

# Search quality evaluator guidelines

Ali Mohammad Afshar



# Quality Raters

1. human fact-checker for Google's algorithm
2. Work at home , for ex: Appen
  - 20 hours per week
  - 4 hours per day
  - 5 days per week
3. deep knowledge of the local culture  
, fluency in the local language



# Pros and cons

## • **Pros**

- You can do this job from the comfort of your home.
- You don't need to have any specialized skills.
- The pay is good.
- You can work as per your convenience even though you maybe required to work on certain days.

## **Cons**

- You have to work for a minimum number of hours.
- It can be a little difficult to track your own hours.
- Sometimes, you may not be able to find work.

# Requirements



1. Research skills
2. Knowledge of current events and pop culture
3. Must be willing to work for a minimum of 10 hours per week in most cases
4. May require a college degree
5. Need to pass a test or an interview
6. Fluency in English

2 → q: hotels

r: <https://www.marriott.com/default.mi> \*

user location: Jacksonville, Florida

- A FailsM
- B FailsM+
- C SM
- D SM+
- E MM
- F MM+
- G HM
- H HM+
- I FullyM

# Some trust-worthy companies for Search Engine Evaluator jobs

**LIONBRIDGE**

**WORKFORCE  
LOGIQ**

 **appen**<sup>®</sup>

 **Leapforce**

 **SOFTSTONE**

**Google**



## Solutions we improve

Applications

Automatic Speech Recognition

CEM/CRM

Computer Vision

Data Analytics

eCommerce

Fraud Detection

In-car Infotainment

In-car Navigation

Machine Translation

Medical Imaging

Risk Management Models

Proofing Tools

Search Relevance

Semantic Search

Social Media

Social Media Analytics

Text-to-Speech

Virtual Assistants and Chatbots



What is  
**Machine Learning?**

Read our guide →



machine learning and artificial intelligence



### Scale

- 1,000,000+ people
- 130 countries
- 180 languages



### Experience

20 years of experience





#1 on the FlexJobs' annual list of the Top 100 Companies to Watch for Remote Jobs in 2019 (between more than 51,000 companies )

Google



Quality Rating Guidelines

The major parts are as follows

**General Guidelines Overview (164 pages)**

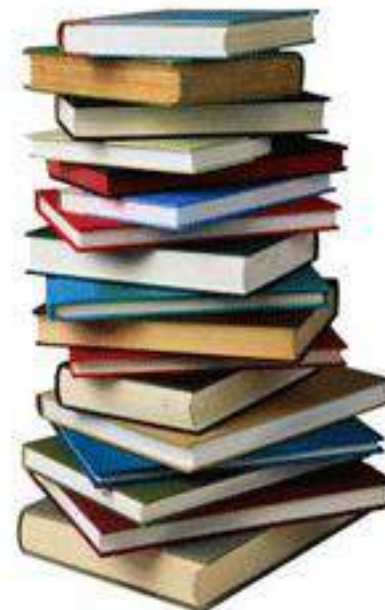
**Part 1:** Page Quality Rating Guideline

**Part 2:** Understanding Mobile User Needs

**Part 3:** Needs Met Rating Guideline

**Appendix:** Using the Evaluation Platform

Google books



#### 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.



# Main content

The screenshot shows the main content area of the Fox News website. At the top, there is a navigation bar with links for Home, Video, US, World, Politics, Entertainment, Leisure, Health, SciTech, Opinion, Sports, and On Air. Below the navigation bar, the main content area is dominated by a large article titled "Qaddafi Remains Defiant as U.S., Allies Launch Strikes Against Libya". The article features a large image of a city under attack with smoke and fire. Below the main article, there are several smaller articles and sections, including "Crippled Nuke Plant Units Now Under Control", "Obama Seeks to Grow Economic Ties With Brazil", and "Watch the 'Fox News Sunday' Post-Game Show". To the right of the main article, there is a sidebar with a "WATCH FOXNEWS.COM LIVE" section, a "Mortgage Rates Hit 2.99%" article, and a "MARKETS" section with a table of stock prices. Below the sidebar, there is a "BUSINESS" section with several articles. At the bottom of the main content area, there is a "FEATURES & FACES" section with a grid of small images and headlines.

