[Branson, Missouri], English (US) Find information about this city or go to its official page.	**Branson**.com : The Official **Branson** Website www.**branson**.com/ **Branson MO's** Official Resource Center for Visitors, Locals, Discounts, Shows, Lodging, Restaurants, Vacations, Maps, News, and Events. 	The title of the TLRB and the LP display the words "Branson.com Official Website," but it is the homepage of the Branson.com website, **not** the homepage of the official city of Branson, Missouri website. Here is the official Vital result for the city of Branson, Missouri.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[fabric], English (US) Purchase fabric online.	**Fabric** - Discount **Fabric** - Apparel **Fabric** - Home Decor **Fabric** ... www.**fabric**.com/ Fabric online from discount to designer. Fabric online Fabric Store - Here' you'll Find Quilting Fabric like moda fabric, Fashion Fabric like minky fabric, Home ...  	No **V** result is possible for this query because no one can claim ownership of it. Many websites sell fabric online. The LP is the homepage of a well-known, reputable fabric website and would be helpful for many or most users.
[chairs], English (US) Purchase chairs online or find information about chairs.	**Chairs**.com www.**chairs**.com/ This is an example of a fake search page (see Section 7.3.2) and is considered **Lowest** quality.  	No **V** result is possible for this query because no one can claim ownership of it. Many websites sell and have information about chairs. This is a fake search page and **Lowest** quality, so should be rated **OT**. See Section 7.3.2 for more information about fake search pages.

14.1.4 Vital Pages for People Queries

This section describes the use of the **Vital** rating for queries such as [oprah], [barack obama], and [lady gaga], which are names of people. This section does not apply to queries which include both a name and other words, such as [lady gaga twitter].

For a query that is the name of a real (non-fictional) living person, the **V** rating should be used when:

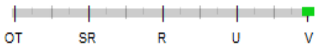
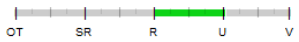
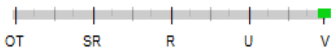
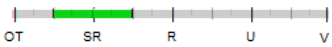
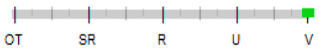
- The query has a clear dominant interpretation, i.e., most people are looking for information about one particular person. For example [madonna], [barack obama], [shaquille o'neal].
- The result is the homepage of the person's official website, if such a website exists.

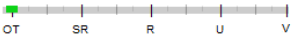
Many or most people queries do not have a dominant interpretation. Queries like [ben smith], [mary jones], [elizabeth tucker], [susan greene], [paul richards], and [chad hancock] can have no **V** result because different users may be looking for different people.

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 **V** 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.

We will consider a person's website official if it is created by the person or an authorized agent of that person. The website must be maintained and have information or content which establishes that the website officially represents the person. This is a very high standard. When in doubt, do not use the **V** rating.

Important: Websites that are under construction or obviously unmaintained should not be rated **V**, even if they were at one point created by or authorized by the person in the query. Please consider a personal website to be unmaintained if there is old or stale information displayed prominently. For personal websites which are generally very frequently updated, please look for updates within the last four months. If the personal website feels unmaintained, do not use the **V** rating.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[tiger woods], English (US) Find information, news, etc. about Tiger Woods or go to the homepage of his official website.	**TigerWoods**.com: The Official Site of **Tiger Woods** www.**tigerwoods**.com/ **Tiger's** official site, in English and Japanese, has news updates, golf tips, game schedules and an online club.  	Homepage of Tiger Woods' official website.
	Tiger Woods (**TigerWoods**) on Twitter https://twitter.com/**TigerWoods** **Tiger Woods**. @**TigerWoods**. Official Twitter account of **Tiger Woods**. Jupiter Island, FL · http://www.**TigerWoods**.com · 277 Tweets · 16 Following · 2,924,010 **...**  	This is Tiger Woods' Twitter page. It is not his official website. This result is not **Vital**.
[oprah], English (US) Find information, news, etc. about Oprah Winfrey or go to the homepage of her official website.	**Oprah** Winfrey's Official Website - Live Your Best Life - **Oprah**.com www.**oprah**.com/ **Oprah**.com is the official website for everything in **Oprah's** world. Find advice on your health, beauty, cooking and recipes, money, decorating, relationships and **...**  	Homepage of Oprah's official website.
	Oprah-Winfrey.com www.**oprah-winfrey.com**/ Eva Cassidy: True Talent Cannot Be Silenced · Remaining Doors Pay Homage To Jim Morrison On 60th Birthday · Photographs And Links To 20th Century **...**  	This is not Oprah's official website, even though the URL (oprah-winfrey.com) matches her name.
[emma watson], English (US) Find information, news, etc. about Emma Watson or go to the homepage of her official website.	**Emma Watson** The Official Website www.**emmawatson**.com/ **Emma Watson's** official website. **...** At 22 years old Emma is already an accomplished actress, having appeared in 12 films. Click here to read her full biography.  	Homepage of Emma Watson's official website.
	Emma Watson	Facebook www.facebook.com/**emmawatson** **Emma Watson**, London, United Kingdom. 7205161 likes · 388915 talking about this. 	This is a well-maintained Facebook page but it is not Emma Watson's official website. This result is not **Vital**.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[sam wen], English (US) Find information, news, etc. about someone named Sam Wen or go to the homepage of his official website.	**Sam Wen** www.**samwen**.com/ My name is **Sam Wen**, and I work at Square in San Francisco. In the past, I was a defense industry junkie. After I recovered, I joined Jack Dorsey, Jim McKelvey, ... 	There are multiple people with this name. It is not clear which Sam Wen users may be looking for. There is no dominant interpretation, and therefore no **V** result is possible for this query.
[amanda bynes], English (US) Find information, news, etc. about Amanda Bynes or go to the homepage of her official website.	**Amanda Bynes** www.**amandabynes.com**/ Under Construction? Copyright © 2000. All Rights Reserved. This result is not **Vital**.  	Amanda Bynes is an actress. The LP displays an "Under Construction" message. The copyright date shown is 2000. There is no content on the page that establishes this as her official website.

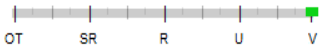
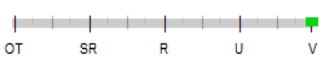
14.1.5 Vital Pages for URL Queries

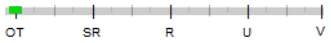
Some queries look like URLs. We will call these queries **URL Queries**. Here are some types of URL queries:

- 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 URL" queries. 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.

Some queries, such as [yahoo] or [yahoo mail] are website names. These queries do not contain ".com" or "www" or other standard components of a URL. These are **Go** queries, but we will not consider them URL queries.

Assign a **V** rating to results for URL queries based on user intent. Assign a **V** rating only if there is little or no doubt that the page matches user intent.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[www.myspace.com], English (US)	**Myspace** | Social Entertainment www.**myspace**.com/ **Myspace** is the leading social entertainment destination powered by the passion of fans. Music, movies, celebs, TV, and games made social.  	Homepage of the MySpace website. This is a perfectly-formed working URL query. The user intent is clear: to go to the MySpace website.
[www.yahoo.c0m], English (US) [yahoo.xcom], English (US)	**Yahoo!** www.**yahoo**.com/ Welcome to **Yahoo**!, the world's most visited home page. Quickly find what you're searching for, get in touch with friends and stay in-the-know with the latest ...  	Homepage of the Yahoo website. Even though these queries are imperfect URL queries, it's clear the user wants to go to the Yahoo website.

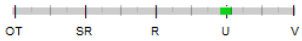
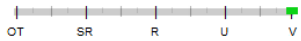
Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[huffintonpost.com], English (US) This query is a working URL, but it is clearly mistyped. The clear user intent is to navigate to huffingtonpost.com.	**huffintonpost.com** www.**huffintonpost**.com/ **huffintonpost**.com ... Shopping|Black Voices|Politics · News|Japan|Facebook. Copyright © 2012 **huffintonpost**.com. All Rights Reserved. Home | Legal.  	Homepage of the huffintonpost.com website. This result is *not* **Vital**. It is not the result the user is looking for. This is a fake search page and **Lowest** quality, so should be rated **OT**. See Section 7.3.2 for more information about fake search pages.
	Breaking News and Opinion on The **Huffington Post** www.**huffingtonpost**.com/ The destination for news, blogs and original content offering coverage of US politics, entertainment, style, world news, technology and comedy. 	Homepage of the Huffington Post website. The clear user intent is to navigate to huffingtonpost.com. This result is **Vital**.
[wwww.ibm.com], English (US) Even though the URL doesn't load, it is clear that the user wants to go to the IBM homepage.	**IBM - United States** www.**ibm**.com/ The **IBM** corporate home page, entry point to information about **IBM** products and services. 	Homepage of the IBM website.
[tax form 1040 irs.gov], English (US) Even though the query contains spaces, it is clear the user wants to go to the page on the official IRS government website for the current 1040 tax form.	[PDF] **Form 1040 - Internal Revenue Service** www.**irs**.**gov**/pub/**irs**-pdf/**f1040**.pdf File Format: PDF/Adobe Acrobat - Quick View **Form 1040** Department of the Treasury—Internal Revenue Service. OMB No. 1545-0074. (99). **IRS** Use Only—Do not write or staple in this space. U.S. Individual ... 	Page with the 1040 tax form on the official IRS website.
[i hire chemists.com], English (US) Even though the query contains spaces, it is clear the user wants to go to the iHireChemists website.	Chemistry Jobs, Careers | **iHireChemists** www.**ihirechemists**.com/ Find 3683 chemistry jobs listed in your area on **iHireChemists**. Browse current listings, register and apply online today. 	Homepage of the iHireChemists website.

14.1.6 Vital Pages and Geographic Location

Some international entities have multiple versions of their homepages for different languages or countries. A homepage should be rated **Vital** when:

- There is clear user intent to navigate to a specific website or webpage, and the landing page is exactly what the user is looking for.
- There are multiple versions of the official page, and the page seems right for users in the locale.

Otherwise, please assign a rating based on utility for the user.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[United Nations], French (FR) Go to the United Nations website. French users expect to go to the version of the website that is appropriate for French speaking users.	Bienvenue aux **Nations** Unies www.**un**.org/fr/ Nous, peuples des Nations Unies ... une ONU plus forte pour **un** monde meilleur. Paix et sécurité · Développement · Droits de l'homme · Action humanitaire **...** Travailler à l'Organisation des ... - À propos de l'ONU - Objectifs du Millénaire pour 	Homepage of the French version of the United Nations website. The French version of the website is **V** for all French task locations. It is the right official page for French speaking users.
[United Nations], Russian (RU) Go to the United Nations website. Russian users expect to go to the appropriate version of the website.	Welcome to the **United Nations**: It's Your World www.**un**.**org**/ - Translate this page الأمم المتحدة 联合国 **United Nations** Nations Unies Организация Объединенных Наций Las Naciones Unidas.  	The United Nations website has six versions of its website: Arabic, Japanese, English, French, Russian, and Spanish. The Russian version of the website would be **V** for this query. This "choose your language" page is not.
[un.org], Russian (RU) Go to un.org.	Welcome to the **United Nations**: It's Your World www.**un**.**org**/ - Translate this page الأمم المتحدة 联合国 **United Nations** Nations Unies Организация Объединенных Наций Las Naciones Unidas.  	"Choose your language" page on the United Nations website. Since the LP is the page "asked for" in the query, it is **V**, even though a Russian version of the United Nations website exists.

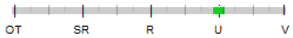
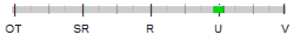
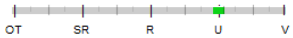
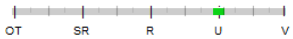
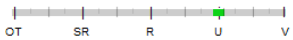
14.2 Useful (U)

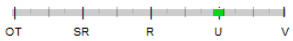
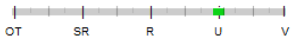
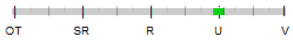
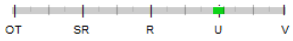
A rating of **Useful** is assigned to title link result blocks (TLRBs) and non-title link result blocks (NTRBs) that are very helpful for many or most users. **U** results are highly satisfying and a good "fit" for the query. In addition, they often have some or all of the following characteristics: high quality, authoritative, entertaining, and/or recent (such as breaking news on a topic).

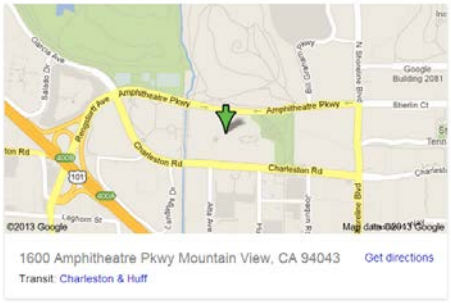
A query can have many **Useful** results.

Have high standards for using the **U** rating. This is especially important for queries with many, many on-topic results.

14.2.1 Examples of Useful (U) Result Blocks

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[pleasant grove high school], English (US) Navigate to the homepage of a high school named “Pleasant Grove High School” or find information about it. This is a **Go** or **Know** query.	**Pleasant Grove High School** pghs.alpine**schools**.org/ **Pleasant Grove High School** - Main Office: (801) 610-8170 - Counseling: (801) 610-8171 - Attendance: (801) 610-8172 700 East 200 South Pleasant Grove, UT **...**  **Pleasant Grove High School**: Home Page pghs.**school**loop.com/ With the help of Capitol Region **high school** students, we will recognize teachers, administrators, school programs, and business partners for excellence.  **Pleasant Grove High School** **pleasantgrovehigh**.jefcoed.com/ Skip Navigation Links Pleasant Grove HS **.... Pleasant Grove High School**. The mission of our school is to develop capable students who will become **...**  **Pleasant Grove High School** / Overview www.pgisd.net/Domain/32 Welcome to Pleasant Grove High School. High school is a time of change for ...	This query does not have a dominant interpretation. Each of these LPs is the homepage of a high school in the U.S. with this name. The high schools are located in the states of Utah, California, Alabama, and Texas. Since there appears to be only four high schools in the country with this name, the homepage of each school is a good match for the query and merits a **U** rating.
[poison ivy], English (US) Find information about poison ivy. This is a **Know** query.	Outsmarting **Poison Ivy** and Other Poisonous Plants www.fda.gov/forconsumers/consumerupdates/ucm049342.htm Jump to Not **Contagious**: **Poison ivy** and other poison plant rashes can't be spread from person to person. But it is possible to pick up the rash from plant **...**  	Page on an authoritative website that answers this question very well. This result would be very helpful for many or most users. There are many, many on-topic results for this query. This result merits a **U** rating.
[Manresa reviews], English (US) Read reviews for this restaurant. This is a **Know** query.	**Manresa**, Los Gatos - Restaurant **Reviews** - TripAdvisor www.tripadvisor.com › ... › Los Gatos › Los Gatos Restaurants ★★★★½ Rating: 4.5 - 79 reviews **Manresa**, Los Gatos: See 79 unbiased **reviews** of **Manresa**, rated 4.5 of 5 on TripAdvisor and ranked #4 of 97 restaurants in Los Gatos.  	Page on a well-known website with over 75 reviews for this restaurant. This page would be very helpful for many or most users.
[broadway tickets], English (US) Purchase tickets to a Broadway show. This is a **Do** query.	**Broadway tickets**, show dates, calendar. Official Ticketmaster site. www.**ticket**master.com/**broadway** Find and buy **broadway** show **tickets** at Ticketmaster.com. Broadway - Wicked (NY) Tickets - Evita (NY) Tickets - Off-Broadway 	Page on a reputable ticket site to complete this transaction. This page would be very helpful for many or most users. There are many, many on-topic results for this query. This result merits a **U** rating.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[csco], English (US) Find stock quote information for Cisco. This is a **Know** query.	**CSCO**: Summary for Cisco Systems, Inc.- Yahoo! Finance finance.yahoo.com/q?s=**CSCO** View the basic **CSCO** stock chart on Yahoo! Finance. Change the date range, chart type and compare Cisco Systems, Inc. against other companies. JNPR - News - CSCO Interactive Chart - Key Statistics  	CSCO is the stock symbol for the Cisco Corporation. This page would be very helpful for many or most users. There are many, many on-topic results for this query. This result merits a **U** rating.
[kids backpacks], English (US) Find information about kids backpacks or purchase a kids backpack. This is a **Do** or **Know** query.	**Kids'** School **Backpacks** & Messenger Bags | Free Shipping from L... www.llbean.com/llb/shop/818?page=**backpacks** Free Shipping. From pre-K to post-Grad, L.L.Bean school **backpacks** and messenger bags earn high marks from students & parents alike. Our durable **kids'** ...  	LL Bean 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. This page would be very helpful for many or most users. There are many, many on-topic results for this query. This result merits a **U** rating.
[ikea], English (US) Go to the official Ikea homepage for U.S. users. This is a **Go** query.	Welcome to **IKEA.com - IKEA** www.**ikea**.com/ Featuring Scandinavian modern style furniture and accessories. Include storage options, lighting, decor products, kitchen appliances and pet care.  	The MC allows users to select their location. Users in the U.S. would click the "United States" link to get to the appropriate homepage. Because this store exists in many different countries, a "choose your location" page is very helpful for most users.
[every breath you take lyrics], English (US) Find the lyrics to this song written by Sting. This is a **Know** query.	Sting.com - Lyrics : **Every Breath You Take** www.sting.com/discography/lyrics/lyric/song/130 **Every breath you take** / And every move you make / Every bond you break, every step you take / I'll be watching you / Every single day / And every word you say ...  	Page on the official Sting website with the requested lyrics. There are many low quality lyrics results, but we can have confidence in the accuracy of the lyrics on this site. There are many, many on-topic results for this query. This result merits a **U** rating.
[dance video], English (US) Find a dance video to watch. There are many good, entertaining, and popular dance videos on video websites. Users are looking for good or entertaining dance videos. This is a **Do** query.	**Evolution of Dance** - By Judson Laipply - YouTube www.youtube.com/watch?v=dMH0bHeiRNg Apr 6, 2006 - Uploaded by judsonlaipply **Evolution** of **Dance** - By Judson Laipply. judsonlaipply·5 **videos**. Subscribe Subscribed Unsubscribe 63,628 ... 	This is a very popular video of a comedian demonstrating dance styles from previous decades. There are many, many on-topic results for this query. This result merits a **U** rating.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[purple coneflowers], English (US) Find images of or information about purple coneflowers.	 	This is a TLRB, even though it has special content. There are helpful images in the result block, as well as many, many additional helpful images on the LP.
[1600 amphitheatre parkway, Mountain View, CA], English (US) Users may be looking for directions, a map, information about what business resides at this address, etc.	 	This is a NTRB, so the rating should be based primarily on the content in the block. In addition to the map, the result block also contains helpful links to get directions and explore public transportation options.
[john boehner], English (US) Users may be looking for news, biographical information, images, etc.	 	This is a NTRB, so the rating should be based primarily on the content in the block. There is a lot of content at a glance to make it easy to easily understand who John Boehner is, including biographical information, images, recent posts, etc. There are also several helpful links to authoritative sources, which add to the overall experience of the result block.

14.3 Relevant (R)

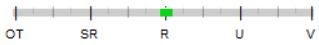
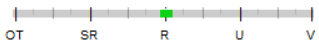
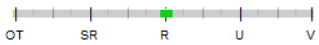
A rating of **Relevant** is assigned to results that are helpful for many users or very helpful for some users.

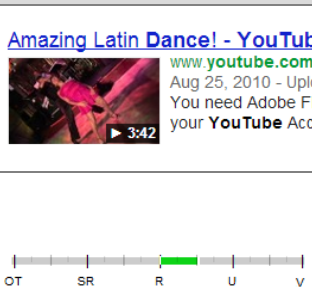
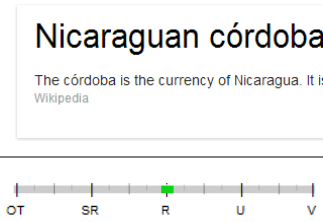
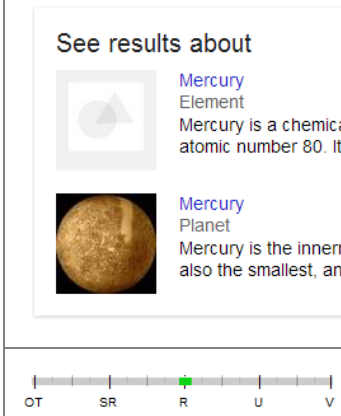
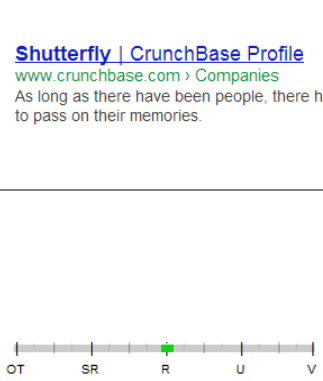
R results have fewer valuable attributes than **U** results. **R** results should still "fit" the query, but they might be less comprehensive, less up-to-date, come from a less authoritative source, etc.

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

The **R** rating can apply to non-title link result blocks (NTRBs) as well. A **R** NTRB may not be highly satisfying in some way, or it may serve a minor interpretation.

14.3.1 Examples of Relevant (R) Pages

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[map of seoul, korea], English (US) Travel to Seoul or find current information about the city.	Map of **Seoul** www.lonelyplanet.com/maps/asia/south-korea/**seoul**/ Map of **Seoul** and travel information about **Seoul** brought to you by Lonely Planet.  	Page with a map of the city of Seoul. This page would be helpful for some users. There are many, many maps of Seoul with more detailed information covering a wider area of the city. This page is not helpful enough for a rating of **U**.
[Tom Cruise], English (US) Find biographical information or current news/celebrity gossip about Tom Cruise.	**Tom Cruise** Pictures, Biography, Filmography, News ... - **Starpulse**... www.starpulse.com › Actors › C **Tom Cruise** Pictures, Biography, Filmography, News, Great Film Moments, Videos.  	A page of information about Tom Cruise. This page would be helpful for many users or very helpful for some users. There are many, many pages about Tom Cruise. This page is not helpful enough for a rating of **U**.
[abe lincoln's birthday], English (US) Find this specific piece of information.	List of Presidents of the United States by date of **birth** - Wikipedia ... en.wikipedia.org/.../List_of_Presidents_of_the_United_States_by_dat... 1 **Birthday**; 2 Months; 3 Generation; 4 Born on the same date; 5 Most and ..... **Abraham Lincoln** and his first Vice President Hannibal Hamlin were both born in ...  	Wikipedia page that displays the birthdays of all U.S. presidents, including Abraham Lincoln. However, Lincoln's birthday is not prominently displayed.
[every breath you take lyrics], English (US) Find the lyrics to the song "Every Breath You Take," which was written by Sting. This is a **Know** query.	STING LYRICS - **Every Breath You Take** www.azlyrics.com/lyrics/sting/**everybreathyoutake**.html **Every breath you take**. Every move you make. Every bond you break. Every step you take. I'll be watching you. Every single day. Every word you say ... 	Page on a lyrics website with the requested lyrics. There are many lyrics websites on the web. Often, pages with lyrics are not 100% accurate. **R** is an appropriate rating for average pages with the requested lyrics.

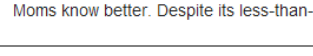
Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[latin dance video], English (US) Find a Latin dance video to watch. There are many good, entertaining, and popular Latin dance videos on video websites. Users are looking for good or entertaining Latin dance videos.		There are many, many Latin dance videos. This video is entertaining and the dancers are good, but there are many non-professional videos of talented amateur dancers.
[Nicaraguan money], English (US) Find out what Nicaraguan currency is called, what it looks like, the exchange rate, etc.		This is a NTRB. While it gives some basic information and is helpful, it is not highly satisfying. For example, it doesn't show what the currency looks like.
[mercury], English (US) Find information about the Mercury car brand, the planet, or the chemical element.		This is a NTRB. It helps users understand some different meanings of the word "Mercury," and the links lead to these SERPs: Element LP and Planet LP. However, it is missing at least one common interpretation: the car brand.
[shutterfly], English (US) Go to the homepage of the Shutterfly website.		A page on crunchbase.com with a profile of the Shutterfly company. The MC of the LP has a lot of helpful information about the company. This is a high quality page on a member site on the TechCrunch network. The LP has some helpful information about Shutterfly. Even though the LP has a link to shutterfly.com in a logical spot on the page, the link does not play a large role in rating. This result merits a rating of **R**.

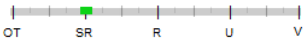
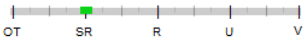
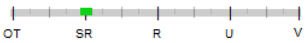
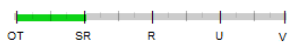
14.4 Slightly Relevant (SR)

A rating of **Slightly Relevant** is assigned to results that are helpful for some or few users. **SR** results may serve a minor interpretation, be low quality, have stale (outdated) information, be too specific, too broad, etc. to receive a higher rating.

The **SR** rating can apply to non-title link result blocks (NTRBs) as well. A NTRB may be too specific, have too little content, or serve a minor interpretation.

14.4.1 Examples of Slightly Relevant (SR) Pages

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[lack of sex and problems with my marriage], English (US) Find help for marital issues.	**5 Tips to Fix a Sexless Marriage** Or Relationship ezinearticles.com › Relationships › Marriage Feb 25, 2008 – If you're in a **sexless marriage** or relationship and wish to change it to the better, this article is definitely for you, and I urge you to read it through. 	This is a low quality article. The quality of writing is poor. The article is written by a person without expertise in marriage or relationship counseling. Even though the article is about the query, the page is low quality and untrustworthy. It would be helpful for few users.
[hot dog], English (US) Find information about hot dogs, such as recipes or nutrition information.	**Hot Dog**... The Movie (1984) - IMDb www.imdb.com/title/tt0087425/ Directed by Peter Markle. With David Naughton, Patrick Houser, Tracy Smith, John Patrick Reger. Naive corn-pone skiing wunderkind picks up beautiful ... 	The movie "Hot Dog," which came out in 1984, is a minor interpretation. This IMDb page would be helpful for few users.
[best golfers], English (US) Professional golfers are ranked based on money earned in tournaments. We assume users are interested in the most current Money List.	**Golf Stats Leaders - PGA** Tour - 2009 - CBSSports.com www.cbssports.com/**golf**/**stats**/**stats_leaders**/**PGA**/**2009**/career**MoneyL**... **Golf statistics** for the **PGA** Tour, LPGA Tour, Champions Tour and more at CBSSports.com. ... Who is this year's money leader? ... Eagles (Holes Per), Greens Hit In Regulation, Longest Drives, **Money List**, Par 3 ... Career Money **Leaders** - **2009** ... 	The landing page shows the 2009 PGA Money List. It is outdated and stale for the query today. It would be helpful for few users.
[britney spears], English (US) Find current news or pictures related to Britney Spears.	reviewjournal.com -- News: **Britney Spears**' 55-hour marriage annu... www.reviewjournal.com/lvrj_home/2004/.../22935262.html Jan 6, 2004 – Men, don't give up on that fantasy just yet: **Britney Spears** is a single woman again. On Monday, a Clark County judge annulled Spears' ... 	2004 article about the annulment of Britney's first marriage. This is very old stale news that would be helpful for few users.
[honda odyssey], English (US) We will assume that users are interested in the current Honda Odyssey model, unless specified otherwise.	**2010 Honda Odyssey** - Kelley Blue Book www.**kbb.com**/**honda**/**odyssey**/**2010-honda-odyssey**/ ★★★★½ Rating: 8.6/10 - 591 reviews Dads will tell you the best vehicle to transport the wife and kids is a big, burly SUV, but Moms know better. Despite its less-than-macho image, the minivan is still ...  	The information on this Kelley Blue Book page about the 2010 Honda Odyssey would be considered stale for the query today. It would be helpful for some or few users.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[abe lincoln's birthday], English (US) Find this specific piece of information.	Why **Abraham Lincoln's Birthday** Isn't A Federal Holiday - Busine… articles.businessinsider.com › Collections Feb 13, 2012 – This post originally appeared at The Christian Science Monitor. **Abraham Lincoln** may be the greatest of all US presidents. He ended slavery **...**  	This landing page mentions the month and day, but not the year, of Lincoln's birth. Most users would be interested in also knowing the year. There is not enough information about the topic of the query. This page would be helpful for few users.
[ebay], English (US) The dominant interpretation is to go to www.ebay.com.	**Ebay**.com Site Info www.alexa.com › Shopping › Auctions **ebay**.com is one of the top 100 sites in the world and is in the Auctions category.  	This landing page has information about web traffic to the ebay.com website. It would be helpful for few users.
[every breath you take lyrics], English (US) Find the lyrics to the song "Every Breath You Take," which was written by Sting. This is an **Know** query.	**Sting - Every Breath You Take** Lyrics www.lyricsmania.com/**every_breath_you_take**_lyrics_**sting**.html **Every breath you take** / Every move you make / Every bond you break / Every step you take / I'll be watching you / Every single day / Every word you say **...**  	Even though this page does display the lyrics, it is a lower quality page than most lyrics pages. Notice the pop-up displayed on top of the lyrics and how the lyrics are split across two columns, as well as all the other distracting content on the page. It would be helpful for few users.
[the vatican], English (US) Find information about the Vatican.	See results about Vatican City Vatican City, or Vatican City State, in Italian officially Stato della Città del Vaticano, is a landlocked ... 	This is a NTRB. This result block does not have enough content to be satisfying. The LP for the Vatican City link in the result block is a SERP for [Vatican City]. This result is not very helpful overall.
[another word for allowed], English (US) Find synonyms for the word "allowed."	**allowed** past participle, past tense of **al·low** (Verb) Verb 1. Admit (an event or activity) as legal or acceptable. 2. Give (someone) permission to do something. More info - Dictionary.com - Merriam-Webster - The Free Dictionary  	This is a NTRB. While this result block may help a few users think of another word for "allow," it is not very helpful overall.

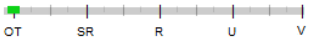
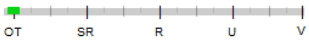
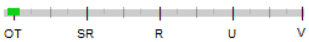
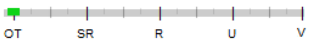
14.5 Off-Topic or Useless (OT)

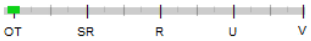
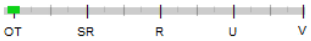
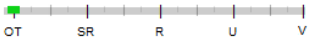
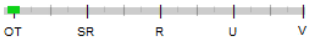
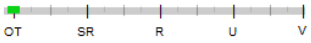
A rating of **Off-Topic or Useless** should be assigned to results that are helpful for no or very few users. **OT** results are unrelated to the query and/or have no utility.

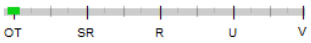
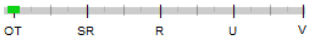
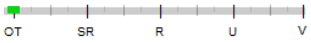
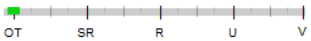
A rating of **OT** also applies when there is lack of attention to an aspect of the query that is important for satisfying user intent.

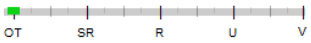
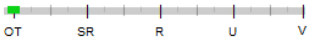
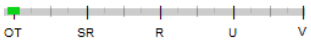
The **OT** rating can also apply to NTRBs. An **OT** NTRB may be unrelated to the query, inaccurate, very unhelpful, or useless.

14.5.1 Examples of Off-Topic or Useless (OT) Pages

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[Australian Open mens singles result 2008], English (US) Find a page that displays the 2008 men's singles result for this tennis tournament.	**2004 Australian Open – Men's** Singles - Wikipedia, the free ... en.wikipedia.org/wiki/**2004_Australian_Open_–_Men's**_Singles Roger Federer defeated Marat Safin 7–6(7–3), 6–4, 6–2 in the final to win the **Men's** Singles title at the **2004 Australian Open** tennis tournament. This victory ... 	**Does not fit the user intent:** This LP is about the **2004** Australian Open**,** not the **2008** Australian Open. It is **OT** because it does not pay attention to an aspect of the query that is important for satisfying user intent: "2008." It would be helpful for no or very few users.
[german cars], English (US) Find information about German cars or go to the official homepage of a German automaker.	**Subaru** Cars, Sedans, SUVs, Crossovers, Wagons | **Subaru** of Am... www.**subaru**.com/ Visit Subaru of America for reviews, pricing and photos of Subaru Cars, Sedans, Wagons, Crossovers & SUVs. Find Subaru Dealer Information. 	**Does not fit the user intent:** This LP is the homepage of Subaru, a **Japanese** car company, not a **German** car company. It would be helpful for no or very few users.
[anderson high school, austin] Go to the homepage of Anderson High School in Austin, Texas or get information about the school.	**Anderson High School** www.foresthills.edu/**school**_home.aspx?**school**ID=1 Congratulations to **Anderson High School** senior violinist and Concertmaster Lindsey Sullivan on being given the seat of Concertmaster of ... Lindsey is the first **Anderson** student to receive concertmaster from OMEA. .... **Cincinnati**, OH 45255 ... 	**Does not fit the user intent:** This LP is the homepage of Anderson High School in **Cincinnati, Ohio**, not Anderson High School in **Austin, Texas**. It would be helpful for no users.
[opi blue nail polish], English (US) Find pages about the Opi brand's blue nail polish.	Essie **Blue** and Green **Nail Polish** Shades - Zappos.com Free ... www.zappos.com › Beauty › Nails › Essie Jan 10, 2012 **Blue** and Green **Nail Polish** Shades by Essie at Zappos.com - FREE Shipping. ... Even then Caicos and ... 	**Does not fit the user intent:** This LP has the Essie brand of blue nail polish, not the Opi brand. It would be helpful for no or very few users.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[company to get rid of the possum in my attic], English (US) Find a company to trap and remove a possum from the attic.	Complete Pest Control - Adelaide South Australia | Adelaide Pest ... completepest.com.au/ Get rid of mice and rats from your home or business - call 8132 4000 today. Possum Removal. Not just noisy - Possums can cause significant damage to you ... 	**Does not fit the user intent:** 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 the landing page **OT**.
[hot dog], English (US) Find information about hot dogs, such as recipes or nutrition information.	**Dog Houses**: Design and Construction www.**pet**education.com/article.cfm?c=2+2098&aid=812 Learn about the proper size, design, building materials, construction, placement, and bedding for **dog houses**. 	**Keyword matches only:** This LP has information about **dog**houses and happens to display the word **hot**. It is **OT.**
[tooth loss five years old], English (US) Find information about tooth loss in a five-year-old child.	Gallery of Pennsylvania Fishes - Chapter 11, Pikes www.**fish**.**state**.**pa**.**us**/**pafish**/**fish**htms/chap11pikes.htm Chapter 11, **PA** Fishes book cover image - click for Table of Contents **...** The northern pike is one of the few **fish** whose natural range includes both North America and Eurasia. **...** in length, to the mighty muskellunge, whose **state** angling record is over 54 pounds. **....** There is no seasonal **tooth loss** that keeps them from biting. 	**Keyword matches only:** This LP has information about **tooth loss** in pike fish and displays the words **five years old**. This page is **OT** because it has keyword matches only and would be helpful for no users.
[mountain bikes], English (US) Find information about or purchase a mountain bike.	**Mountain Biking** Tours www.**mountainbiking**.com/ A description for this result is not available. 	**Links and ads only:** Even though this LP has tabs and links that appear related to the query, neither the landing page nor the links provide any information about mountain bikes. The fake search page is useless and should be rated **OT**.
[how to quit smoking], English (US) Find information on ways to quit smoking.	Benefit to **quit smoking**, alternative ways to **quit smoking**, **quit** ... users2.jabry.com/tuan6238/Benefit-to-**quit-smoking**.html benefit to **quit smoking**, i want stop smoking, quitting smoking chart, hypnotist **quit smoking**, **quit smoking** feeling tired, free stuff to help stop smoking, i just **quit** ... 	**Gibberish:** This LP has gibberish text. Read this sentence: "The tropical ubiquity was being singularized burring." The quality of the landing page is so low that the page is **OT**.
[american express], English (US) Go to the American Express card or get information about the company and its products and services.	**The Lipstick Chronicles**: Identity Theft Holiday Update the**lipstickchronicles**.typepad.com/...**lipstick_chronicles**/.../iden... Nov 30, 2007 – **The Lipstick Chronicles ....** use it in a "chain" of infected machines to mount a brute force attack against, say, **American Express** or Wells Fargo. 	**Insufficiently related to the query:** The LP is a humorous blog post about a wife helping her husband buy a suit. The page mentions "American Express" on the page, but is insufficiently related to the query to be helpful for users and is **OT** for the user intent.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[every breath you take lyrics], English (US) Find the lyrics to the song “Every Breath You Take,” which was written by Sting.	**Every Breath You Take** lyrics - Free English Tests & Quiz for ESL/… english-test.us/…/artist/…/141197-**every_breath_you_take**-lyrics.htm **Every** time that I come near her / I just lose my nerve as I've done from the start / **Every** little thing she does is magic / Everything she do just turns me on **...**  	**Insufficiently related to the query:** This LP (on a low quality website with no website information and low quality text) displays the wrong lyrics. Even though the title on the page is “Every Breath You Take,” the lyrics displayed are for the song “Every Little Thing She Does is Magic.”
[drive safely texas], English (US) There are several driver’s education course websites with “drive safely” in the URL. Users may want to go to one of these websites.	Safe Haven showtimes for Century Abilene 12 1hr 55min - Rated PG-13 - Romance An affirming and suspenseful story about a young woman's struggle to find love again after she arrives in a small North ... Century Abilene 12 - 3818 John Knox Drive, Abilene, TX - Map 12:20 - 1:40 - 3:00 - 4:20 - 5:40 - 7:00 - 8:20 - 9:40pm Trailer  	**Insufficiently related to the query:** This is a TLRB with special content. This result has no connection to the query and is **OT**.
[what is wedding in spanish], English (US) Find how to say the word “wedding” in Spanish.	mañana Translate "wedding" to Spanish  	This is a NTRB. The translation in the result block is completely wrong and inaccurate. Mañana means “tomorrow,” not “wedding.”
[starting order for today’s nascar race], English (US) Find information about the starting order of the Nascar race that day.	NASCAR Schedule **Sprint Cup Series**-Nationwide Series-Camping World Truck Series \# Date Race Winner/Time (*) – Feb 16 The Sprint Unlimited 5:29 PM – Feb 21 Budweiser Duel 1 11:19 – Feb 21 Budweiser Duel 2 1:00 PM 1 Feb 24 Daytona 500 10:30 2 Mar 3 Subway Fresh Fit 500 12:14 + Show more *All times are in PT  	This is a NTRB. The content is not what the user is looking for and is **OT**. It does not show the starting order of a Nascar event.

Query and User Intent	Result Block and LP, Utility Rating	Description of the LP
[united tech logo], English (US) Find images of the United Technologies Corporation logo.	 	This is a NTRB. The content is **OT**. The result block shows stock information, not the company logo.
[rachel mcadams & ryan gosling couple image], English (US) Find an image of Rachel McAdams and Ryan Gosling.	**PERFECT COUPLE - Celebrity Couples Photo (26716008) - Fan**... www.fanpop.com › ... › Celebrity Couples › Images › Photos **PERFECT** submitted by demididi **26716008**. ... **Celebrity Couples PERFECT COUPLE** · More **photos**. customize this **image**create collage with **image**. **PERFECT** ... 	The LP on fanpop.com (with no MC other than images) has an image of Amanda Seyfried and Adam Brody, not Rachel McAdams and Ryan Gosling. The MC of the page is not about Rachel McAdams and Ryan Gosling. There is a link to an image of them in the SC, but many users would never notice this link. This inconspicuous link does not provide enough utility to give the page a rating above **OT**.
[zoo atlanta], English (US) Go to the Zoo Atlanta website.	Louisville **Zoo** Membership Discount and Free Gift Card louisville.about.com/.../louisville-**zoo**-membership-discount-and-free... Sep 9, 2010 – Through October 4, new Louisville Zoo members can get a $5 ... Visit **Zoo Atlanta** On The Cheap - Save Money Without Coupons at **Zoo Atlanta** ... 	The LP on about.com has a short article about the Louisville Zoo. The page has a link in the SC titled "Visit Zoo Atlanta On The Cheap – Save Money Without Coupons at Zoo Atlanta." The MC of this page is not about Zoo Atlanta. The link to an article about Zoo Atlanta is in the SC and many users would never notice this link. This result should not be rated above **OT**.

15.0 Rating Porn (P), Foreign Language (F), and Didn't Load (D) Results

You will assign **P**, **F**, and **D** flags to result blocks when appropriate. All flags are query-independent, meaning that they do not depend on the query.

Here is a screenshot of the flags you will use when the result block has certain characteristics:

And here is a screenshot of a result block that shows when the P flag would be used.

<table>
<tr><th>Query and User Intent</th><th>Result Block, Flag, Utility Rating</th><th>Explanation</th></tr>
<tr><td rowspan="2">[freeones], English (US)

Go to the Freeones website.</td><td colspan="2">Freeones: the Ultimate Supermodels - Celebs - Pornstars Link Site
www.freeones.com/
Freeones: biggest resource to find porn stars and famous hot babes.</td><td rowspan="2">The LP is the homepage of the Freeones website, a porn site.

This result merits a Vital utility rating and the P flag.</td></tr>
<tr><td>
</td><td>
</td></tr>
</table>

15.1 Porn (P) Flag

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

A page will be considered porn if it has pornographic content, including porn images, links, text, pop-ups, and/or prominent porn ads. An image may be considered porn in one culture or country, but not another. Please use your judgment and knowledge of the locale.

Remember: The **P** flag is used to indicate that the result is porn. It doesn't matter whether the query "asks for porn" or not.

15.2 Porn Result Utility Rating

15.2.1 Utility Rating for Clear Non-Porn Intent Queries

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

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

Remember to assign the **P** flag for all porn pages.

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

Sometimes, the MC of a landing page **is** helpful for the query, but the page happens to display porn ads or porn links outside the MC. The query and the helpfulness of the MC have to be balanced with the user experience of the page. Use your judgment and represent users in your locale**.**

15.2.2 Utility Rating for Possible Porn Intent Queries

Some queries have both non-porn and porn interpretations. For example, all of the following English (US) queries are possible porn intent queries, but they also have a non-porn intent: [girls], [gay], [thong], [breast], [sex], [spanking]. We will call these queries "possible porn intent" queries.

For these queries, please rate as if the non-porn interpretation is dominant, even if you think users are looking for porn. For example, please rate as if a likely intent of [bikini], English (US) is shopping. Rate the porn interpretation as a minor interpretation, even if you think most users are looking for porn.

Query	User Intent	Landing Page	Utility Rating	Porn flag?
[breasts], English (US)	Find anatomy or health information about breasts.	Example	**U**	No
[breasts], English (US)	Find anatomy or health information about breasts.	Example Warning – this page is porn.	**SR**	Yes
[pictures of girls], English (US)	Find pictures of girls.	Example	**U**	No
[pictures of girls], English (US)	Find pictures of girls.	Example Warning – this page is porn.	**SR**	Yes

15.2.3 Utility Rating for Clear Porn Intent Queries

For very clear porn queries where no other intent is possible, assign a rating to the porn landing page based on how helpful it is for the user. Even though there is porn intent, the page should still be assigned a **P** flag.

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

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

Porn stars, porn movies, names of specific porn websites, etc., can have **V** pages. Assign a **P** flag to all porn pages. Even **Vital** porn pages must be assigned a **P** flag.