March 22, 2011 - Updated at 11:27 AM ET

ON AIR NOW  
America's News HQ  
Hosts: Eric Shawn and Jan...

10a  
NEWS HQ  
America's News HQ  
Host: Shannon Bream

12p

Home Video US World Politics Entertainment Leisure Health SciTech Opinion Sports On Air

## Main Content

### Qaddafi Remains Defiant as U.S., Allies Launch Strikes Against Libya

U.S. and European nations target Libyan strongman Muammar al-Qaddafi with airstrikes and dozens of cruise missiles, shaking the capital of Tripoli with explosions in a second day of fighting, an Adm. Mike Mullen says. Western forces have established a no-fly zone over Libya. | PHOTOS: Libya Strikes

- Adm. Mike Mullen: No-Fly Zone Essentially in Force | Pope Urges Military to Consider Safety of Ubyans
- FOX NEWS REPORTING: Slave Market in Tripoli | Rick Leventhal: Reports From Site of Libyan Peace Crech
- Report: Italian Ship's Crew Detained in Tripoli | Destruction on the Road to Benghazi
- VIDEOS: U.S. Jets Drop Bombs on Libyan Airfield | Adm. Mullen on Libya | What's Next?

#### Crippled Nuke Plant Units Now Under Control

Operator of Japan's leading nuclear plant says two of the six reactors are now at safe temperatures

- Power Partially Restored at Plant
- 60-Year-Old Woman, Teen Found Alive in Osaka Nuclear
- Death Toll More Than 4,000
- Radiation Discovery Fosters Food Fears
- Interactive Map | How to Help

#### Obama Seeks to Grow Economic Ties With Brazil

President Obama plans to spend second day in Brazil in capital on way to his recent economic success

- Challenges Remain Despite Obama's New Response
- U.S. Ambassador Reigns Amid WikiLeaks Scandal

#### Watch the 'Fox News Sunday' Post-Game Show

Fox News' Chris Wallace is joined by pundits to discuss budget talks in an exclusive "Prime Post" show

- FULL COVERAGE: Obama's Budget

#### WATCH FOXNEWS.COM LIVE

Foxnews.com LIVE Replay March 18  
Missed the show with it? Here it is! Don't worry, we've got it on DVD. Watch the replay now.

### Mortgage Rates Hit 2.99%

If you own less than \$729,000 on your mortgage, you probably qualify for the President's Making Home Affordable Program. Under this plan, the government will cut your mortgage payments by up to \$12,000/year. If you are a homeowner and you haven't looked into refinancing recently, you may be surprised at how much you can save.

Select Your Age:

Calculate New House Payment Lower My Bills.com

#### MARKETS

	11:52 AM	+0.15%	+0.1%
Dow Jones	7,949.97	+1.07	+0.00%
S&P 500	1,276.00	+0.11	+0.00%

#### BUSINESS

- 7 Things Not to Say During a Job Interview
- 6 Expenses to Lose in Retirement
- How Efforts to Weaken the Yen Impact Your Co.
- Duncan: America's Teachers Are Underpaid

#### RISE OF FREEDOM

Signs of Support  
Business rally together in support of 9/11 memorial.

#### IN THE NEWS

- Muammar Qaddafi
- NCAA
- Wyclif Jean
- Northwest State Eagles
- World Health Organization
- Latest Stories from Rick Folbaum

#### FEATURES & FACES

- Moore Rips Obama on Libya
- Butler Shocks No. 1-Seed Pitt
- Why Do Stars Snap Nude Pics?
- 4-Year-Old Inside Stolen Car
- Knut Dies at Berlin Zoo
- Hot List: Pierced Starlets
- Top 10 Fitness Myths

# Supplementary Content

The importance of supplementary content (such as sidebar tips) is one of the most interesting features of the Google search guidelines. This content is supportive because it provides additional information to users alongside the MC

- links to similar articles
- Anything help the reader understand the page's information

# Supplementary Content (SC)

**ABC family** a new kind of family **Supplementary Content** videos shows movies schedule news shop music apps

pretty little liars videos blog meet photos recipes music boards mobile style

### Pretty Little Liars: Music Guide: Please, Do Talk About Me When I'm Gone

Facebook Twitter YouTube

Posted: 3/15/10

This article was paid for by **Pretty Little Liars**. (about:blank) Please, do talk about me when I'm gone.