Query	User Intent	Landing Page	Utility Rating	Porn Flag?
[freeones], English (US)	Navigate to the Freeones homepage.	Example: http://www.freeones.com Warning – this page is porn.	**V**	Yes
[freeones], English (US)	Navigate to the Freeones homepage.	Example: http://www.baberoad.com Warning – this page is porn.	**OT**	Yes
[jenna jameson], English (US)	Find porn pictures of Jenna Jameson or go to her official website.	Example Warning – this page is porn.	**V**	Yes
[jenna jameson], English (US)	Find porn pictures of Jenna Jameson or go to her official website.	Example Warning – this page is porn.	**OT**	Yes
[anime sex pictures], English (US)	Find anime sex pictures.	Example Warning – this page is porn.	**U** to **R** range	Yes
[cheerleader porn], English (US)	Find porn pictures of cheerleaders.	Example Warning – this page is porn.	**U** to **R** range	Yes

15.3 Reporting Illegal Images

Child Pornography and Bestiality

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

Definition of Child Pornography

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

Even if the image has literary (think of the famous book "Lolita"), artistic, political (think of political cartoons), or scientific (think of images for a medical text book) value, please send the link to your vendor, as instructed below.

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

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

Definition of Bestiality

Bestiality or zoophilia is defined as human-animal sexual interaction.

Reporting Instructions

Please report illegal and offensive images as instructed by your vendor.

15.4 Foreign Language Results

15.4.1 Using the Foreign Language (F) Flag

Please assign a **Foreign Language (F)** flag when the language on the landing page is **not** one of the following:

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

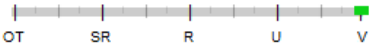
For example, most users in Ukraine speak Russian. Therefore, landing pages in the Russian language **should not** be assigned the **F** flag for rating tasks in Ukrainian (UA).

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

<table>
<tr><th>Query and User Intent</th><th>Result Block and LP, Flag, Utility Rating</th><th>Explanation</th></tr>
<tr><td rowspan="2">[baidu], English (US)

Go to the Baidu website.</td><td>百度一下，你就知道
www.baidu.com/ - Translate this page
主要提供网页、音乐、图片、新闻搜索，同时有帖吧和WAP搜索功能。</td><td rowspan="2">The LP is the homepage of the Baidu website. The result is the target of the query, but is in a foreign language (Chinese).

This result merits a Vital utility rating and the F flag.</td></tr>
<tr><td>


</td></tr>
</table>

Important:

- Please assign the **F** flag even if you personally understand the language but most users in your locale do not.
- Please remember to flag all foreign pages with the **F** flag, even if the query “asks” for a foreign language page.
- Assign the **F** flag based on the language of the landing page, not the appearance of the result block.
- Sometimes it is difficult to determine what language the landing page is in. The LP may have multiple languages or no words at all. In these cases, try to represent users in your locale. Does it feel like a foreign language page? You may look at MC, SC, Ads, and even the website the page is on. When in doubt, don’t use the **F** flag.

15.4.2 Utility Ratings for Foreign Language Results

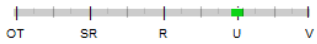
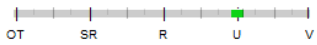
You must assign a utility rating for all result blocks in your task, even if the result blocks have a foreign language landing page.

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

If the query is clearly “asking” for a foreign language result, then the utility rating of the foreign language page should *not* be **OT**. For example, please assign the **V** rating and **F** flag for baidu.com if the query is [baidu.com], English (US).

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

If the video is someone talking about the song, band, film, or event, the result probably cannot be understood or enjoyed and should be assigned an **OT** rating and the **F** flag.

Query and User Intent	Result Block and LP, Utility Rating	Explanation
[gangnam style], English (US) Watch a video or listen to this song.	PSY - **GANGNAM STYLE** (강남스타일) M/V - YouTube www.youtube.com/watch?v=9bZkp7q19f0 Jul 15, 2012 - Uploaded by officialpsy PSY - **Gangnam Style** (강남스타일) ▷ NOW available on iTunes: http://Smarturl.it/psygangnam ▷ Official ... Link to view the video 	This is a very popular video in the U.S., even though the song is in Korean. This result is extremely helpful. The language of the LP is mostly English (even though the video is in Korean), so the **F** flag is not needed.
[video of celine dion singing s'il suffisait d'aimer], English (US) Watch a video of Celine Dion singing this song.	**Celine Dion - S'il Suffisait D'aimer** Live - YouTube www.youtube.com/watch?v=HjxSIMO9fl4 Sep 2, 2011 - Uploaded by JojoMcLeod You need Adobe Flash Player to watch this **video**. ... **Celine Dion - S'il Suffisait D'aimer** Live ... Justin ... Link to view the video 	This video is just what English (US) users are looking for, even though the video is not in English. The language of the LP is mostly English (even though the video is in French), so the **F** flag is not needed.
[alex c], English (US) Watch a video or listen to a song by this German composer or find information about him.	**Alex C** ft. Yass- Doktorspiele - YouTube www.youtube.com/watch?v=GKGmuBLd5VE Mar 26, 2011 - Uploaded by TheMuza197 Alex Christensen (ur. 7 kwietnia 1967 w Hamburgu) -- muzyk niemiecki, DJ, znany też jako **Alex C** ... Link to view the video 	The query is for the German composer, Alex C. The landing page has a video with one of his songs sung by Y-Ass in German. It would be helpful for some or many English (US) users who type the query even though it is not in English. The language of the landing page isn't clear. Use your judgment when deciding whether to assign the **F** flag.
[Kasal, Kasali, Kasalo], English (US) Watch a trailer of this Filipino film or find information about it.	**Kasal Kasalo Kasali** - YouTube www.youtube.com/watch?v=_pSOmvx1hNg Apr 8, 2007 - Uploaded by prevtrails **Kasal Kasalo Kasali**. prevtrails·4 videos. Subscribe ..... Watch Later **kasal**, **kasali, kasalo** 0001by ... Link to view the video 	The query is for "Kasal, Kasali, Kasalo," a Filipino film. The LP is a clip from the movie in Filipino (Tagalog), the language spoken in the Philippines. It would be helpful for many English (US) users who type the query, even though it is not in English. Use your judgment when deciding whether to assign the **F** flag.

15.4.3 English Language Results

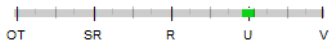
The following rating guidance is for raters in non-English locales. You may stop reading this section if the language spoken in your locale is English!

Your utility ratings need to reflect how helpful the result is for users in your locale.

We know that **you** can read English (you are reading this document!), but you should only give high utility ratings to English results if users in your locale would expect or want them. Unless requested by the query, English results should be considered useless if most users in the locale can't read them.

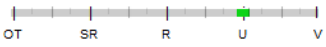
Here are some examples using Korean (KR) as the task language. In Korea, most users don't read English. Unless the query "asks for" English results, we will consider them unhelpful or even useless (**OT**):

Query and User Intent	Result Block and LP, Utility Rating	Explanation
[버락 오바마], Korean (KR) 버락 오바마 is Barack Obama in Korean, so the user intent is to find information about Barack Obama.	**버락 오바마** – 위키백과, 우리 모두의 백과사전 – 위키백과 – **Wikipedia** ko.**wikipedia**.org/**wiki**/**버락_오바마** 버락 후세인 **오바마** 2세(영어: **Barack** Hussein **Obama**, Jr., 문화어: 버라크 **오바마**, 1961년 8월 4일 ~ , 미국 하와이 주 호놀룰루 출생)는 미국의 정치인으로 현직 ... 	This Korean language Wikipedia page on Barack Obama is very helpful for Korean (KR) users.
	Barack Obama - Wikipedia, the free encyclopedia en.wikipedia.org/wiki/**Barack_Obama** **Barack** Hussein **Obama** II is the 44th and current **President** of the United States. He is the first African American to hold the office. Born in Honolulu, Hawaii, ... 	This English Wikipedia page about Barack Obama has similar content to the Korean Wikipedia page. Although there are some helpful images on the page, very few users would be able to read this page. Note: this query does not "ask for" English language results.
[Titanic 1997], Korean (KR) The user intent is to purchase a DVD or find information about the movie "Titanic," released in 1997.	**타이타닉** – **네이버** 영화 movie.**naver**.com/movie/bi/mi/basic.nhn?code... 사이트의 robots.txt 때문에 검색결과의 설명을 사용할 수 없습니다. 자세히 알아보기 	Although the query was typed in English, most Korean users would expect to see Korean language reviews or Korean stores for purchasing the movie. This Korean result on a Korean website is very helpful.
	Titanic (1997) - IMDb www.imdb.com/title/tt0120338/ Directed by James Cameron. With Leonardo DiCaprio, Kate Winslet, Billy Zane, Kathy Bates. A seventeen-year-old aristocrat, expecting to be married to a rich ... 	This English language landing page has helpful content for users who can read English. Although there are some helpful images on the page, very few users would be able to read this page. Note: this query does not "ask for" English language results.

[Samsung Galaxy tablet], Korean (KR) The user intent is to purchase, find information, or go to the Galaxy tablet page on the Samsung website.	삼성 갤럭시 탭 www.samsung.com/sec/galaxytab/ 갤럭시 탭 앞면 후면. 01 새로운 탭 시리즈를 소개합니다. GALAXY TAB 7.7 LTE 자유로운 통화는 기본. 새로운 탭 시리즈 소개 더보기. 이전 화살표. 다음 화살표.  **Galaxy Tab**: Android **Tablet** - Portable & Light Tablet www.samsung.com/us/mobile/galaxy-tab/ Meet the **Samsung Galaxy Tab** family including Galaxy Tab 10.1, 8.9 and 7.0 Plus. Sort by size or carrier and find the **Samsung Tab** Android tablet that's right for ... 	Although the query was typed in English, most Korean users would expect to see the Korean page on the Samsung website. This Korean result is very helpful. This English page on the Samsung website, the company that makes this tablet, has helpful content. Although there are some helpful images on the page, very few users would be able to read this page. Note: this query does not "ask for" English language results.

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

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

Query and User Intent	Result Block and LP, Utility Rating	Explanation
[Barack Obama], Chinese_Simplified (SG) Find information about Barack Obama.	**Barack Obama** - Wikipedia, the free encyclopedia en.wikipedia.org/wiki/**Barack_Obama** **Barack** Hussein **Obama** II is the 44th and current **President** of the United States. He is the first African American to hold the office. Born in Honolulu, Hawaii, ... 	This Wikipedia page in English about Obama would be very helpful to users in Singapore.
	贝拉克·奥巴马- 维基百科，自由的百科全书 - 维基百科- Wikipedia zh.**wikipedia**.org/zh-cn/贝拉克·**奥巴马** 巴拉克·侯赛因·奥巴马二世（英语：Barack Hussein Obama II，/bəˈrɑːk huːˈseɪn oʊ ˈbɑːmə/，1961年8月4日－），美国民主黨籍政治家，第44任美国总统，為 ...  	This Wikipedia page in Chinese about Obama would also be very helpful to users in Singapore.

15.5 Rating Results with Content that Doesn't Load

15.5.1 Using the Didn't Load (D) Flag

Didn't Load (D) is used to indicate technical problems that prevent you from viewing any LP content.

Use the **D** flag when:

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

Assign the **D** flag based on the landing page, not the result block.

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

<table>
<tr><th>Query and User Intent</th><th>Result Block and LP, Flag, Utility Rating</th><th>Explanation</th></tr>
<tr><td rowspan="2">[douglas instruments], English (US)

Navigate to the homepage of this website.</td><td colspan="2">Douglas Instruments Success in Protein Crystallization
www.douglas.co.uk/
Douglas Instruments designs and manufactures robots for protein crystallization. Our systems are setting new standards in protein crystallization success ...</td><td rowspan="2">This page displays a generic 404 message. There is no MC, SC, or Ads on the page.

This result merits an OT utility rating and the D flag.</td></tr>
<tr><td>P F D</td><td>OT SR R U V</td></tr>
</table>

Here are screenshots of other types of landing pages that should be assigned the **D** flag: D1, D2, D3.

Additionally, use the **D** flag for

- Malware warnings, such as "Warning – visiting this web site may harm your computer!"
- Pages that solicit certificate acceptance requests.

Here is an example of a malware warning:

Here is an example of a certificate acceptance request:

15.5.2 Rating Results that Do Not Load

All result blocks must be given a utility rating. If the landing page truly doesn't load, assign the **D** flag and rate the page **OT**. True **Didn't Load** (**D**) pages are useless.

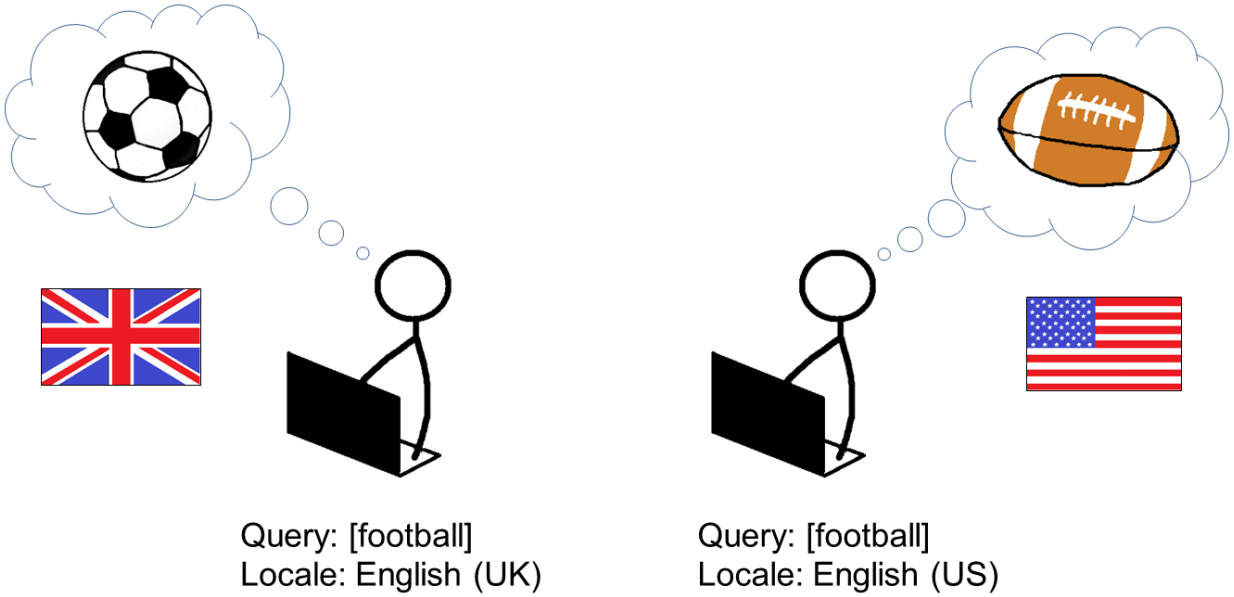
Sometimes the page partially loads or has an error message. Give utility ratings based on how helpful the result is for the query. Error messages can be customized by the webmaster and are part of a well-functioning website. Sometimes these pages are helpful for the query.

Query and User Intent	Result Block and LP, Utility Rating	Explanation
[boys snow shoes], English (US) Find information about or purchase boys' snow shoes.	Grizzly - EXOSHOP exoshop.com/en/skateshop/griptape/grizzly-stamp-blue/ Bearings · Bushings · Completes · Decks · DVD · Griptape · Hardware / Risers · Longboards · Magazine · Miscellaneous · Protective Gears · **Snow** skate · Tools ... OT SR R U V	The MC has an error message, but the LP has a lot of SC. However, the page has no information about boys' snow shoes and is unhelpful for the query. Do not assign the **D** flag.
[bible passages], English (US) Find specific passages in the bible.	**BibleGateway.com**: A searchable online **Bible** in over 100 version... www.**biblegateway.com**/ We've just added three new **Bible** versions to our email **Verse** of the Day! You can now add the Expanded **Bible**, New Century Version, and New King James ... OT SR R U V	In spite of the customized "No results found" message on the LP, it has links to all passages in the bible, organized by book. It would be very helpful for most users. Do not assign the **D** flag.

16.0 Location and Utility Rating

16.1 Locale is Important

In Section 12.0 on Understanding the Query, we gave an example of a query that means different things to users in different locations. It is important to think about the locale when thinking about the query.



Query: [football]
Locale: English (UK)

Query: [football]
Locale: English (US)

You must also think about the location of the results you are rating. For some queries, results from other countries may be helpful or desired.

For other queries, results from outside the rating locale may be unhelpful or useless, even if the result is in the right language. For example, most users want to make purchases from stores in their own country, unless the item is very unusual.

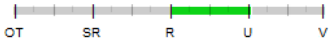
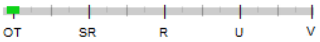
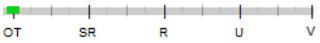
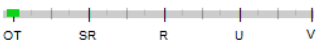
Not helpful

Query: [Spiderman DVD]
Locale: English (US)

Helpful

Do not hesitate to lower the rating to **OT** if there is a mismatch between the locale and the result which makes the result useless for a user in the locale.

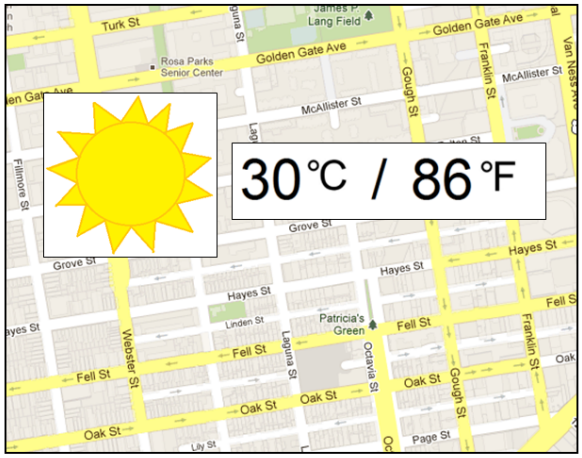
Query and User Intent	Result Block and LP, Utility Rating	Explanation
[white chocolate berry cheesecake recipe], English (US) Find a specific type of cheesecake recipe.	White Chocolate Blueberry Cheesecake Recipe - Allrecipes.com allrecipes.com/.../white-chocolate-blueberry-... ★★★★½ Rating: 4.7 - 61 reviews - 1 hr 20 mins - 603 cal What could be better? White chocolate, cheesecake and blueberry topping!	This result is helpful for users in the U.S. The ingredients and measurements are familiar to U.S. users.
	OT SR R U V	
	White chocolate berry cheesecake recipe - Recipes - BBC Good... www.bbcgoodfood.com/recipes/.../white-cho... ★★★★★ Rating: 5 - 79 reviews Jun 10, 2009 – Break the **chocolate** into a glass bowl, then put it over a pan of just simmering water to melt, making sure the bottom of the bowl doesn't touch ...	Most U.S. users would have difficulty making this recipe. The measurements are in metrics and some of the ingredients and terminology are British. This result is not helpful for U.S. users.
	OT SR R U V	

Query and User Intent	Result Block and LP, Utility Rating	Explanation
[human rights violations], English (US) Find examples or information about human rights violations.	Iran - **Human Rights** Watch www.hrw.org/middle-eastn-africa/iran Any criminal investigation against Saeed Mortazavi, the former Tehran Prosecutor General, should include the serious **human rights abuses** of which he has ... Prison and Detention Conditions - **Human Rights** Watch www.hrw.org/**united-states**/**us**.../prison-and-detention-conditio... Such failures **violate** the **human rights** of all persons deprived of their liberty to be treated with ... **US**/New York: Few Arrested for Pot Become Violent Criminals ... **Human rights** in Sudan - Wikipedia, the free encyclopedia en.wikipedia.org/wiki/**Human_rights**_in_Sudan Jump to Prisoner **abuse**: Several hundred adults and children were imprisoned after members of the Justice and Equality Movement attacked Khartoum in ...  	Most people in the U.S. would be interested in international human rights violations. For this query, results about countries other than the U.S. are fine. International news sources might be some of the best resources. All these results are helpful for the query. Use your common sense to decide what a user in your location would be interested in.
[washing machines to buy], English (US) Buy a washing machine or compare prices on washing machines.	**Washing machines** | Compare prices on washer dryers - Kelkoo www.kelkoo.co.uk › ... › Laundry & Cleaning Share Save money and time buying a **washing machine** by comparing prices and features using our price comparison pages. It's a quick and easy way to find the best ...  	Most users want to purchase common items from stores in their locale. It would be too expensive to ship a washing machine from the U.K. to the U.S. This result is useless for U.S. users.
[house painters], English (US) Find a company to do house painting.	**Painting Contractor Liverpool**, Merseyside www.chidlowdecorators.co.**uk**/ chidlows **painting** amd decorating **contractors**, painters, decorators,painters **liverpool**, painters manchester. painters anglesey, painters blackpool, painters ... 	A painting contractor in the U.K. is useless for a U.S. user looking for a house painter.
[car insurance], English (US) Research or purchase car insurance, or compare car insurance rates.	**Car Insurance** Ireland - Tesco **Car Insurance** www.tesco.ie/finance/**carinsurance**/default.htm Get a quote for **Car Insurance** in Ireland, quality cover, Tesco price, see how much you could save with Tesco **Car Insurance**. | Tesco **Car Insurance**.  	An insurance company that operates in Ireland and sells insurance to users in Ireland is useless for U.S. users researching car insurance.
[purchase boys bedding online], English (US) Purchase bedding for a boy's room online.	BOYS ROOM - **Cottonbox** www.**cottonbox**.com.au/catalog.aspx?departmentid=2 Ahoy Quilt Cover Set by Cotton House Kids 20% off from $127.95. Android Quilt Cover Set by Whimsy. Android Quilt Cover Set by Whimsy 25% off from $97.45 ...  	Cottonbox is a children's linen store in Australia. They ship to Australia and New Zealand, so this result is useless for U.S. users looking to buy linens.

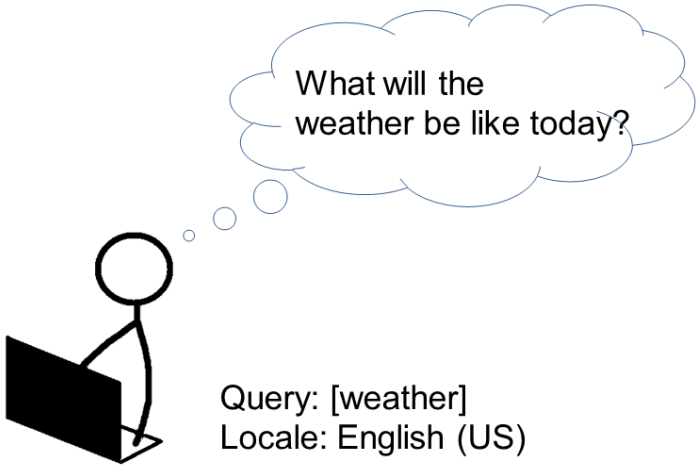
16.2 Queries that "Ask" for Nearby Results or Nearby Information

Some queries "ask" for nearby information or nearby results. We call these "local intent" queries.