**Artist:** Samoco Ryan  
**Song:** "Will You Catch Me There?"  
The song is heard when the girls are hanging out at the beach and they discuss everything that's been going on until Season 2 ends on.

[Find the music on iTunes!](#)  
[Listen Here!](#)

**Artist:** DAVE CLAY  
**Song:** "Pastor Babe"  
The song is heard when the girls are hanging out at the beach and they discuss everything that's been going on until Season 2 ends on.

[Find their music on iTunes!](#)  
[Listen Here!](#)

**Artist:** Leah Anderson And Kaiti Parker  
**Song:** "Car Dance"  
The song is heard when Eric, Hanna, Spencer, Alison and Emily are at the beach in a flashback scene. Hanna, Erica and Luke dance to it.

[Find Kaiti Parker's music on iTunes!](#)  
[Listen Here!](#)

**Artist:** The Status  
**Song:** "So This Is Progress"  
The song is heard when the girls are hanging out at the beach and they discuss everything that's been going on.

[Find it on iTunes!](#)  
[Listen Here!](#)

**Artist:** Caroline Lien  
**Song:** "I'm Not Over"  
The song is heard when Hanna and Luke talk while he helps her tell a bad thing while he makes some extra money.

[Find it on iTunes!](#)  
[Listen Here!](#)

**Artist:** US Royalty  
**Song:** "Every Summer"  
The song is heard when Alison and Emily talk at the beach in a flashback scene.

[Find it on iTunes!](#)  
[Listen Here!](#)

**Artist:** Company Of Thieves  
**Song:** "Under The Umbrella"  
The song is heard when Ali, Hanna, Neil and Spencer talk before they head off to a concert, also when Ali and Hanna talk about what's been going on.

[Find it on iTunes!](#)  
[Listen Here!](#)

Tags: music guide, pretty little liars, DAVE CLAY, The Status, Leah Anderson And Kaiti Parker, Samoco Ryan, The Status, Caroline Lien, US Royalty, Company Of Thieves

[more pretty little liars](#)

**Hi there!**  
Did you know you can earn points for watching videos and sharing pages on the Pretty Little Liars page? Sign up or log-in to the site and then check out the "Pretty Liars Rewards"!

**Other videos**

- My Future Bookend II & A with Sara Rose and Derry Milliner**  
Get the inside scoop on the future of the show!
- State of Mind II: Music**  
Looking for more music for your summer of 2010? It's all here!

**Watch**

- Pretty Little Liars: Season 2**  
Watch the full season of the hit TV show!

## Advertisements/Monetization (Ads)

By **Kim Janssen** · Contact Reporter  
Chicago Tribune

FEBRUARY 23, 2016, 3:50 PM

**T**he sign on the reinforced door read "Projectile Testing" and the crowd gathered in the corridor outside had been warned to expect a small explosion.

But when the hoverboard battery blew up with an almighty BANG and a flash of yellow flame, Barbara Guthrie flinched all the same.



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"Huh!," UL's chief public safety officer said with a nervous laugh as she adjusted her safety glasses Tuesday morning. "Would you



# YMYL Content

YMYL= Your Money or Your Life

Google says YMYL pages are the ones that can “impact the future happiness, health, financial stability, or safety of users