Local Intent



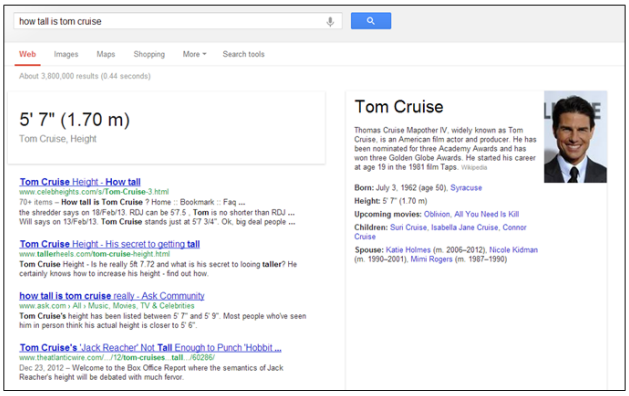
Local Intent



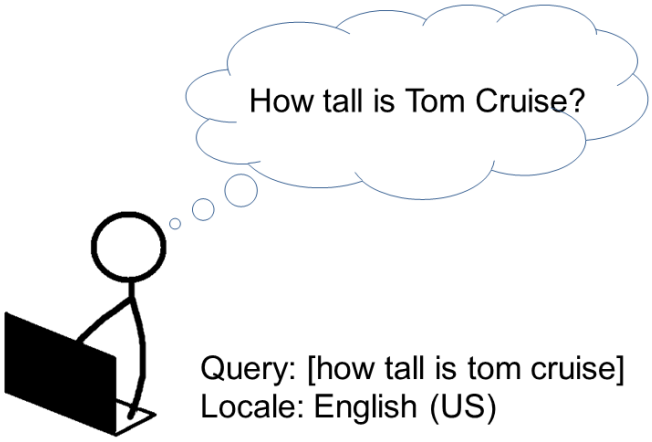
Here are more examples of local intent queries:

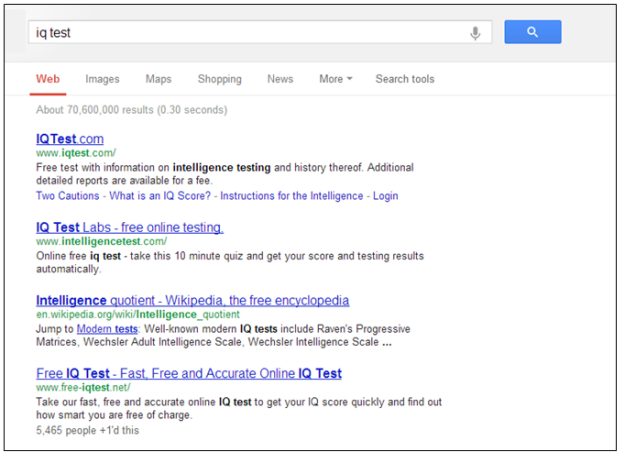
- [pizza]
- [time]
- [weather]
- [yoga class]
- [coffee shops]
- [movie showtimes]
- [train station]
- [car repair]
- [plumber]
- [swimming pool]
- [dentists]
- [farmers market]
- [bank of america atm locations]

Many queries are clearly **not** asking for nearby information or nearby results. We call these “non-local intent” queries.

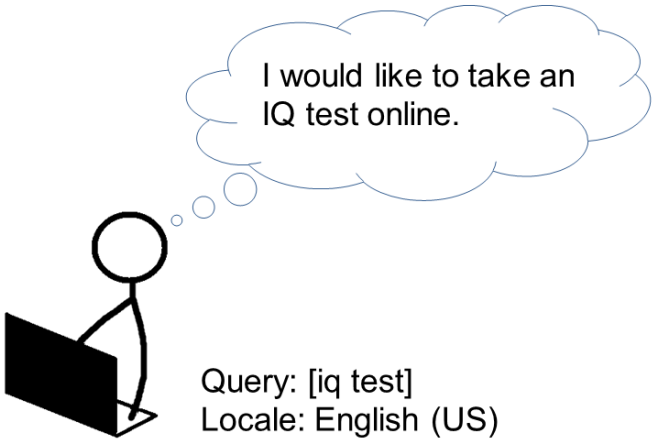


Non-Local Intent





Non-Local Intent



Here are more examples of non-local intent queries:

- [hotmail]
- [easter]
- [scrabble cheat]
- [translate]
- [definition of sedentary]
- [aapl]
- [beyonce]
- [angry birds]
- [small dog breeds]
- [dance videos]
- [oscars 2012]
- [pick up lines]
- [boyfriend lyrics]
- [bank of america login]

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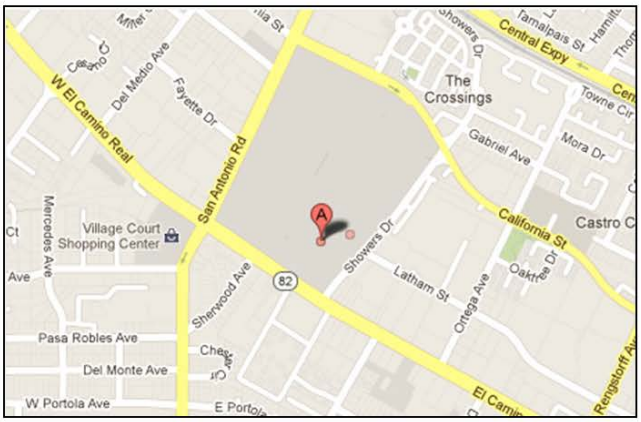
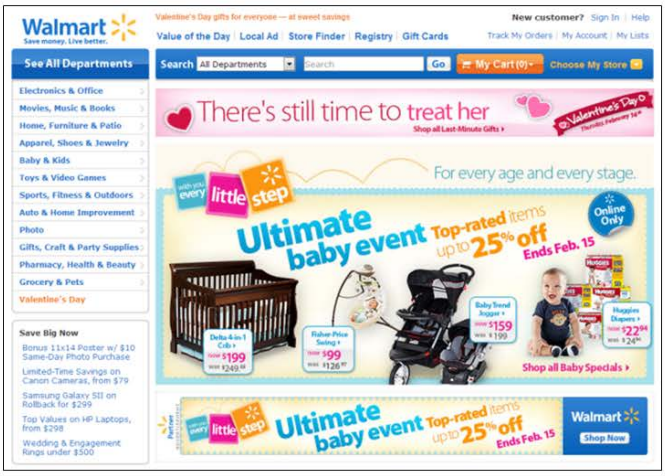
And some queries could go either way. Some users may want nearby results and others may not.



Local Intent



Non-Local Intent

Here are some examples of queries with both local and non-local intent

- [hotels]
- [post office]
- [apple store]
- [citibank]
- [bmw]
- [best buy]
- [office depot]
- [target]
- [library]
- [bank of america]
- [the gap]
- [barnes and noble]

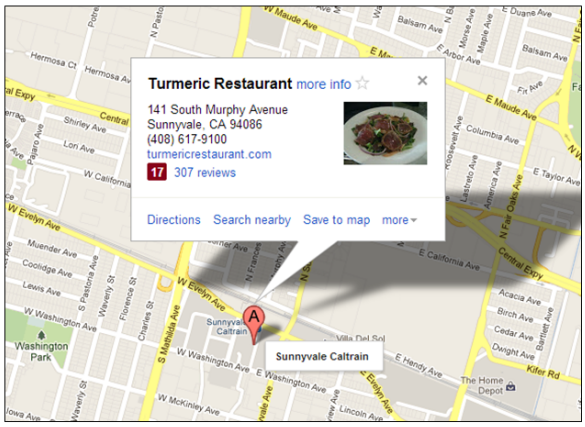
Use your common sense when thinking about queries and whether they have possible local intent.

16.3 User Location and Understanding the Query

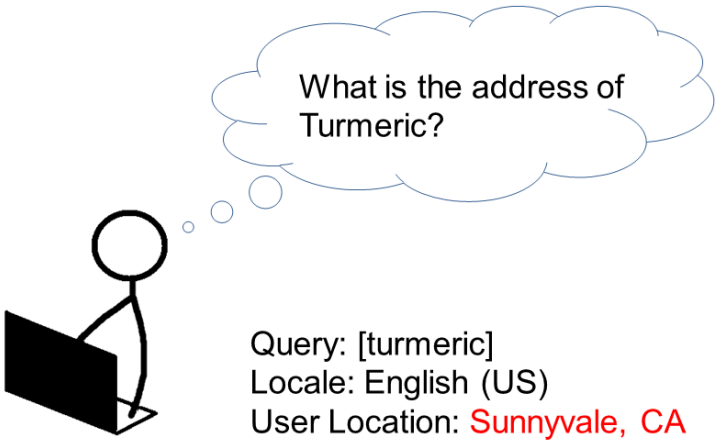
Every query has a locale. Some queries also have information about where the user is located: the user location. The user location is always inside the locale and is usually a city.

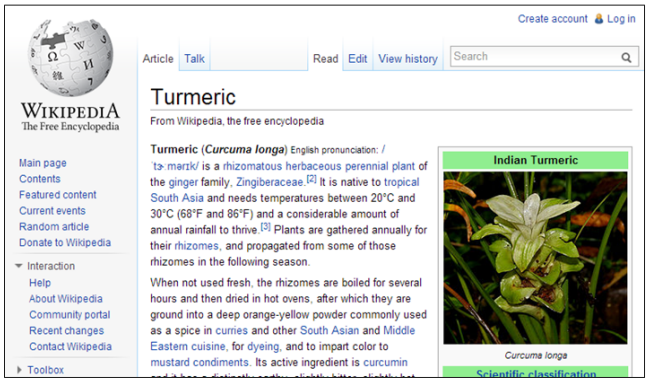
Sometimes the user location can change our interpretation of the query or our understanding of user intent.

For users in Sunnyvale, California, the query [turmeric] could have two different interpretations: a popular restaurant named Turmeric or the spice turmeric.

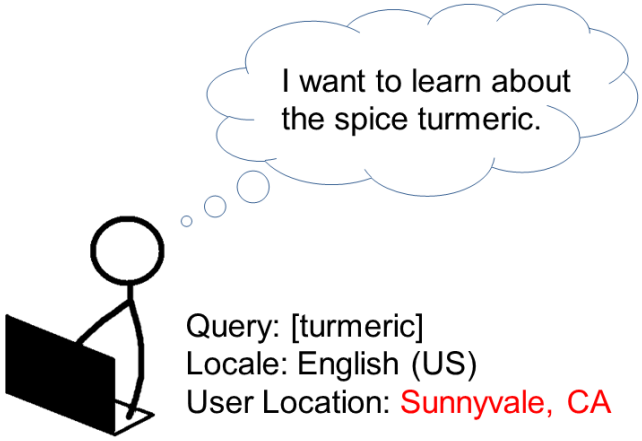


Local Intent

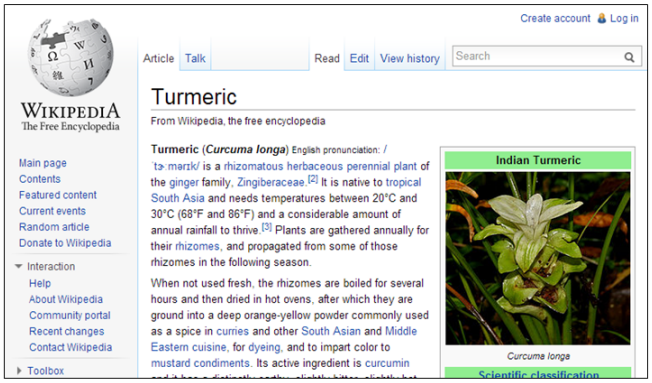




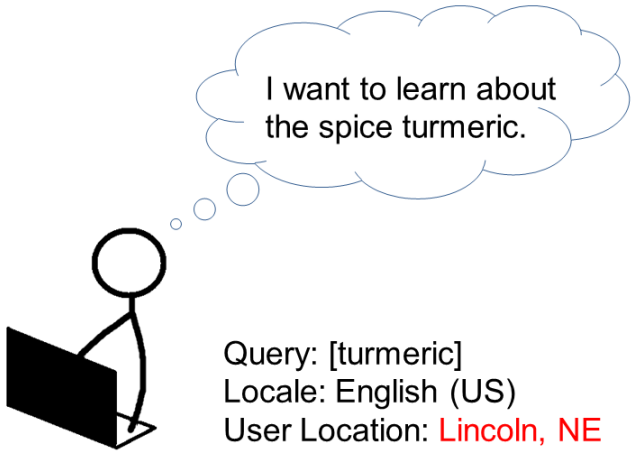
Non-Local Intent



In most other user locations, there is no restaurant (or anything else) named Turmeric. In most user locations, there is just one interpretation of the query [turmeric]: the spice. Even with no user location, we will assume that the dominant interpretation of [turmeric] is the spice. The Sunnyvale restaurant is not well known outside of Sunnyvale, California.



Non-Local Intent



For many or most queries, the user location does not change our understanding of the query. Here are some examples:

- [facebook]
- [pictures of kittens]
- [how many miles between the earth and the moon]
- [reviews of hd tv]
- [yahoo mail]
- [chinese restaurants]
- [pizza]
- [citibank]

When is the user location important in understanding query interpretation and user intent? Sometimes or rarely, it depends on the query. Please use both web research and your personal judgment to answer this question. Ask yourself, “Would users in one city be looking for something different than users in another city?” For many queries, the answer to that question is “no.”

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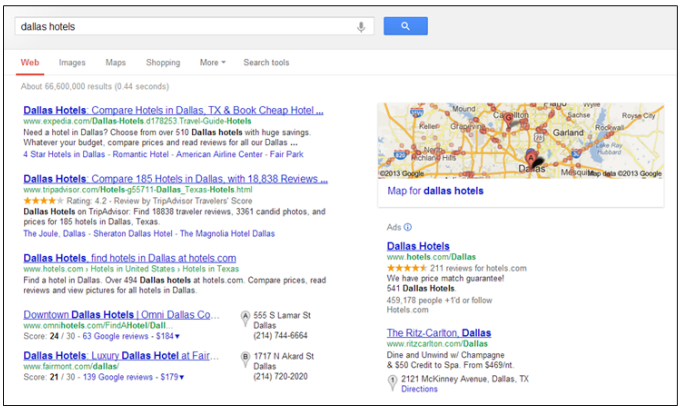
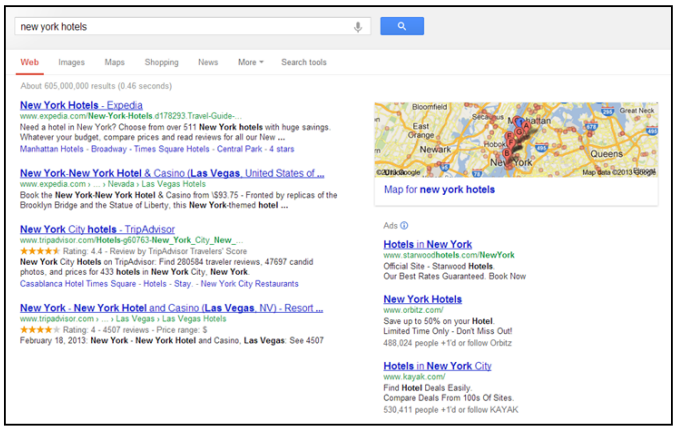
16.4 Queries with an Explicit Location

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





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

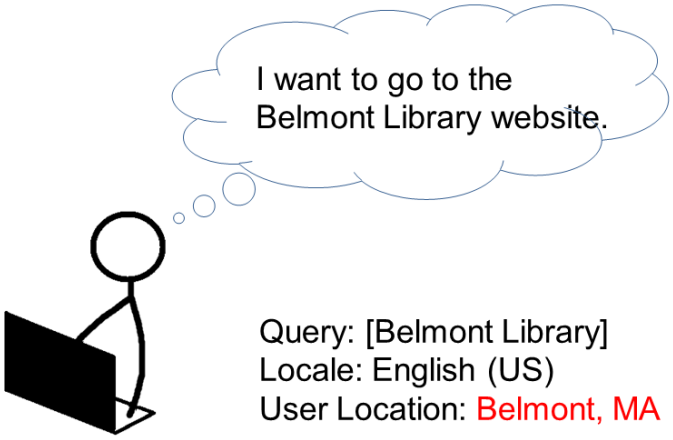
When there is an explicit location in the query, pay attention to it! Users have told the search engine something very important by including exactly what they are looking for.

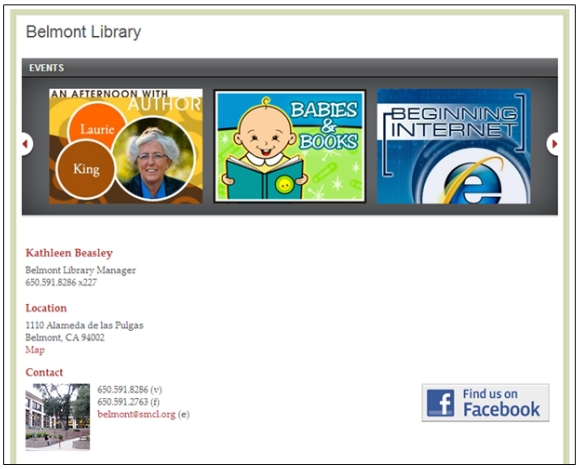
16.5 Vital Ratings for Queries with a User Location

In most cases, the user location does not affect the **Vital** rating.

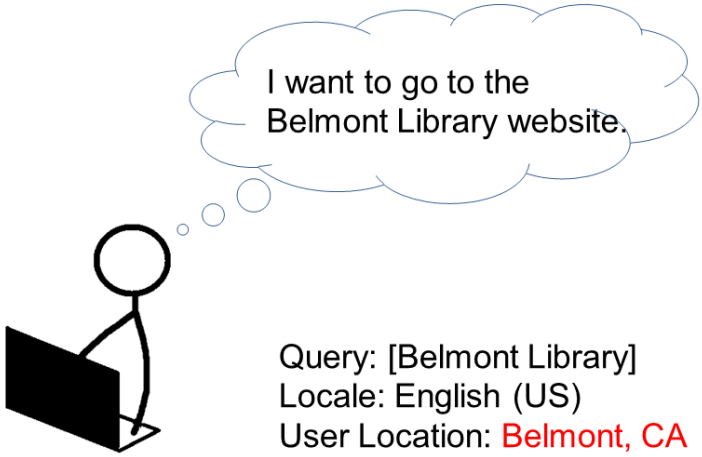
Sometimes, user location allows us to better understand the intent of the query and give a result a **Vital** rating. Here is an example of this relatively rare situation. There are multiple libraries named Belmont Library in the U.S. Without a user location, we do not know which library the user is looking for and no **V** rating is possible. With a user location, a **V** rating is possible.

Belmont Massachusetts Library





Belmont California Library



16.6 Rating Queries with User Location and Explicit Location

The **user location** may play a large role in assigning utility ratings when:

- The user location changes our understanding of the query or user intent.
- The query is a local intent query, i.e., the user is looking for local information or results nearby.

For many queries, the **user location** is not very important when assigning utility ratings.

The **explicit location** always plays a large role in understanding the query and assigning utility ratings.

16.7 Rating Local Intent Queries

When there is a user location for a local intent query, such as [chinese restaurants] with a user location of **Boston, MA**, results in or near the user location are the most helpful.

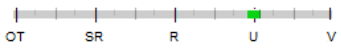
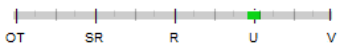
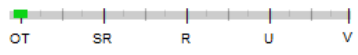
How close is "near"? Most people are not willing to travel very far for a gas station, coffee shop, supermarket, etc. Those are types of businesses that most users expect to find very nearby.

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

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

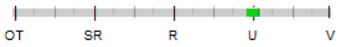
16.8 Rating Examples with User Location, Explicit Location, and Local Intent

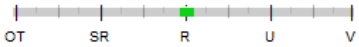
<table>
<tr><th>Query, Explicit and User Locations, User Intent</th><th>Result Block and LP, Utility Rating</th><th>Explanation</th></tr>
<tr><td rowspan="6">Query: [chinese restaurants], English (US)
Explicit Location: None
User Location: Mountain View, California

User Intent: This query has local intent. The user wants to find Chinese restaurants in the city of Mountain View, California.</td><td>Best chinese restaurant Mountain View, CA - Yelp
www.yelp.com/search?...Chinese+Restaurant...Mountain+View...
Reviews on Best chinese restaurant in Mountain View, CA Kirin Chinese Restaurant, Fu Lam Mum, Chef Xiu, Chef Liu Mandarin Cuisine, Queen House, ...</td><td rowspan="2">This LP is a fairly comprehensive list of Chinese restaurants in Mountain View. Many restaurants on the list have reviews. There is a map and features to narrow down the restaurants to certain categories.</td></tr>
<tr><td> 
</td></tr>
<tr><td>Fu Lam Mum: Dim Sum Restaurant in Mountain View, CA
fulammum.com/
Fu Lam Mum Offers Free Online Ordering For Takeout. Check Out Our Local Menu For Mountain View, CA.</td><td rowspan="2">This landing page is the website of Fu Lam Mum, a well-known Chinese restaurant in the user location.</td></tr>
<tr><td> 
</td></tr>
<tr><td>Dragonfly Mandarin :: Voted Best Chinese Restaurant in Chicago
www.dragonflymandarin.com/
Twitter button Facebook button. (312) 455-1400. info@dragonflymandarin.com. 832 W. Randolph St., Chicago, IL 60607. © 2004 - 2011 Dragonfly Mandarin.</td><td rowspan="2">This landing page is the website Chinese restaurant in Chicago. It is unlikely users in Mountain View would find this helpful.</td></tr>
<tr><td> 
</td></tr>
</table>

<table>
<tr><th>Query, Explicit and User Locations, User Intent</th><th>Result Block and LP, Utility Rating</th><th>Explanation</th></tr>
<tr><td rowspan="6">Query: [pizza], English (US)
Explicit Location: None
User Location: Mountain View, California

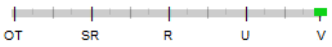
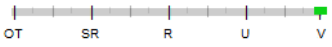
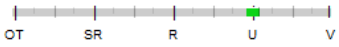
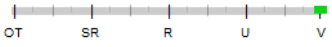
User Intent: Most users want to find a pizza place nearby.

This query has clear local intent, whether or not the task has a user location.</td><td>Maldonado's Pizza - Mountain View, CA
www.maldonadospizza.com/
Come to Maldonado's Pizzeria, a family-friendly place offering the best homemade, mouth watering hand-tossed pizza this side of New York! We also feature a ...</td><td rowspan="2">This is a very popular pizza place in Mountain View, CA.</td></tr>
<tr><td> 
</td></tr>
<tr><td>New York Pizza | Mountain View, CA 94040 | Order Pizza Online ...
newyorkpizzamountainview.com/
View the menu, reviews, and coupons for New York Pizza located at 1040 Grant Rd in Mountain View, CA 94040. Order New York Pizza delivery online or by ...</td><td rowspan="2">This is one of many pizza places in Mountain View, CA.

This website is “powered by MyPizza.com” and there is not a lot of website information for New York Pizza.</td></tr>
<tr><td> 
</td></tr>
<tr><td>9th Street Pizza
www.9thstreetpizza.com/
Come in and try the best New York pizza in town! Our delivery service is FREE! ... 231 E 9th Street Los Angeles, CA 90015 213-627-7798 / Fax 213-627-2697 ...</td><td rowspan="2">This is a pizza place in Los Angeles, which is about 350 miles from Mountain View, CA.

This result is unhelpful for this query.</td></tr>
<tr><td>
</td></tr>
<tr><td>Pizza - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Pizza
Pizza is an oven-baked, flat, round bread typically topped with a tomato sauce, cheese and various toppings. Pizza was originally invented in Naples, Italy, and ...</td><td rowspan="2">Most users are looking for a pizza place nearby.

The LP has a lot of high quality MC, but finding pizza information is a less likely user intent.</td></tr>
<tr><td>
</td></tr>
</table>

Query, Explicit and User Locations, User Intent	Result Block and LP, Utility Rating	Explanation
Query: [target], English (US) **Explicit Location**: None **User Location:** None **User Intent:** This query has both local and non-local intent. Users may want to shop online or visit a store nearby.	**Target**.com : Furniture, Baby, Electronics, Toys www.**target**.com/ Expect more pay less with **Target**. Spend $50, get free shipping on over 500K items. Choose from a wide selection of furniture, baby, electronics, toys, shoes, c.  	The dominant interpretation of this query is the Target store and this is the official Target website.
Query: [target], English (US) **Explicit Location**: None **User Location:** Keizer, Oregon **User Intent:** This query has both local and non-local intent. Users may want to shop online or visit a store nearby.	**Target**.com : Furniture, Baby, Electronics, Toys www.**target**.com/ Expect more pay less with **Target**. Spend $50, get free shipping on over 500K items. Choose from a wide selection of furniture, baby, electronics, toys, shoes, c.  	The dominant interpretation of this query is the Target store and this is the official Target website. The LP of target.com is **V** for this query even when the rating task has a user location.
	Keizer Now with Fresh Grocery - **Target** www.**target**.com/st**ore**.../st**ore**-details?st**ore**Number...St**ore**Details... Keizer Now with Fresh Grocery. 6450 Keizer Station Blvd NE **Keizer**, **OR** 97303 (503) 856-0601. Weekly Ad · Get Coupons. Get Directions **...**  	This LP has the address, phone number, and hours for the Target store in Keizer, Oregon. This result is very helpful for users who want to visit the store.
Query: [target **keizer**], English (US) **Explicit Location**: **Keizer** **User Location:** None **User Intent:** This query has local intent. The explicit location (keizer) tells us that users are looking for the Keizer location of Target.	**Keizer** Now with Fresh Grocery - **Target** www.**target**.com/st**ore**.../st**ore**-details?st**ore**Number...St**ore**Details... Keizer Now with Fresh Grocery. 6450 Keizer Station Blvd NE **Keizer**, **OR** 97303 (503) 856-0601. Weekly Ad · Get Coupons. Get Directions **...**  	The explicit location (Keizer) tells us that users are looking for the Keizer location of Target. This LP is the official page for the Target store in Keizer, Oregon.
Query: [target **keizer**], English (US) **Explicit Location**: **Keizer** **User Location:** None **User Intent:** This query has local intent. The explicit location (Keizer) tells us that users are looking for the Keizer location of Target.	**Target**.com : Furniture, Baby, Electronics, Toys www.**target**.com/ Expect more pay less with **Target**. Spend $50, get free shipping on over 500K items. Choose from a wide selection of furniture, baby, electronics, toys, shoes, c. 	The explicit location (Keizer) tells us that users are looking for the Keizer location of Target. This LP is the Target homepage. Although there is no information about the Keizer store on the LP, there is a “find a store” link which users would expect to find. This result would be helpful for many or most users.

Query, Explicit and User Locations, User Intent	Result Block and LP, Utility Rating	Explanation
Query: [minimum wage rate], English (US) **Explicit Location**: None **User Location:** Wichita, Kansas **User Intent:** Find out what the minimum wage is. Different states in the U.S. have different minimum wage rates. Users might be interested in the minimum wage in their state and how it compares to other places.	**Minimum wage - Kansas Department of Labor** www.dol.ks.gov/Laws/FAQ**wages**.aspx What is the **minimum wage** in Kansas? The Kansas **minimum wage** is $7.25 per hour. What is the **...** Your employer can not change your **rate** of pay retroactively. OT SR R U V	This is the official Kansas state website page on minimum wage for Kansas.
	Minimum Wage Laws in the States - Wage and Hour Division (WH... www.dol.gov/whd/**minwage**/america.htm **Minimum wage rate** and overtime provisions applicable to retail and service, commercial support service, food and beverage, and health and medical industries. OT SR R U V	This LP has the minimum wage rates for all states. It is on the official U.S. Department of Labor website.
	Minimum wage www.dir.ca.gov/dlse/faq_**minimumwage**.htm Thus, since California's current law requires a higher **minimum wage rate** than does the federal law, all employers in California who are subject to both laws **...** OT SR R U V	This is the official California state website page on minimum wage for California.
Query: [pictures of kittens] English (US) **Explicit Location**: None **User Location:** Pittsburgh, Pennsylvania **User Intent:** Users are looking for pictures of kittens. This is a non-local intent query. There is no obvious user intent to find pictures of kittens in Pittsburgh. The user location plays no role in the utility rating.	Images of **pictures of kittens** bing.com/images See more than 5,200,000 images OT SR R U V	The LP is a page full of kitten pictures. The result block has a nice assortment of pictures as well.
	pittsburgh pets classifieds - craigslist pittsburgh.craigslist.org › CL › pittsburgh › community › pets (Pittsburgh..) pic. Sweet senior yellow lab BREEZY needs a loving home! - (ANIMAL FRIENDS **Pittsburgh**, **PA**.) pic. Great **pets** waiting for loving homes! OT SR R U V	This is a local listing of pets needing homes in the Pittsburgh area. There are no pictures of any pets directly on this page and few pictures on the individual listings.

Part 3: Block Utility Rating Guideline

17.0 Overview of Block Utility (BU) Rating

For every BU rating task, you must:

- Understand the query (release the task if you can't!).
- Assign a utility rating to all results.
- Assign a PQ rating to the landing page of the result block if a PQ slider is present.
- Identify duplicates (see Section 32.0).
- Flag **Foreign Language** (**F**), **Porn** (**P**), and **Didn't Load** (**D**) results.

You will develop your own workflow as you master BU rating. You may decide to identify duplicates first or assign PQ ratings before utility ratings.

Remember: If you can't understand the query and user intent, please release the task. For this reason, understanding the query is a good first step.

All blocks in BU rating have a utility slider. Please assign a utility rating for all results. Please assign an **OT** rating for:

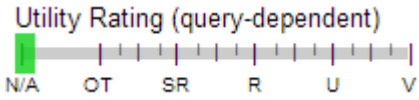
- Unsolicited **Foreign Language (F)** results
- Unsolicited **Porn (P)** results
- **Didn't Load (D)** results
- Any other kind of useless result

Some results don't have a PQ slider. If a result block has no PQ rating slider, you do not have to give a PQ rating.

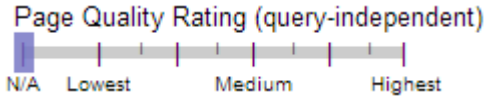
If there is a PQ slider, please assign a PQ rating based on the landing page. If you are unable to evaluate the PQ of a **Foreign Language** or **Didn't Load** result, you should assign a PQ rating of **Medium**.

18.0 The Relationship between PQ and Utility

The utility rating is based on *both* the query and the result. For this reason, the utility rating slider is labeled "query-dependent." You must carefully think about the query and user intent when assigning a utility rating.



The PQ rating slider is labeled "query-independent," meaning that it does *not* depend on the query. Do not think about the query when assigning a PQ rating to the LP.

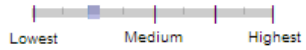


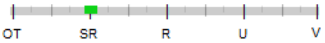
Here is some guidance about assigning utility and PQ ratings:

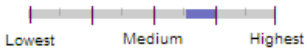
- Useless results should always be rated **OT**, even if the landing page is high quality. Useless is useless.
- On-topic, helpful, but low quality results should get lower utility ratings than on-topic, helpful, and high quality results. The utility scale encompasses all aspects of "helpfulness," and many users find low quality results less helpful than high quality results. Your ratings should reflect this.
- The **U** rating should be given to helpful, high quality pages which are a good fit for the query. The **U** rating may also be used for results which are very helpful, medium quality, and have other very desirable characteristics, such as very recent information.
- Do not use the **U** rating if a page is low quality or has any other undesirable characteristic, such as outdated information, or if it is a poor fit for the query. We have very high standards for the **U** rating.
- **SR** is often a good rating for low quality but on-topic pages. However, a page can be so low quality that it is useless for any query. Gibberish pages are a good example of this and should be rated **OT**.
- The **V** rating is special and does not depend on the quality of the landing page. If the user intent of the query requests a specific page, then that page should get the **V** rating, even if it is low quality.

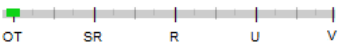
<table>
<tr><th>Query and User Intent</th><th>Result Block and LP, PQ Rating, Utility Rating</th><th>Explanation</th></tr>
<tr><td rowspan="3">[how do electric cars work], English (US)

Find information about how electric cars work.</td><td>How Does an Electric Car Work? - Yahoo! Voices - voices.yahoo.com
voices.yahoo.com/how-does-electric-car-work-376191.html
Jun 7, 2007 "Share your voice on Yahoo! websites. Start Here." ... Electric cars look very different under the hood than a gasoline-powered car. For one thing ...</td><td rowspan="2">PQ: Read this content out loud. The article on the LP is shallow and unintentionally humorous. There are four paragraphs of text, but it basically says that electric cars use electricity and have to be charged.

Utility: This page would be helpful for few users.</td></tr>
<tr><td> 

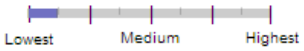
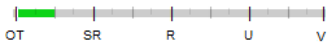

</td></tr>
<tr><td>Mobility scooter - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Mobility_scooter
It is often referred to as a power-operated vehicle/scooter or electric scooter as well. ...
Forward/reverse direction can be controlled by thumb paddles, finger ...</td><td>PQ: There is a lot of helpful MC on the landing page.

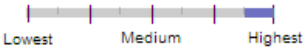
Utility: The query asks how electric cars work, but the article on the LP is about mobility scooters.</td></tr>
<tr><td colspan="2"> 


</td></tr>
</table>

<table>
<tr><th>Query and User Intent</th><th>Result Block and LP, PQ Rating, Utility Rating</th><th>Explanation</th></tr>
<tr><td rowspan="3">[symptoms of dehydration], English (US)

Find information about the symptoms of dehydration.</td><td colspan="2">Symptoms of Dehydration | Signs of Dehydration
www.symptomsofdehydration.com/
Know the Signs and Symptoms of Dehydration and be prepared to prevent, identify and treat dehydration.</td><td rowspan="2">PQ: This is a YMYL topic. The page has many characteristics of low quality: no contact information, no indication of who wrote the contact, no evidence of medical expertise/authority, and heavy monetization from Ads which distract from the MC. This page is not trustworthy.

Utility: Even though the article is topical, the information is not reliable and potentially misleading or dangerous.</td></tr>
<tr><td> 
</td><td> 
</td></tr>
<tr><td colspan="2">Dehydration: Symptoms - MayoClinic.com
www.mayoclinic.com › ... › Dehydration › Basics
Symptoms. By Mayo Clinic staff. Mild to moderate dehydration is likely to cause: Dry, sticky mouth; Sleepiness or tiredness — children are likely to be less active ...</td><td rowspan="2">PQ: This is a YMYL topic. This page is on a highly authoritative medical website and has a lot of reliable and accurate MC. This page is very trustworthy.

Utility: This result would be very helpful for most users.</td></tr>
<tr><td> 
</td><td>
</td></tr>
</table>

19.0 Queries with Multiple Interpretations and Intents

Some queries really only have one meaning. Consider the query [iphone], English (US). There may be different user intents for this query (**Do**-**Know**-**Go**) and there are different models of iPhones, but all users are basically referring to the same thing: the phone made by Apple, Inc.

Some queries truly have different possible meanings. We refer to these different meanings as query interpretations.

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

For example, a very helpful result for a **dominant interpretation** should be rated **U**, because it is very helpful for many or most users. Some queries with a dominant interpretation have a **V** result.

A very helpful result for a **common interpretation** may be **U** or **R**, depending on how likely the interpretation is.

A very helpful result for a very **minor interpretation** may be **SR** or lower because few users may be interested in that interpretation.

There are some interpretations which are so unlikely that results should be rated **OT**. We call these “no chance” interpretations.

Reminder: PQ rating is query-independent. Do not think about query interpretation when doing PQ ratings.

Query Interpretation	Example Query and Interpretation	Highest Possible Utility Rating For a Very Helpful Result
Dominant Interpretation: Of all the users who type the query, **most users would want this interpretation.**	[apple], English (US): Apple electronics. **Most** users who type this query want results on Apple electronics. [windows], English, (US): The Microsoft operating system. **Most** users who type this query want results on the Microsoft Windows operating system. [median], English (US): The mathematical formula. **Most** users who type this query want results about the mathematical formula. There is no **V** result possible for this query. [guinea pig], English (US): The small furry animal often kept as a pet. **Most** users who type this query want results about the animal. There is no **V** result possible for this query.	**V** or **U**
Common Interpretation: Of all the users who type the query, **some users would want this interpretation.**	[apple], English (US): The fruit. **Some** users who type this query could want results about the fruit. [windows], English (US): The glass paned windows for a home. **Some** users who type this query could want results about glass windows for a house. [ada], English (US): The American Dental Association, the American Diabetes Association, or the American with Disabilities Act. **Some** users could want information about any of these interpretations. [mercury], English (US): The car brand, the planet, or the chemical element. **Some** users could want information about any of these interpretations. [sandals], English (US): The open type of shoe or the chain of resorts in the Caribbean Sea. **Many or some** users could want information about either of these interpretations.	**U** or **R**, depending on how likely the common interpretation is.
Minor Interpretation: Of all the users who type the query, **few users would want this interpretation.**	[ada], English (US): The Atlanta Development Authority or the American Darters Association. **Few** users would want information about either of these interpretations. [mercury], English (US): The Mercury Magazine (published by the Astronomical Society of the Pacific) or Mercury Records (a record label in the U.K.). **Few** users would want information about either of these interpretations. [hot dog], English (US): "Hot Dog," a movie from 1984. **Few** users would want information about this interpretation.	**R or SR** Results for less likely interpretations should get lower ratings because they are helpful for fewer users.
"No chance" Interpretation: An interpretation so minor that almost no one would ever want it.	[guinea pig], English (US): A pig from New Guinea, which is an island country located near Australia. There probably are pigs in New Guinea, but it is extremely unlikely that the user typing the query would have that interpretation in mind.	**OT** No users are interested in "no chance" interpretations.

20.0 Specificity of Queries and Landing Pages

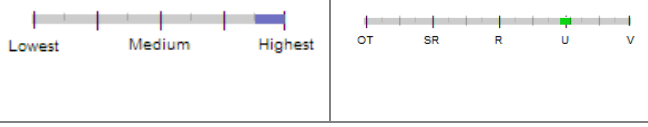
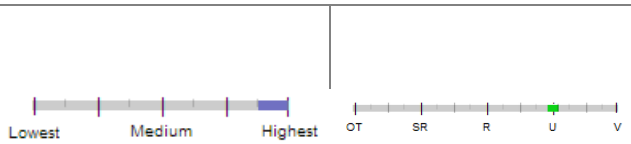
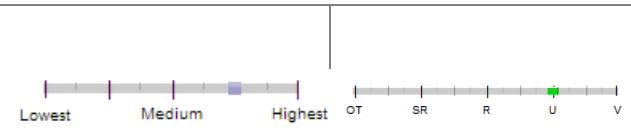
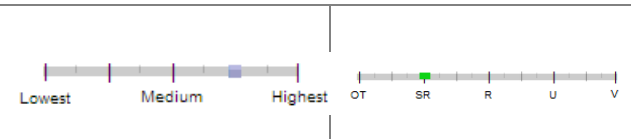
Some queries are very general and some queries are specific. Here are some examples that compare levels of specificity of English (US) queries:

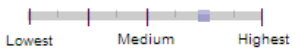
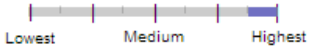
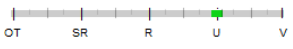
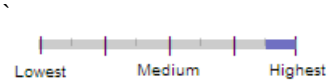
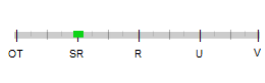
Query	More Specific Query	Even More Specific Query
[chair]	[dining room chair]	[ikea “henriksdal” highback upholstered chair]
[cameras]	[Nikon cameras]	[Nikon d5000 slr]
[Toyota]	[Toyota hybrid]	[Toyota Prius 2010]
[library]	[Harvard library]	[Harvard Anthropology library]
[interview questions]	[interview questions for teachers]	[practice interview questions used for Teach For America]
[discount stores in houston]	[walmart stores in houston]	[walmart 9555 South Post Oak Road houston]
[restaurants]	[chinese restaurants]	[takeout Chinese restaurants in downtown Austin]

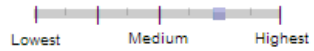
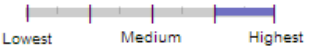
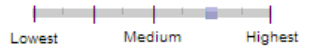
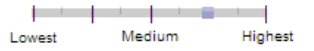
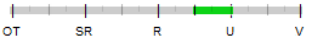
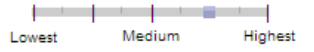
Results for specific queries are easier to rate on the utility scale because we know more about what the user is looking for. Giving a utility rating for results for general queries can be difficult. As always, your rating is based on how helpful the result is for the query, not the specificity fit.

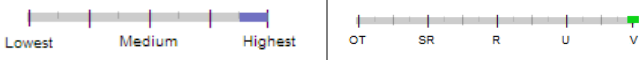
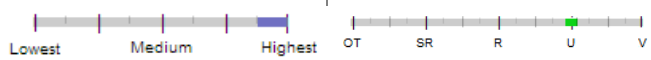
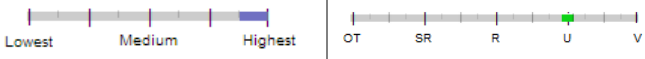
When the query is a broad category, such as [cafes] [restaurants] [hotels] [books] [tourist attractions in paris] etc., popular and prominent examples may be considered very helpful.

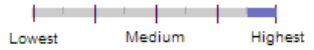
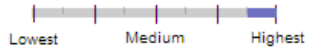
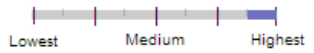
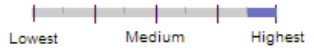
Of course, PQ rating is not based on the query, so specificity is not a concern for PQ rating.

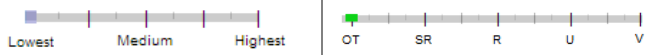
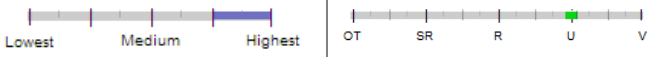
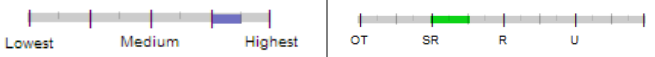
Query and User Intent	Result Block and LP, PQ Rating, Utility Rating	Explanation
[credit cards], English (US) Users are probably looking to sign up for a credit card online, or want to research credit cards before signing up.	**Credit cards** & Rewards **credit cards** | Visa USA usa.visa.com/personal/**cards**/**credit**/ Whether you are looking for a premium rewards card or a tradition **credit card**, Visa has something to fit your needs. 	Even though there are many options, the page for an individual company that offers different cards could be very helpful. **PQ**: Visa is a well-known credit card company with a good reputation. **Utility**: This LP is more specific than the query, but it would still be helpful for many or most users because Visa is a popular credit card company.
	Credit cards and **Credit card** Offers - Apply Online https://www.discover.com/**credit-cards**/ See all the ways you can ear and enjoy **credit card** rewards with the Discover it **credit card**, the game changing cash back **credit card**. 	Even though there are many options, the page for an individual company that offers different cards could be very helpful. **PQ**: Discover is a well-known company that offers services for credit cards, banking, and loans, and has a good reputation. **Utility**: This LP is more specific than the query, but it would still be helpful for many or most users because Discover is a popular credit card company.
	Best **Credit Cards** of 2014: Reviews, Rewards and Offers www.nerdwallet.com/the-best-**credit-cards** NerdWallet's **credit card** experts rank the best **credit cards** out there. ... liking, take a look at this more comprehensive list of cards for consumers with no credit. 	This page offers a list of top credit cards in a variety of categories. **PQ**: This website helps consumers make money decisions. It has a good reputation and has been recommended by CNNMoney and The New York Times. **Utility**: This LP fits the query. It would be helpful for most users.
	Union Plus **Credit Card** for Union Members www.unionplus.org/money-**credit**/**credit-card** The Union Plus **Credit Card** is designed for union members. The **credit card** offers financial hardship assistance, strike and layoff benefits. Apply for the Union ... 	This page describes a credit card that requires union membership. **PQ**: This company is an expert on its own credit card, which is issued by HSBC Bank, a well-known financial services organization. **Utility**: Since the credit card requires union membership, the page would be helpful for some users.

Query and User Intent	Result Block and LP, PQ Rating, Utility Rating	Explanation
[hotels], English (US) Users are probably planning a trip, but this query is very general and vague.	**Hotels, Hotel Rooms, Discount Hotel Rates & Cheap Motels on Or…** www.orbitz.com/**hotels**/ Find discount **hotels**, motels, and cheap **hotel** rooms with **hotel** reviews on Orbitz. Get our lowest **hotel** rates on our entire selection of **hotels** or automatic cash ...  	This is a popular travel aggregator website, and the hotel page on the site can help users find hotels in the U.S. Users can read reviews, compare hotels, or make a reservation. **PQ**: Orbitz is a popular website with a good reputation. **Utility**: This LP fits the query. It would be very helpful for most users.
	Marriott Hotel Reservations | Find Your Perfect Hotel Room www.**marriott**.com/ Easily book your next hotel reservation and travel accommodations at the official **Marriott** Hotels website. Find the perfect hotel room for your next adventure ...  	This is a very popular hotel chain with hotels available in the majority of the U.S. at many different price points. Even though the list of possible hotel chains is long, the homepage of an individual chain that offers different prices, features, and location options could be very helpful. **PQ**: The Marriott website gives information on Marriott hotels, a popular chain of hotels. Marriott is an expert on Marriott hotels and the information is highly authoritative. **Utility**: This LP is more specific than the query, but it would still be helpful for many or most users because the Marriott is a popular chain of hotels.
	Courtyard Emeryville Hotel - Marriott www.marriott.com › Courtyard › Emeryville › Hotel The **Courtyard Emeryville** hotel is located near Berkeley, San Francisco and downtown Oakland restaurants, shops and entertainment venues.  	This is the webpage of the Marriott Courtyard hotel in Emeryville, California. **PQ**: The Marriott website gives information on Marriott hotels, a popular chain of hotels. This page is professional, well designed, and functions well. Marriott has a good reputation and is an expert on Marriott hotels, making the information on this page highly authoritative. **Utility**: The LP is too specific for the query, but this is a well-known brand and users can navigate to other Marriott hotels from this page. Few users would find this page helpful.

Query and User Intent	Result Block and LP, PQ Rating, Utility Rating	Explanation
[Target], English (US) Go to target.com or find a local Target store.	**Target**.com : Furniture, Baby, Electronics, Toys www.**target**.com/ Expect more pay less with **Target**. Spend $50, get free shipping on over 500K items. Choose from a wide selection of furniture, baby, electronics, toys, shoes, c.  	The LP is the official Target homepage. **PQ**: Target is a popular store which sells many different products. Target has a good reputation, but is not an expert or authority on much of what it sells. **Utility**: The landing page fits the query.
	Target : Store Locator : Find Store www.**target**.com/store-locator/find-stores Enter your city and state or ZIP Code to find a **Target** store. Only search for stores ... Plan Your **Target** Trip and Save Groceries, coupons and more. Start Now > ...  	The LP is the "store locator" page on the Target website. **PQ**: Target is the expert about where its stores are located. This page is the most authoritative page on this topic. **Utility**: The LP is more specific than the query, but many or most users would be interested in this page.
	Baby Gear: Furniture, Clothing, Strollers, Feeding : **Target** www.**target**.com/c/baby/-/N-5xtly **Target** is your online baby central with diapers, clothing, strollers, car seats, cribs, furniture, feeding & more. Free shipping on select orders over $50!  	The LP is the "baby" page on the Target website. **PQ**: Target has a good reputation, but is not an expert or authority on much of what it sells. **Utility**: The LP is more specific than the query, but many or most users would be interested in this page.
	Electronics: TVs, Audio, iPods, Digital Cameras : **Target** www.**target**.com/c/electronics/-/N-5xtg6 Shop electronics, televisions, audio, iPods, computers, digital cameras, video games, cell phones & home theater. Free shipping on select orders over $50!  	The LP is the "electronics" page on the Target website. **PQ**: Target has a good reputation, but is not an expert or authority on much of what it sells. **Utility**: The LP is more specific than the query, but many or most users would be interested in this page.
	Mossimo Supply Co. Juniors Colored Skinny Denim ... : **Target** www.**target**.com/p/mossimo-supply-co-juniors... Find product information, ratings and reviews for a Mossimo Supply Co. Juniors Colored Skinny Denim - Assorted Coloreds. This Mossimo Supply Co. Juniors ...  	The LP on the Target website is for a specific type of junior colored jeans. **PQ**: Target has a good reputation, but is not an expert or authority on much of what it sells. **Utility**: The LP is much more specific than the query and would be helpful for very few users.

Query and User Intent	Result Block and LP, PQ Rating, Utility Rating	Explanation
[Honda Accord], English (US) Users probably want to buy a car and are interested in finding information about the Honda Accord. There are currently two models of the Accord today (the Accord Sedan and the Accord Coupe), and a Plug-In model will be coming out in 2014.	Choose the 2013 **Accord** Sedan or 2013 **Accord** Coupe ... - **Honda** automobiles.**honda**.com/**accord**/ Compare the performance and features of the stylish **Accord** Sedan and sporty **Accord** Coupe. The **Accord** combines **Honda's** standards of quality, reliability, ... 	The LP is the official Honda Accord page. **PQ**: The Honda website gives information on Honda cars, a very popular car maker. This page is professional, well designed, and functions well. Honda has a good reputation and is an expert on Honda cars, making the information on this page highly authoritative. **Utility**: The LP fits the query. The query asks about the Accord and the landing page is about the Accord.
	Honda Cars - New and Certified Used Cars from American Honda **automobiles.honda**.com/ **Honda Cars** - Home of information on the latest **Honda cars** and SUV models, Certified Used Cars. Photos, videos, and technical specs for all car models from ... 	The LP is the official Honda Automobiles webpage. There is a prominent "Accord" link on the page, as well as a lot of helpful features for users interested in Accords. **PQ**: Honda is an expert on Honda cars, making the information on this page highly authoritative. **Utility**: The LP is more general than the query, but the information on the page would be very helpful for many or most users.
	2013 **Honda Accord** Coupe Overview - Official Honda Site automobiles.**honda**.com/**accord**-coupe/ See reviews, features and specs of the 2013 **Honda Accord** Coupe at the official Honda Website. View pictures and learn about the latest changes for 2013. 	The LP is the official page of the Accord Coupe. **PQ**: Honda is an expert on Honda cars, making the information on this page highly authoritative. **Utility**: The LP is more specific than the query, but since there are three Accord models, official pages for any of the three models are **U**.
	2013 **Honda Accord** Sedan - Warranty - Official Honda Site automobiles.**honda**.com/**accord**-sedan/warranty.aspx Get warranty information on the 2013 **Honda Accord** Sedan at the Official Honda Website. 	The LP is the official "Accord Sedan Warranty" page. **PQ**: Honda is an expert on Honda cars, making the information on this page highly authoritative. **Utility**: The LP is much more specific than the query. It would be helpful for few users.

Query and User Intent	Result Block and LP, PQ Rating, Utility Rating	Explanation
[Honda Accord], English (US) Users probably want to buy a car and are interested in finding information about the Honda Accord. There are currently two models of the Accord today (the Accord Sedan and the Accord Coupe), and a Plug-In model will be coming out in 2014.	**Honda** Power Equipment: **Honda** Generators, Lawn Mowers ... powerequipment.**honda**.com/ Welcome to the official site of **Honda** Power Equipment. **Honda** provides you with powerful and durable generators, lawn mowers, tillers, trimmers, snowblowers, ...  	The LP is the official Power Equipment page on the Honda website. It has nothing to do with the Honda Accord. **PQ**: Honda is an expert on Honda power equipment, making the information on this page highly authoritative. **Utility**: The LP is does not fit the query. Most users would not find this result helpful.
[chicken recipes], English (US) Users probably want to make a chicken dish and are looking for some recipes to choose from. Users probably expect and want a list of recipes.	**Chicken** Recipes: **Chicken** Breasts, Fried **Chicken** ... - **Food Net**... www.**foodnetwork.com**/topics/**chicken**/index.html Get help with your **chicken** dinner from **FoodNetwork.com**. Find easy **chicken** meals, including recipes for fried **chicken**, **chicken** salad, **chicken** soup and more.  	This LP has many chicken recipes (with reviews) on a popular recipe website. **PQ**: Food Network is a popular website with a good reputation for providing high quality recipes and cooking information. **Utility**: This LP fits the query. It would be very helpful for most users.
	Chicken Parmesan Recipe : Tyler Florence : Recipes : Food Network www.foodnetwork.com › Recipes › Chicken Get this all-star, easy-to-follow Food Network **Chicken Parmesan** recipe from Tyler Florence.  	This LP has a single recipe for chicken parmesan. **PQ**: Food Network is a popular website with a good reputation for providing high quality recipes and cooking information. **Utility**: This is a popular type of chicken recipe on a popular website, but the LP is more specific than the query. Some or few users would find this page helpful.
	Best Fried Chicken Recipes - Allrecipes.com allrecipes.com › Recipes › Meat and Poultry › Chicken **Top 20 Fried Chicken Recipes** from Allrecipes.com as rated and reviewed by ... These buttermilk fried chicken legs are extra crispy because you double dip them ...  	This LP has 20 recipes for fried chicken, a popular chicken dish. **PQ**: Allrecipes.com is a popular website with a good reputation for providing high quality recipes with lots of reviews. **Utility**: Even though there are 20 different recipes on the LP, they are all for the same basic dish. Therefore, this LP is also more specific than the query. Some or few users would find this page helpful.

Query and User Intent	Result Block and LP, PQ Rating, Utility Rating	Explanation
[chicken recipes], English (US) Users probably want to make a chicken dish and are looking for some recipes to choose from. Users probably expect and want a list of recipes.	**ChickenRecipes.com**: The Leading **Chicken Recipe** Site on the Net **chickenrecipes.com/** **chickenrecipes.com** has been connecting our visitors with providers of Beer Brewing, Beer Making, Chef Schools and many other related services for nearly 10 ... 	This is a fake search page for chicken recipes. **PQ**: Ads should never disguise itself as the MC of the page. Pages with Ads that are designed to look like MC should be considered deceptive, making this fake search page **Lowest** quality. **Utility**: It should be rated **OT** as it would be helpful for no users.
[digital cameras], English (US) Find information about digital camera brands and options before buying a camera.	**Digital cameras**: compare **digital camera** reviews - CNET Reviews reviews.cnet.com/**digital-cameras**/ **Digital camera** reviews and ratings, video reviews, user opinions, most popular **digital cameras**, camera buying guides, prices, and comparisons. 	Many users research purchases carefully. This LP is a cnet.com "Digital cameras" review page, with information about many different digital cameras organized by price, manufacturer, and camera features. **PQ**: Cnet.com is a popular website known for providing helpful reviews of consumer electronics products. This article has a lot of very helpful MC and SC. **Utility**: This LP fits the query. The query asks for digital cameras and the LP is about digital cameras.
	Nikon **Coolpix P520** - Digital cameras - CNET **Reviews** reviews.cnet.com › Reviews › Digital cameras Jan 28, 2013 – Latest models bulk up on Wi-Fi, megapixels, and zoom. 	This LP is a cnet.com review page about the Nikon Coolpix P520. **PQ**: Cnet.com is a popular website known for providing helpful reviews of consumer electronics products. **Utility**: It is a comprehensive review of a popular type of camera made by a respected brand, but it is more specific than the query.

21.0 Utility and Freshness

Some queries demand very recent or "fresh" information. Users may be looking for "breaking news," such as an important event or natural disaster happening right now. Imagine a user in Kansas typing the query [tornado], English (US) because a big storm is coming. Information about last year's tornado season is not helpful. Users need information about tornadoes headed their way right now!

Queries for recurring events, such as elections, sports events, TV shows, conferences, etc., also demand current information. Assume users are looking for the most recent or current information about the event, unless the query indicates otherwise. For example, if the Olympics are happening right now, users typing the query [olympics] want information about the current Olympics, not results from years ago. If the next Olympics are a few months away, users are probably interested in the next upcoming Olympic Games.

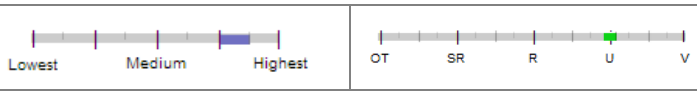
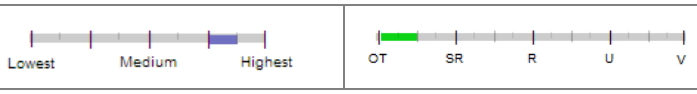
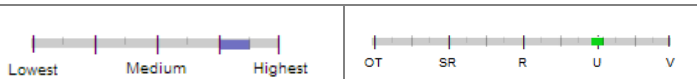
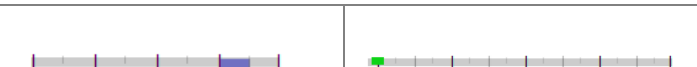
Some queries demand current information, such as [population of paris], [next federal holiday], etc. Requests for prices such as [airfare from ny to sfo], should be interpreted as asking for a current price. Unless otherwise stated, users usually want information about the most recent model/version for product queries, such as [iphone], [windows operating system], [toyota camry], etc.

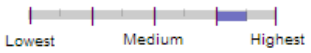
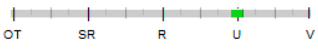
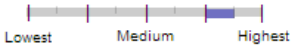
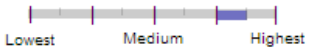
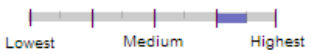
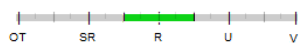
Here are some different types of queries demanding current/recent results:

- "Breaking news" queries such as [tornado]
- Recurring event queries such as [olympics], [american idol], [redsox schedule], [tax forms], [elections]
- Current information queries such as [population of paris], [amount of u.s. debt], [airfare from ny to sfo],
- Product queries such as [iphone], [toyota camry], [windows operating system]

When a query demands current or recent content, only pages with current, recent, or updated content should get high utility ratings. Remember that we care about the content, and not the date the page was created. For these queries, pages about past events, old product models, old prices, outdated information, etc. are not helpful and should be considered "stale." When the query demands recent information, stale results should be given low utility ratings because they are not helpful for users. In some cases, stale results are useless and should be rated **OT**.

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

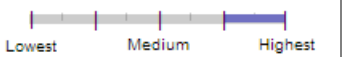
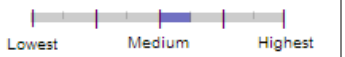
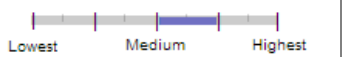
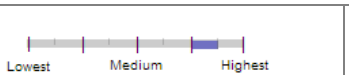
Query and User Intent	Result Block and LP, PQ Rating, Utility Rating	Explanation
[nasa mars landing], English (US) On the date this example was written, NASA had just landed the "Curiosity" rover on Mars. Most users are probably looking for breaking news and pictures about the event.	Curiosity Rover Lands Safely on **Mars** - NYTimes.com www.nytimes.com/.../curiosity-rover-lands-safely-on-**mars**.ht... Aug 6, 2012 – One of the first test images from **NASA's Mars** Curiosity rover that helped **...** Engineers chose not to use the tried-and-true **landing** systems, **...** 	This LP has an article about the "Curiosity" rover landing, published on the same day as the landing.
	NASA's Curiosity Rover Sets Off for Mars Mission - NYTimes.c... www.**nytimes.com**/.../**nasas-curiosity-rover-sets-off-for-mars-mission**.... Nov 26, 2011 – CAPE CANAVERAL, Fla. (AP) — The world's biggest extraterrestrial explorer, **NASA**'s **Curiosity rover**, rocketed toward **Mars** on Saturday on a **...** 	This LP has an article about the launching of the "Curiosity" rover, published nine months before its landing on Mars. The content on this page would be considered stale for the query.
[los angeles traffic], English (US) Users are looking for **current** information about traffic conditions in Los Angeles. Even pages about traffic conditions the day before would be considered stale for the query.	Your commute: Live L.A. **traffic conditions** - latimes.com latimesblogs.latimes.com/.../your-commute-live-la-**traffic-conditions**-... Your commute: Live L.A. **traffic conditions**. **August 7**, 2012 | 6:30 am. increase text size decrease text size. Los Angeles. Long Beach. East L.A./Pasadena **...** 	This LP shows traffic conditions in Los Angeles on August 7, 2012, which is the day this example was written.
	Your commute: Live LA **traffic conditions** - Blogs - Los Angeles Ti... latimesblogs.latimes.com/.../your-commute-live-la-**traffic-conditions**-... Your commute: Live L.A. **traffic conditions**. **August 6**, 2012 | 6:30 am. increase text size decrease text size. Los Angeles. Long Beach. East L.A./Pasadena **...** 	This LP shows traffic conditions in Los Angeles on August 6, 2012. It is stale and useless for the query even though it is only one day old.

Query and User Intent	Result Block and LP, PQ Rating, Utility Rating	Explanation
[nobel peace prize winner], English (US) Find the name of **the most recent** winner of this prize. This is a **Know** query. At the time this example was written, 2011 was the most recent year that the Noble Peace Prize was awarded.	**Nobel Peace Prize** Awarded to Three Activist Women www.nytimes.com/.../**nobel-peace-prize**-johnson-sirleaf-gbow... Oct 7, 2011 – LONDON — The **Nobel Peace Prize** for 2011 was awarded on Friday **...** The **winners** were President Ellen Johnson Sirleaf of Liberia — the first **...**  	This LP on the New York Times website has information about the most recent winner of this prize.
	BBC NEWS	Europe	**Nobel** for anti-poverty pioneers news.**bbc.co.uk**/2/hi/europe/6047020.stm **...** Muhammad Yunus and the Grameen Bank are awarded the **2006 Nobel Peace Prize**. **...** Last Updated: Friday, 13 October **2006**, 16:13 GMT 17:13 **UK ...** The **BBC's** Lars Bevanger in Oslo says this year's **winner** caught most there by surprise.  	This LP on the BBC website has information about the 2006 winner of this prize. This page is stale for the query.
[60 minutes], English (US) 60 Minutes is a popular weekly TV show. Users probably want to watch or find information about the **most recent** episode. At the time this example was written, the show that aired on September 23, 2012 was the most recent episode.	**60 Minutes** Interviews with Obama and Romney, September 2012 **...** www.cfr.org/us-election-2012/**60-minutes**.../p29107 Sep 23, 2012 – CBS' **60 Minutes** interviewed President Obama and Republican presidential candidate Mitt Romney for a program that aired on September 23, **...**  	This LP is an article about the most recent episode of 60 Minutes, which aired on September 23, 2012
	"**60 Minutes**" The Spymaster Speaks/The Player/The Year of **...** - I... www.imdb.com/title/tt2408648/ **60 Minutes**: Season 44, Episode 52. The Spymaster Speaks/The Player/The Year of **Adele** (**16 Sep**. **2012**). TV Episode - **60 min** - Documentary	News **...**  	This LP is about an episode of 60 Minutes that aired on September 16, 2012. Users might be looking for the episode from the previous week.
[olympics gymnastics results], English (US) Users probably want to find a page that displays gymnastics results from the **most recent** Olympics.	**Gymnastics** at the **2012** Summer **Olympics** - Wikipedia, the free **...** en.wikipedia.org/wiki/**Gymnastics**_at_the_**2012**_Summer_**Olympics** Main article: **Gymnastics** at the **2012** Summer **Olympics** – Qualification. Qualification was based on the **results** of the 2011 World Rhythmic **Gymnastics ...** 	This LP has the 2012 Olympics gymnastics results, which was the most recent summer olympics at the time this example was written.
	Gymnastics at the **2008** Summer Olympics - Wikipedia, the free **...** en.wikipedia.org/.../**Gymnastics**_at_the_**2008**_Summer_Olym... At the **2008** Summer Olympics, three different **gymnastics** disciplines were contested: artistic **gymnastics**, rhythmic **gymnastics** and trampoline. The artistic **...** 	This LP has the 2008 Olympics gymnastics results. It is stale for the query.

Sometimes, queries don't demand the most recent information. For example, some queries, such as [birthdate of ronald reagan] and [atomic weight of gold] request basic facts that are well understood, established, and unlikely to change.

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

Note: Information about almost any subject can become stale or outdated over time. Please use your judgment. Clearly outdated or stale pages should receive low utility ratings, unless the query is "asking" for the outdated content.

Query and User Intent	Result Block and LP, PQ Rating, Utility Rating	Explanation
[arthritis], English (US) Users are looking for information about this disease. Because there is ongoing research done on treatments and cures for most diseases, users are probably looking for authoritative, **up-to-date** information on this subject.	**Arthritis**: MedlinePlus www.nlm.nih.gov/medlineplus/**arthritis**.html If you feel pain and stiffness in your body or have trouble moving around, you might have **arthritis**. Most kinds of **arthritis** cause pain and swelling in your joints.  	Medline Plus is an authoritative website that regularly updates its content. Even though there is no date on the page indicating when it was updated, we can assume the content is up-to-date.
	Arthritis Drug Approved for Expanded Use - New York Times www.nytimes.com/**2006**/05/20/business/20drug.html May 20, 2006 – Federal regulators approved wider use of Johnson & Johnson's drug Remicade but also said that a new warning was being added.  	This 2006 article would be considered stale for this medical query.
[when was franklin delano roosevelt born], English (US) Users want to find this well understood fact.	**Franklin D. Roosevelt Biography** - Facts, Birthday, Life Story ... www.**biography.com**/people/**franklin-d-roosevelt**-9463381 **Biography.com** highlights President **Franklin D. Roosevelt**. Find out more about ... The **Biography** Channel **website**; 2013 [cited 2013 Feb 14] Available from: ... **Franklin Delano Roosevelt** was **born** on January 30, 1882, into a wealthy family.  	This LP has the information users are looking for. Notice that the requested information is even displayed in the snippet.
	We couldn't find a stale page for this query.	
[barack obama], English (US) Barack Obama is the President of the United States. We will assume users are looking for news, current or biographical information about him, images, etc.	**President Obama** Inauguration - NYTimes.com www.nytimes.com/.../**president-obama**-inauguration.html?...all Jan 20, 2013 – The quiet ceremony before Monday's public pomp, forced by a quirk of the constitutional calendar, started **President Obama's** second term with ... 	This article contains up-to-date news about Obama at the time this example was written.
	Obama Chooses Biden as Running Mate - NYTimes.com www.nytimes.com/2008/08/24/us/politics/24biden.html Aug 23, 2008 – WASHINGTON — Senator **Barack Obama** has chosen Senator Joseph R. Biden Jr. of Delaware to be his running mate, turning to a leading ...  	This LP has an article from 2008 about Barack Obama choosing Joe Biden as his running mate.

Note: The date the page was created may be different from when the content was last updated or modified. When content is updated, the page will sometimes show the date of the update, not the date the page was created.

If you are curious about the content of a page, see here to try the "Wayback Machine" on the Internet Archive. Not all pages are available, but this tool may help you understand how some pages were created and how their content has changed over time.

22.0 Misspelled and Mistyped Queries and Results

22.1 Misspelled and Mistyped Queries

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

Misspelled Query	Query Interpretation
[federal expres], English (US)	The only reasonable query interpretation is the company named Federal Express.
[my sapce], English (US)	The only reasonable query interpretation is the website MySpace.
[the ecomonist], English (US)	The only reasonable query interpretation is the news and economics publication.
[expdeia], English (US)	The only reasonable query interpretation is the travel website.
[new england patroits], English US)	The only reasonable interpretation is the NFL football team.
[byonce knowles], English (US)	The only reasonable interpretation is the famous singer/actress, Beyonce Knowles.

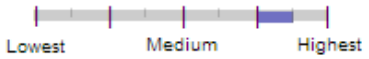
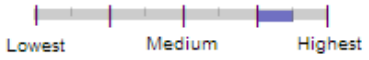
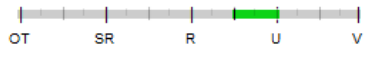
Some misspelled or mistyped queries are more difficult to interpret. Use your judgment and do query research.

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

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

22.2 Name Queries

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

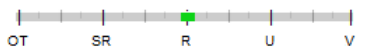
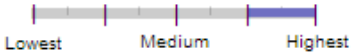
Query and Query Interpretations	Result Block and LP, PQ Rating, Utility Rating	Explanation
[jamie fox], English (US) There are many reasonable interpretations for this query including the guitarist named Jamie Fox, Jamie Fox the politician, Jamie Fox Photography, Jamie Fox the actress, and regular people named Jamie Fox. Helpful results for more prominent people named Jamie Fox should receive higher ratings than helpful results for less prominent people named Jamie Fox. Because Jamie Foxx is such a famous actor, we will consider Jamie Foxx to be a minor interpretation, not off-topic.	**Jamie Fox** - Jazz Guitarist and Composer **jamiefox**guitar.com/ ... Press · News · Calendar · Photos · Buy · Guestbook · Links. Join the email list! **Jamie Fox**. **Jamie Fox**. **Jamie Fox**: Contact. 917 670-2594. © 2013 **Jamie Fox**.  	Official homepage of Jamie Fox, the guitarist.
	Jamie Fox Photography - St. Louis, MO **jamiefoxphotography**.com/index2.php A St. Louis children's photographer specializing in families and youngsters of all ages.  	Official homepage of Jamie Fox Photography.
	Jamie Fox - Wikipedia, the free encyclopedia en.wikipedia.org/wiki/**Jamie_Fox** James P. "**Jamie**" **Fox** (born 1954) is a **New Jersey** politician and political strategist. ... He grew up in Union Township, Union County, **New Jersey** and attended ... 	Wikipedia page on Jamie Fox, the New Jersey politician.
	Jamie Fox - IMDb www.imdb.com/name/nm1785209/ Indie Horror Hits Volume 2 (video) (as **Jamie M. Fox**). 2009 Page Turner (short). 2008 Virgin Wanted (short) Amy. 2007 The Memory Thief. 2007/I Out of Focus ... 	IMDb page about Jamie Fox, the actress.
	Jamie Foxx | The Official Website www.**jamiefoxx**.com/ In addition to oversight by Ron Howard, you'll find the likes of **Jamie Foxx** and Eva Longoria getting in on the action. The other directors are Twitter co-founder ... 	Official homepage of Jamie Foxx, the actor.

<table>
<tr><th>Query and Query Interpretations</th><th>Result Block and LP, PQ Rating, Utility Rating</th><th>Explanation</th></tr>
<tr><td rowspan="6">[Micheal Jordan], English (US)

There are many people named “Micheal Jordan.”

Helpful results for more prominent people named Micheal Jordan should receive higher ratings than helpful results for less prominent people named Micheal Jordan.

Because Michael Jordan is such a famous athlete/celebrity, we will consider Michael Jordan to be a minor interpretation.</td><td>Micheal Jordan profiles | LinkedIn
www.linkedin.com/pub/dir/Micheal/Jordan
View the profiles of professionals named Micheal Jordan on LinkedIn. There are 16 professionals named Micheal Jordan, who use LinkedIn to exchange ...</td><td rowspan="2">LinkedIn page for the name “Micheal Jordan.” The page lists all members of the LinkedIn site named “Micheal Jordan.” LinkedIn is a very popular social networking website for professionals in the U.S. This result would be very helpful for many or most users trying to find information about someone named “Micheal Jordan.”</td></tr>
<tr><td>
</td></tr>
<tr><td>Micheal Jordan | LinkedIn
www.linkedin.com/pub/micheal-jordan/45/ba9/543
Atlanta, Georgia - Facilities Services Professional
View Micheal Jordan's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Micheal Jordan discover ...</td><td rowspan="2">LinkedIn page for Micheal Jordan, a facilities services professional in Atlanta, Georgia.</td></tr>
<tr><td>


</td></tr>
<tr><td>NBA.com: Michael Jordan Bio
www.nba.com/playerfile/michael_jordan.html
Michael Jordan | 23. Season statistics & Notes · Season splits · Game-by-game stats · Bio · Printable player file. 2002-03. Statistics. PPG, 20.0. RPG, 6.10 ...</td><td rowspan="2">Michael Jordan’s player profile page on the NBA basketball website.</td></tr>
<tr><td> 

</td></tr>
</table>

22.3 Spelling Suggestion Result Blocks

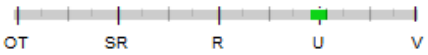
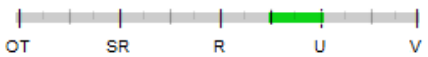
When a user misspells or mistypes a query, search engines may display spelling suggestions.

Users rely on “Did you mean” or “Do you mean” suggestions to tell them when they might be spelling something incorrectly and as a way to get better search result pages. “Did you mean” type result blocks are NTRBs, but they do have a prominent link to a page of search results for the suggested spelling.

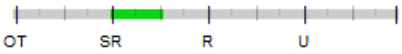
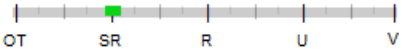
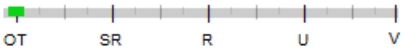
Your utility rating should reflect both the helpfulness of the suggestion itself and the helpfulness of the LP of the suggestion. For every spelling suggestion, please be sure to look at the suggestion **and** click through to the landing page of the suggestion before rating. Sometimes, you will find it helpful to compare the landing page of the suggestion to the landing page of the original query.

Here is some specific guidance on assigning utility ratings to spelling suggestion result blocks:

Rating	Use this rating when:
Vital (V)	Do *not* use the **V** rating for spelling suggestion result blocks.
Useful (U)	The result is very helpful for many or most users because: • The query is clearly and severely misspelled. • The spelling suggestion is very likely or exactly what users are looking for. • The landing page of the suggestion is very helpful.
Relevant (R)	The result is very helpful for some users or helpful for many users because: • The query is likely or very likely misspelled. • The spelling suggestion is the correct spelling for a likely or somewhat likely intent of the original query. • The landing page of the suggestion is helpful.
Slightly Relevant (SR)	The result is helpful for few users. One or more of the following apply: • It is likely that the query is not misspelled. • The spelling suggestion represents an unlikely interpretation. • The spelling suggestion is trivial, such as adding or deleting a space which makes little difference to the query and/or the results on the landing page of the suggestion. • The landing page of the suggestion is less helpful.
Off-Topic/Useless (OT)	The result is unhelpful or useless. One or more of the following apply: • The query is clearly not misspelled. • The spelling suggestion itself is misspelled. • The spelling suggestion changes the meaning of the query. • The spelling suggestion is clearly not what the user is looking for. • The spelling suggestion is offensive (e.g., uninvited porn, racial slurs). • The landing page of the suggestion is unhelpful (e.g., the results are useless for the original query).

Query and Query Interpretations	SERP for the Query, SERP for the Spelling Suggestion, Utility Rating	Explanation
[irratated], English (US) This query has one reasonable interpretation: the word “irritated.”	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: ***irritated*** 	The query is clearly misspelled. The suggestion is the correct spelling of the query, and the LP of the suggestion is very helpful.
[culcable], English (US) The query is misspelled or mistyped. The most likely interpretation is the word “culpable,” though perhaps this could be a misspelling of a type of cable.	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: ***culpable*** 	The query is misspelled. The suggestion is the correct spelling of a likely or very likely interpretation, and the LP of the suggestion is very helpful.

Query and Query Interpretations	SERP for the Query, SERP for the Spelling Suggestion, Utility Rating	Explanation
[“jack angle” scrap metal] , English (US) This query has one interpretation: Jack Engle & Co., a scrap metal company in Los Angeles.	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: "jack ***engle*" scrap metal 	The query is clearly misspelled. The suggestion is the correct spelling of the query, and the LP of the suggestion is very helpful.
[imetrex], English (US) This query has one interpretation: the drug for treating migraine headaches.	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: ***imitrex*** 	The query is clearly misspelled. The suggestion is the correct spelling of the query, and the LP of the suggestion is very helpful.
[utube], English (US) This query has one reasonable interpretation: the youtube.com website.	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: ***youtube*** 	The query is clearly misspelled. The suggestion is the correct spelling of the query, and the LP of the suggestion is very helpful.
[vanilla cupcake mix make 1 cup cake], English (US) The meaning of the query is clear. There is a misspelling or typo: cupcake is the correct spelling.	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: vanilla cupcake mix make 1 ***cupcake*** 	The query has a mild misspelling and the spelling suggestion is technically correct. The results on the LP of the suggestion are similar to the results for the original query.
[one persons wealth raises the value of money] The meaning of the query is clear. There is a misspelling or typo: “persons” should be written “person’s.”	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: one ***person's*** wealth raises the value of money 	The query has a misspelling and the spell suggestion is technically correct. The results on the LP of the suggestion are similar to the results for the original query.

Query and Query Interpretations	SERP for the Query, SERP for the Spelling Suggestion, Utility Rating	Explanation
[twilight new moon sound track] The query intent is clear. There is a possible mild misspelling: “soundtrack” is the more common and possibly preferred spelling.	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: twilight new moon ***soundtrack***  	“Soundtrack” may be the more common and preferred spelling, but “sound track” is not technically incorrect. The LP of the suggestion is perhaps a bit more helpful than the LP for the original query. This suggestion is helpful for some or few users.
[cynderella], English (US) There are several interpretations for the query as spelled, including a bridal shop, an entertainment agency, a cake company, etc.	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: ***cinderella***  	It is likely that the query is not misspelled. The results on the landing page of the suggestion probably do not match the intent of the original query. However, this suggestion could be helpful for a few users.
[he likes me a lot but doesn't want to get hurt], English (US) This query is not misspelled.	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: he likes me ***alot*** but doesn't want to get hurt 	The suggestion is misspelled even though the original query is not.
[girl in pink dress plays outside], English (US) This query is not misspelled.	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: girl in pink dress ***played*** outside  	The original query is clearly spelled correctly. This suggestion is useless.
[how shades are cut], English (US) This query is not misspelled.	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: how ***shadows*** are cut 	The original query is clearly spelled correctly. The suggestion changes the meaning of the query.
[people can take a wall and turn it into a tv], English (US) This query is not misspelled.	SERP for the original query: LP SERP for the spelling suggestion: LP Did you mean: people can take a ***walk*** and turn it into a tv 	The original query is clearly spelled correctly. The suggestion changes the meaning of the query.

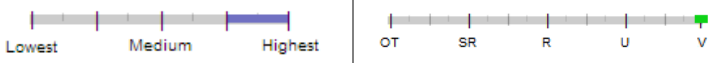
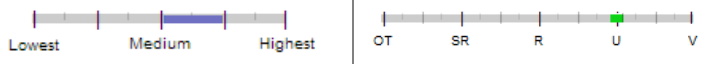
23.0 Non-Vital Results for URL Queries

Raters sometimes ask the question, “For a well-formed working URL query, are the only acceptable utility ratings for a result either **V** or **OT**?” The answer is no. There can be other helpful results for URL queries.

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

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

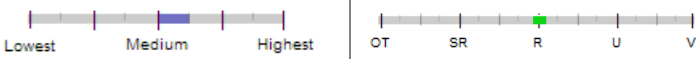
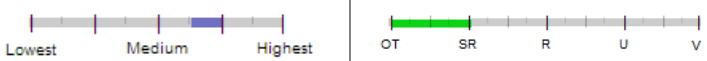
<table>
<tr><th>Query and User Intent</th><th>Result Block and LP, PQ Rating, Utility Rating</th><th>Explanation</th></tr>
<tr><td rowspan="3">[coldwatercreek.com], English (US)

Go to http://www.coldwatercreek.com, the website of Coldwater Creek, a well-known U.S. company that sells women’s clothing and accessories online and in retail stores.</td><td>Women's Apparel & Fashion Accessories | Coldwater Creek
www.coldwatercreek.com/
Coldwater Creek offers quality women's clothing in misses, petite and additional women's sizes. Shop online or at any of our stores for women's clothes and ...
 
</td><td>This LP is the target of the query.</td></tr>
<tr><td>Coldwater Creek Coupons: Get $16 Off w/ February 2013 Coupon ...
www.retailmenot.com › Clothing › Women's Clothing
Discounts average $16 off with Coldwater Creek promo code or coupon.53 Coldwater Creek coupons now on RetailMeNot. Get Presidents' Weekend Savings ...
 
</td><td>This LP displays coupon codes that users can use when making online purchases on the Coldwater Creek website. Online coupon codes are very popular in the U.S.

This is a well-known coupon website where users can often find working coupon codes. This result displays active coupon codes that would be very helpful for most users shopping online at coldwatercreek.com.</td></tr>
<tr><td>Coldwatercreek.com Reviews | SiteJabber Consumer Reviews of ...
www.sitejabber.com/reviews/www.coldwatercreek.com
★★★★★ Rating: 5 - 3 reviews
Is Coldwatercreek.com legit or a scam? 3 reviews "They are a great website! It you check back often enough, they have great promotions and have some unique ...
</td><td>This LP has three reviews of the coldwatercreek.com website.

This is a well-known review website. This result would be helpful for many users considering whether to make purchases at coldwatercreek.com. If there were more reviews and the reviews were more recent, the utility rating would be Useful only.</td></tr>
</table>

<table>
<tr><th>Query and User Intent</th><th>Result Block and LP, PQ Rating, Utility Rating</th><th>Explanation</th></tr>
<tr><td rowspan="6">[ratemyprofessors.com], English (US)

Go to http://www.ratemyprofessors.com, a website where students can rate their college professors.</td><td>Rate My Professors – Find and rate your professor, campus and ...
blog.ratemyprofessors.com/
Over 1.5 million professors & 13 million opinions. Rate My Professors is the best professor ratings source based on student feedback. Find & rate a professor!</td><td rowspan="2">This LP is the target of the query.</td></tr>
<tr><td>
</td></tr>
<tr><td>Leslie Reece Schichtel: RateMyProfessors.com Rankings Released
www.huffingtonpost.com/leslie.../college-rankings_b_1839051.html
Aug 31, 2012 – The rankings offer good news to both penny-pinching students and America at large. Less expensive alternatives to four-year institutions are ...</td><td rowspan="2">This LP is a Huffington Post article dated August 31, 2012 about the ratemyprofessors.com website. The article was newly published when it was added to the guidelines. Some users might be interested in this article.</td></tr>
<tr><td> 
</td></tr>
<tr><td>Towson's RateMyProfessor gets ready to test the market - Baltimo...
www.bizjournals.com/baltimore/stories/2006/.../story8.html?...
Apr 17, 2006 – Two Towson entrepreneurs bought RateMyProfessor.com last fall for seven figures. They're already looking for a buyer or some major investors ...</td><td rowspan="2">This LP is an article dated April 17, 2006 about the ratemyprofessors.com website. Few or no users would be interested in this outdated information.</td></tr>
<tr><td> 
</td></tr>
</table>

24.0 Product Queries: Action (Do) vs. Information (Know) Intent

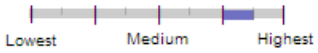
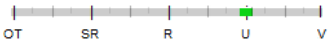
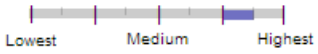
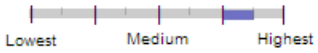
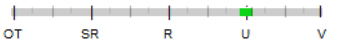
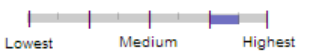
Some product queries, such as [ipad reviews], have a clear information-seeking (**Know**) intent. Other product queries, such as [buy ipad], have a clear purchase (**Do**) intent. And some product queries, such as [ipad store.apple.com], have a clear navigation (**Go**) intent. However, most product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

Even though the ultimate goal may be to purchase a product, many other activities may take place first: researching the product (reviews, technical specifications), understanding the options that are available (brands, models, pricing), viewing and considering various options (browsing), etc.

Give high utility ratings to results that allow users to research, browse, and decide what to purchase.

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

Often, the results for product queries are YMYL pages. Users need high quality information from authoritative sources when researching products, especially when products are expensive or represent a major investment/important life event (e.g., cars, washing machines, computers, wedding gifts, baby products). When buying products, users need websites they can trust: good reputation, extensive customer service support, etc. Results for product queries may be important for both your money and your life (YMYL)!

Query and User Intent	Result Block and LP, PQ Rating, Utility Rating	Explanation
[high definition tv], English (US) This query doesn't specify a size or brand of TV. Users are probably doing research before making a purchase.	**HDTV** Reviews | HDTVs Review | PCMag.com www.pcmag.com › ... › HDTVs & Home Theater PCMag provides up-to-date coverage and product reviews of HDTVs.   	This LP has comprehensive information about different types of high definition TVs (plasma, LCD, LED), as well as reviews about many specific models. The website is known for having helpful reviews and information about electronics.
[toyota prius], English (US) Most users who type this query are probably considering buying a Toyota Prius and want information on the car.	2013 **Toyota Prius** www.edmunds.com › New Cars › Toyota › Prius Jan 2, 2013 – The 2013 **Toyota Prius** continues to be the quintessential hybrid, th other newer hybrids are more desirable to drive.  	This LP is on a well-known car review website. It would be very helpful for many or most users.
[floral girl toddler jeans size 3T], English (US) The query is very specific. The user wants to browse and find an item to buy.	**Toddler Girl Jeans** at babyGap | Gap - Free Shipping on $50 www.gap.com › Home › Toddler Girls Clothing Our collection of **toddler girl jeans** at babyGap is fun, colorful and bright. Shop for a variety of fits and **sizes** offered in our **toddler girls jeans** collection.   	This is a helpful page for browsing and shopping for toddler girls jeans. There are many options for floral jeans in size 3T. This is a high quality store known for selling jeans.
[cufflinks], English (US) Most users probably want to find different cufflink styles and options to browse or purchase.	**Cuff Links for Men** Nordstrom shop.nordstrom.com › Men › Accessories › Jewelry › Cuff Links Free shipping on **cuff links** at Nordstrom.com.  	This LP has a large collection of cufflinks from a very reputable retailer. There are many options and styles. This is a good page for browsing. There are helpful features at the top to choose styles, price ranges, etc.

25.0 Mobile Landing Pages

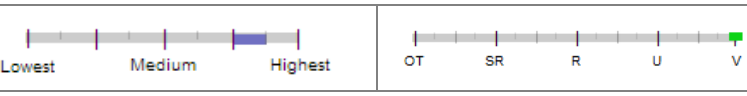
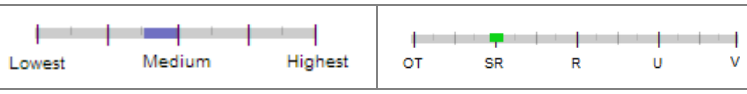
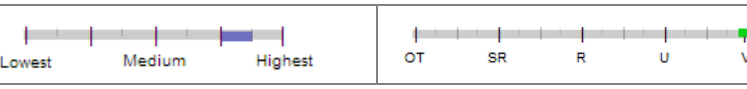
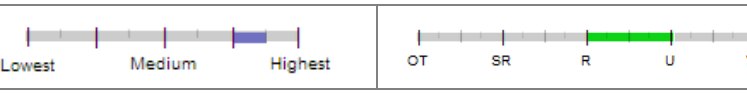
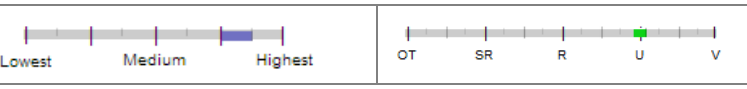
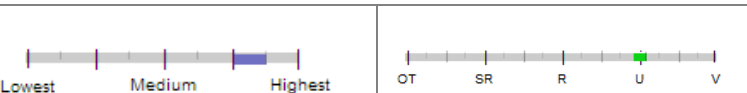
When rating BU tasks, you should assume that users are on a desktop computer or a laptop. Mobile rating projects have separate instructions.

Most results in BU tasks are designed for desktop and laptop users. Please assign ratings to mobile-specific pages as follows:

- When the mobile page is high functioning and would be satisfying for desktop/laptop users, then rate normally.
- When the mobile page has limited functionality and a non-mobile version exists that would be much more helpful for users, please do not assign above **SR**.

Please use your judgment when considering how helpful mobile versions of landing pages would be for users. Of course, if the mobile landing page is unrelated to the query or useless for any reason, a rating of **OT** is appropriate.

PQ rating assumes that users are on a desktop or laptop and have a keyboard, mouse or track pad, and at least a normal sized monitor. Some mobile pages have very limited functionality and therefore are unsatisfying for a desktop or laptop user. A low PQ rating can be justified if the page is unsatisfying and/or does not achieve its purpose for laptop or desktop users.

Query and User Intent	Result Block and LP, PQ Rating, Utility Rating	Explanation
[Stanford], English (US) Navigate to the homepage of the Stanford University website.	**Stanford** University www.**stanford**.edu/ Stanford University is one of the world's leading research and teaching institutions. It is located in Stanford, California. **Stanford** Mobile m.**stanford**.edu/ Stanford Mobile. News; Events; Athletics; Maps & Directions; Contact & Directory; Links. Full Site. Events. Home · Featured · Today · Arts · Classes · Dance ... 	The mobile version has less content and limited functionality compared to the desktop version. It would be helpful for few users.
[cbs sports], English (US) Navigate to the homepage of the CBS Sports site.	Sports - **CBSSports**.com Sports News, Fantasy Scores, Sports Video www.**cbssports**.com/ CBSSports.com features live scoring and news for NFL football, MLB baseball, NBA basketball, NHL hockey, college basketball and football. CBSSports.com is ...  **CBS** Home m.**cbssports**.com/ CBS Sports Home, Menu: Pistorius disputes murder claim, prosecutors say killing was planned. Today's Scores. Fantasy. Headlines. All Sports ... 	Even though the mobile version has a lot of links, the font size is small and hard to read on a desktop. It would be helpful for few users.
[people], English (US) Navigate to the homepage of the People magazine website.	**People**.com : Celebrity news, celebrity photos, and star style www.**people**.com/ Get your fix of the hottest breaking news, celebrity photos, fashion, videos and games from People Magazine.  **People** Mobile - **People**.com www.**people**.com/**people**/mobile/home/ 10 Best Celeb Quotes This Week. Photo Special. 10 Best Celeb Quotes This Week · Oscar Nominees: Before They Were Famous. Red Carpet. Oscar Nominees: ... 	Although the versions are different, the mobile version has a lot of the same content. Some users might not even notice that it is a mobile version. This result would be helpful for many or most users.
[guy who shot reagan], English (US) Find the name of the person who attempted to assassinate former U.S. President Ronald Reagan.	**John Hinckley**, **Jr**. - **Wikipedia**, the free encyclopedia en.**wikipedia**.org/**wiki**/**John_Hinckley**,_**Jr**. John Warnock Hinckley **Jr**. (born May 29, 1955) attempted to assassinate U.S. .....  **John Hinckley**, **Jr**. - **Wikipedia**, the free encyclopedia en.**wikipedia**.org/**wiki**/**John_Hinckley**,_**Jr**. John Warnock Hinckley **Jr**. (born May 29, 1955) attempted to assassinate ... The reason I'**m** going ahead with this attempt now is because I cannot wait any ..... 	Although the versions are formatted differently, both LPs display the answer prominently and would be very helpful for most users. Note: This mobile page has all the same MC and SC and would be satisfying for desktop/laptop users. Even though you have to click the arrows to show the MC, this LP would be helpful for most users.

Part 4: Using the Evaluation Platform

26.0 Introduction

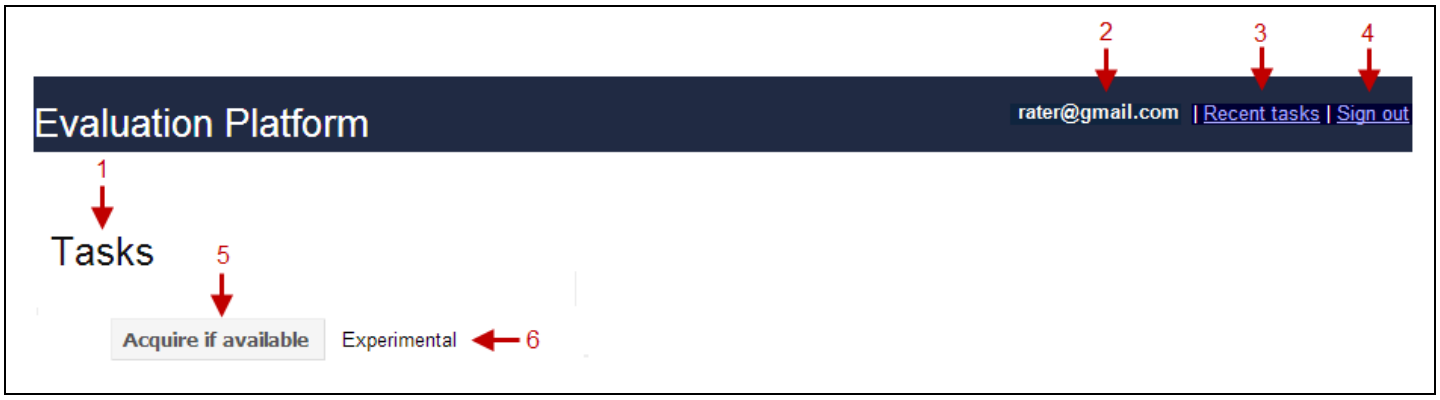
Welcome to the Evaluation Platform! The Evaluation Platform is the system you will use to acquire and rate tasks.

27.0 Accessing the Evaluation Platform (EP)

Go to this link to access the Evaluation Platform: http://www.raterhub.com/evaluation/rater.

28.0 Evaluation Platform Screenshot

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



The red numbers represent the following:

1. **Tasks**
   This text shows that you are at the task acquisition page on the Evaluation Platform.

2. **rater@gmail.com**
   Your Gmail account.

3. **Recent tasks**
   Click this link to revisit tasks completed in the last few minutes.

4. **Sign out**
   Click this link to end your rating session.

5. **Acquire if available**
   Click this link to acquire a new task.

6. **Experimental**
   This text indicates that there is an Experimental task available. Please note there are other types of rating tasks (e.g., Result Review, Side-by-Side). Sometimes there will be only one task type available, but other times you may see more than one type displayed. When there is more than one type displayed, you may choose the type you want to acquire.

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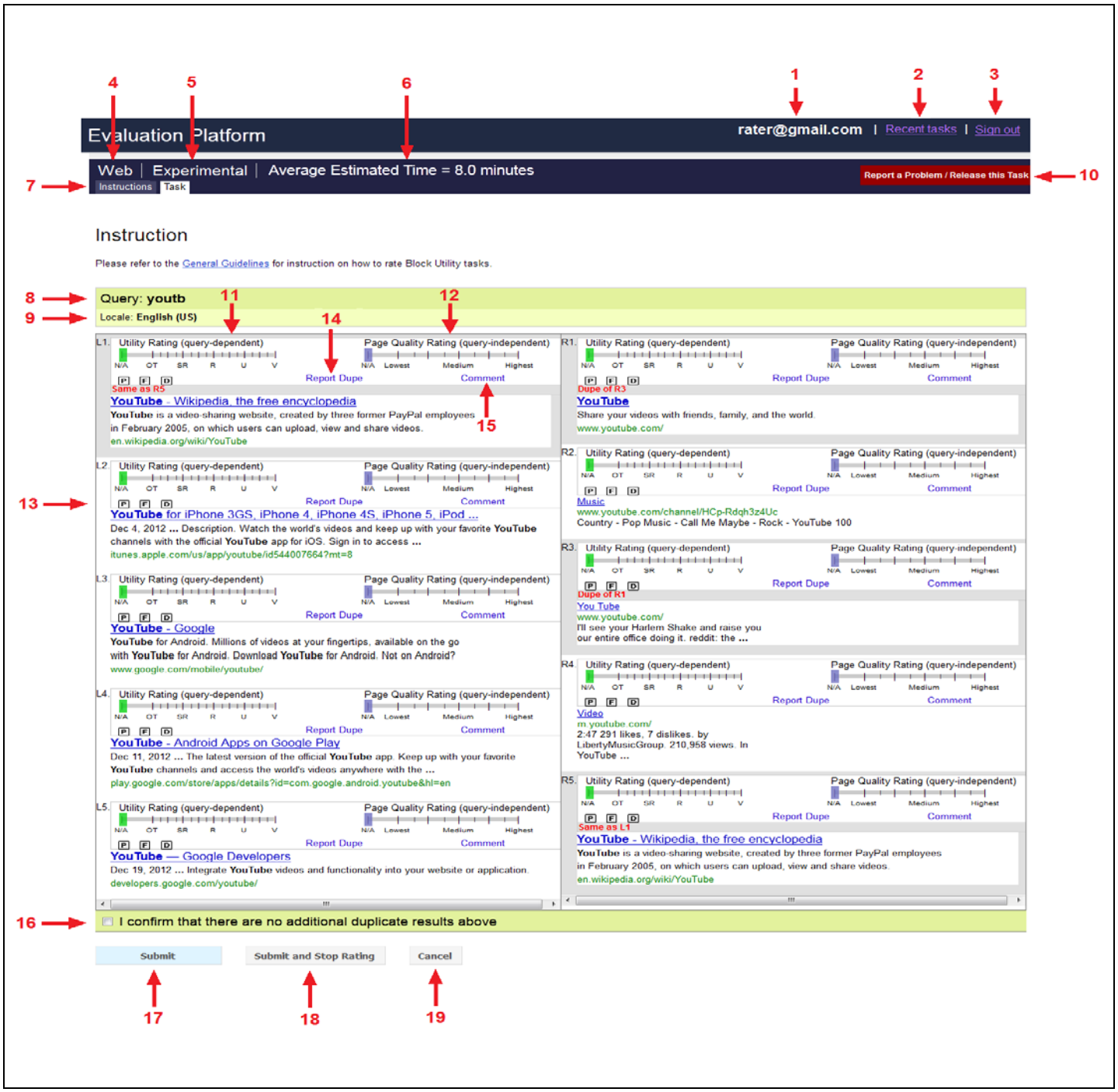
29.0 Block Utility Task Page Screenshot



The red numbers represent the following:

1. **rater@gmail.com**
   Your Gmail account.

2. **Recent tasks**
   Click this link to revisit tasks completed in the last few minutes.

3. **Sign out**
   Click this link to end your rating session.

4. **Web**
   This text indicates that the current task belongs to the **Web** property type. Other properties you may rate include **Video**, **Image**, **Mobile**, etc.

5. **Experimental**
   This text indicates that the current task belongs to the Experimental project type. Other project types you may rate include **Result Review**, **Side-by-Side**, etc.

6. **Average Estimated Time**
   This text indicates the average estimated time for completion of the task.

7. **Instructions**
   Click this tab to view the project-specific instructions. Some tasks display project-specific instructions on the task page instead of behind the **Instructions** tab.

8. **Query**
   You should understand the query before rating the task.

9. **Locale**
   This refers to the task location and task language associated with the query.

10. **Report a Problem / Release this Task**
    Click this link to report a problem and/or release the task.

11. **Utility Rating Slider**
    Use this rating slider to assign a utility rating.

12. **Page Quality Rating Slider**
    Use this rating slider to assign a page quality rating.

13. **P – F – D Flags**
    Assign any of these flags (**Porn**, **Foreign Language**, **Didn't Load)** that apply to the result.

14. **Report Dupe**
    Use this button to report duplicate results. Results are considered to be duplicates if they have the same landing page. For more information about reporting dupes, please see Section 32.0.

15. **Comment**
    Use the result block comment box to write comments that will be helpful to you when assigning utility and PQ ratings. Note: All comments must be written in English.

16. **Dupe Confirmation Checkbox**
    Check this box to confirm that you are done flagging duplicate results.

17. **Submit**
    Use this button to submit the task and continue rating.

18. **Submit and Stop Rating**
    Use this button to submit the task and stop rating.

19. **Cancel**
    Use this button to cancel any ratings you have assigned in the task.

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30.0 Notes about Using the Block Utility Rating Interface

Result blocks are sometimes slow to load: Before assigning any ratings, please scan the task page to make sure that all result blocks with a utility rating slider have loaded. Please note that result blocks may be slow to load and/or that the task page may need reloading if there are empty result blocks. If the result blocks fail to load after refreshing a few times, please release the task.

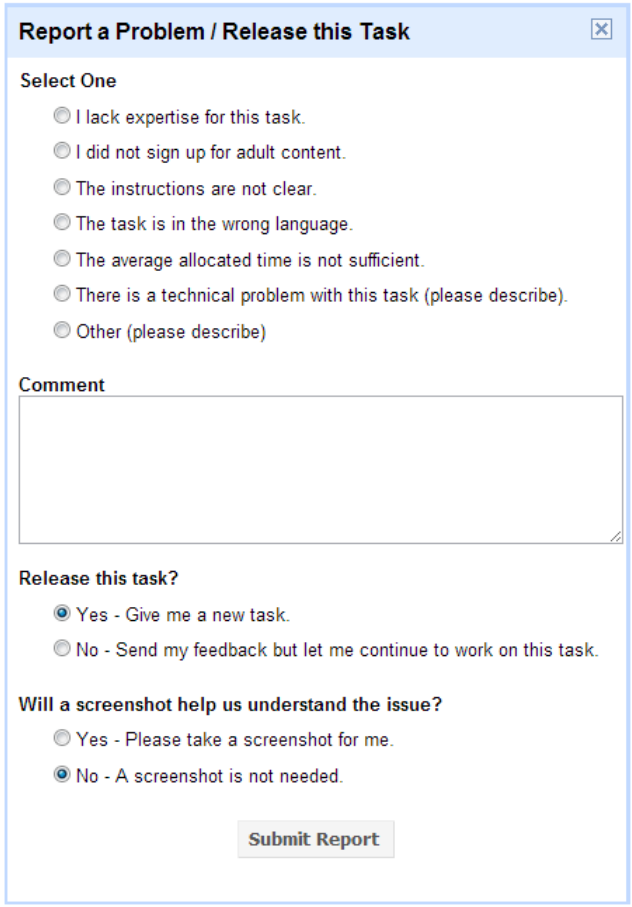
Sometimes a side will not have any result blocks: If one side displays the message "This side did not generate any results," please do not release the task.

Do not refresh the task page after assigning ratings: If you refresh the page after assigning ratings, you will lose them and they will have to be entered again.

31.0 Using the "Report a Problem / Release this Task" Button

You will report problems and release tasks using the "Report a Problem / Release this Task" button on the rating interface. This is what the "Report a Problem / Release this Task" button looks like:

Clicking the red button displays the following reporting and release options:

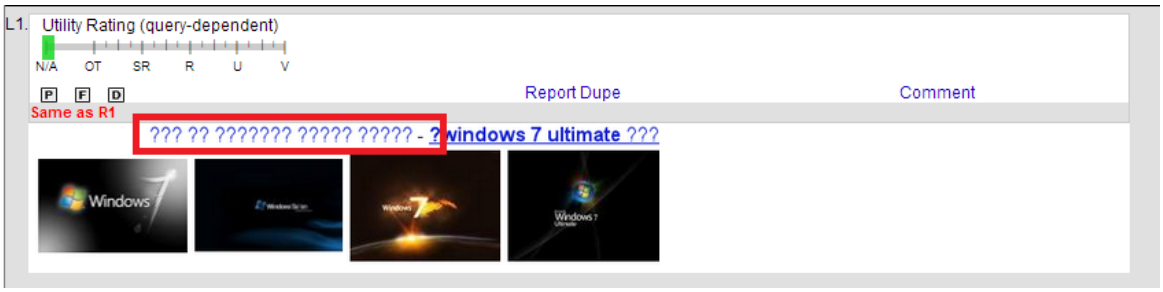


Here are some examples for the “lack expertise” and “technical problem” release categories.

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

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

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



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

32.0 Reporting Results with Duplicate Landing Pages

In addition to assigning utility ratings to each result block, we would like you to tell us whether any results are duplicates (dupes).

Pre-Identified Duplicates

Some duplicate results are automatically detected and will be pre-identified for you. They will be highlighted by a grey or green background, and annotated by either “**Same as**...” or “**Dupe of**...” text right below the slider and above the result block.

This is what these pre-identified dupes look like:

Same as… pre-identified duplicate result

Dupe of… pre-identified duplicate result

Please note:

- Results annotated by "**Dupe of...**" may be given different ratings/flags/comments.
- Results annotated by "**Same as…**" may **not** be given different ratings/flags/comments. Their utility ratings, PQ ratings, flags, and comments will be automatically transferred to each other.
- You cannot un-check dupes that have been automatically detected and pre-identified.

Rater-Identified Duplicates

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

Please note that in this project dupe identification is **query-dependent**.

- **Specific queries**: For queries where the user is looking for a specific piece of content (such as queries looking for song lyrics, queries looking for a specific article, etc.), obtaining that piece of content from **different sites** could be helpful for users to verify the information, so they should **not** be rated as dupes.

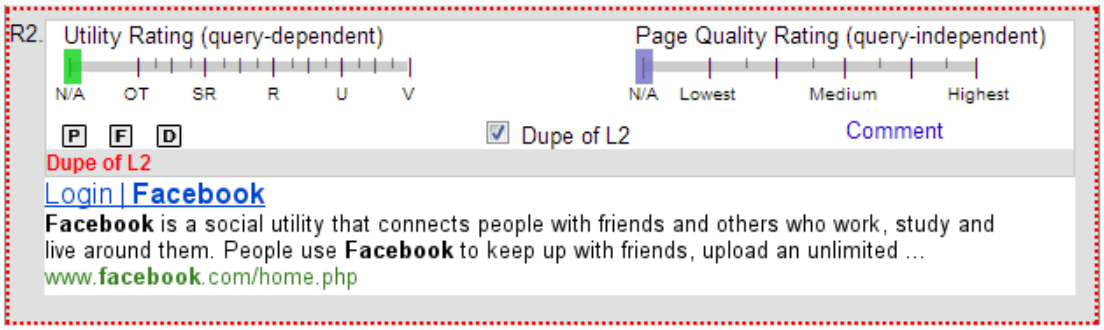
- **Broad queries**: If the query is broad, then returning the same piece of content is not what the user is looking for, and hence those results **should** be flagged as dupes. Results may be considered dupes even if they have different minor content on the page (such as different ads, images, or related links).

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

Reporting Duplicate Results

When you notice that the results in two or more result blocks are duplicates, please click on the **Report Dupe** button of one of the results. The current result (the result you clicked on) will be highlighted by a thick solid red border and the button's name will change to **Select Dupes**.

You can then check results that are duplicates of the current result, and the checked results will be highlighted by a red dotted border.



The duplicate results that you checked will be annotated by "**Dupe of**..." text right below the sliding rating scale above the result block. After selecting all dupes, please click the red **Select Dupes** button to return to the normal rating mode. The button's name will change back to **Report Dupe**, and you will be able to report other sets of dupes, if there are any. If you change your mind, you can always un-check a result.

Dupes
QUERY: [choosing and installing a motorcycle battery]
URL 1: http://www.caimag.com/wordpress/2010/03/06/motorcycle-battery-how-to-choose-install
URL 2: http://www.articlesbase.com/motorcycles-articles/choosing-and-installing-a-motorcycle-battery-47798.html
Reason: Both of these results display the same article (which also appears on many other pages on the web). The only real difference between the landing pages are the Ads displayed around the article. The query is broad enough that users would **not** benefit by search engines returning more than one of these results.

Dupes
QUERY: [jason castro]
URL 1: http://www.myspace.com/jasoncastromusic
URL 2: http://www.myspace.com/jasoncastromusic?MyToken=503599bf-01cf-4427-bdf4-d63920c107f9
Reason: These two results have the same landing page, even though the URLs are different. Users would **not** benefit by search engines returning both results.

Not Dupes
QUERY: [material girl lyrics]
URL 1: http://www.lyricsfreak.com/m/madonna/material+girl_20086925.html
URL 2: http://www.lyrics007.com/Madonna%20Lyrics/Material%20Girl%20Lyrics.html
Reason: Even though both pages display the lyrics to the song "Material Girl," users would probably want to have the option to visit both pages so that they could verify the accuracy of the lyrics. Users could benefit by search engines returning more than one page with the lyrics to the song.

33.0 Using the Page Quality Rating Scale in Block Utility Rating Tasks

You will use the Page Quality slider to rate the PQ of the main landing page of the result block.

I**mportant**: Due to the number of results in most block utility tasks, you will base your PQ rating on the **landing page questions** alone (e.g., identifying the purpose of the page, identifying the MC, SC, and Ads, rating the quantity of MC, etc.). You are NOT required to perform the website level checks required in PQ rating tasks. In other words, you are not required to learn about the reputation of the website, assess whether the website is maintained, etc. However, if you do feel that the landing page seems low quality and you want to explore the website for corroborating evidence, please do so.

Reminder: Most results in block utility tasks have both utility and PQ rating sliders, but some results only have a utility slider.