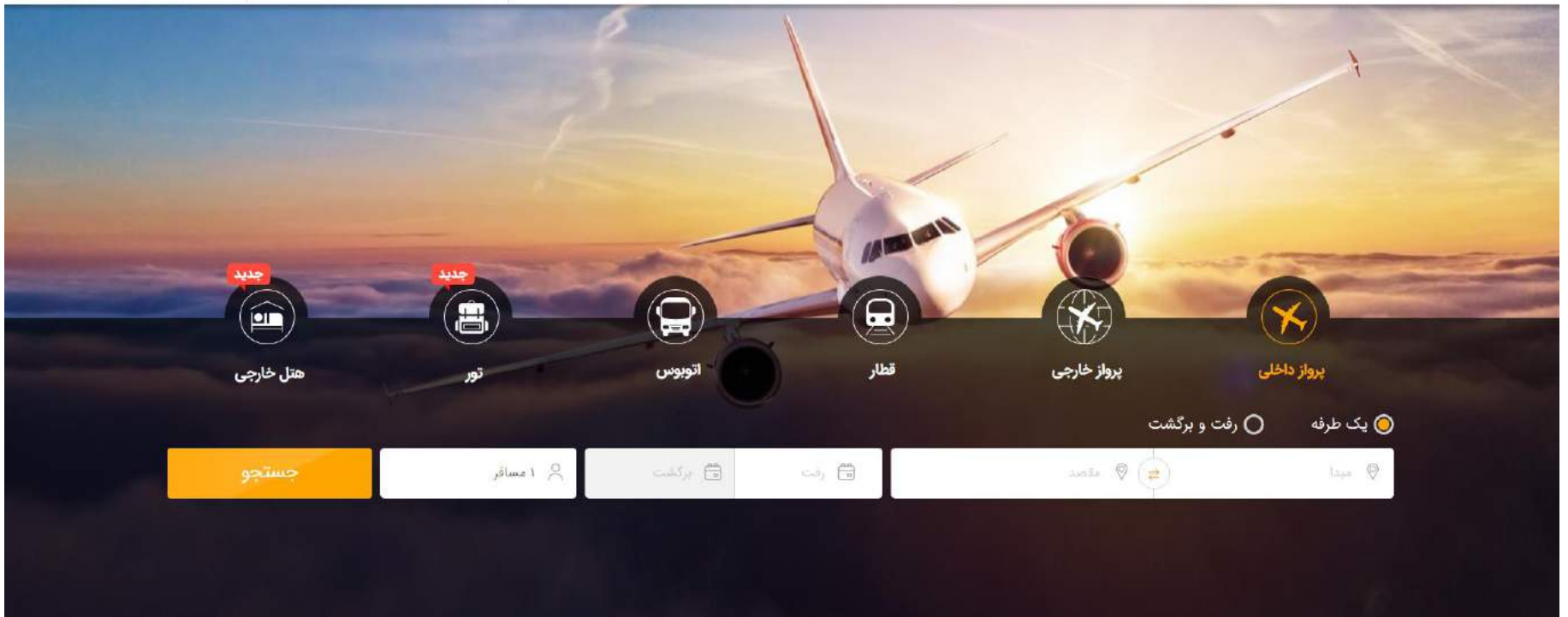
# Some examples


- Shopping or financial transaction pages
- Medical information pages
- Legal information pages
- Financial information pages
- News articles and/or public/official pages important for informing citizens
- Any other topics that can deeply affect users' lives, i.e. child adoption or car safety information


## Key SEO Content Factors in the Google Search Quality Evaluator Guidelines


### Beneficial Purpose


According to Google, high-quality pages not only *have* a beneficial purpose; they also *achieve* that purpose





جدید  هتل خارجی

جدید  تور

 اتوبوس

 قطار

 پرواز خارجی

 پرواز داخلی

یک طرفه  رفت و برگشت

جستجو  برگشت  مقصد

## 2. Page Quality (E-A-T)

### Expertise, Authoritativeness, Trustworthiness

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

Remember that the first step of PQ rating is to understand the true purpose of the page. Websites or pages without some sort of beneficial purpose, including pages that are created with no attempt to help users, or pages that potentially spread hate, cause harm, or misinform or deceive users, should receive the **Lowest** rating.

For all other pages that have a beneficial purpose, the amount of expertise, authoritativeness, and trustworthiness (E-A-T) is very important. Please consider:

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

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

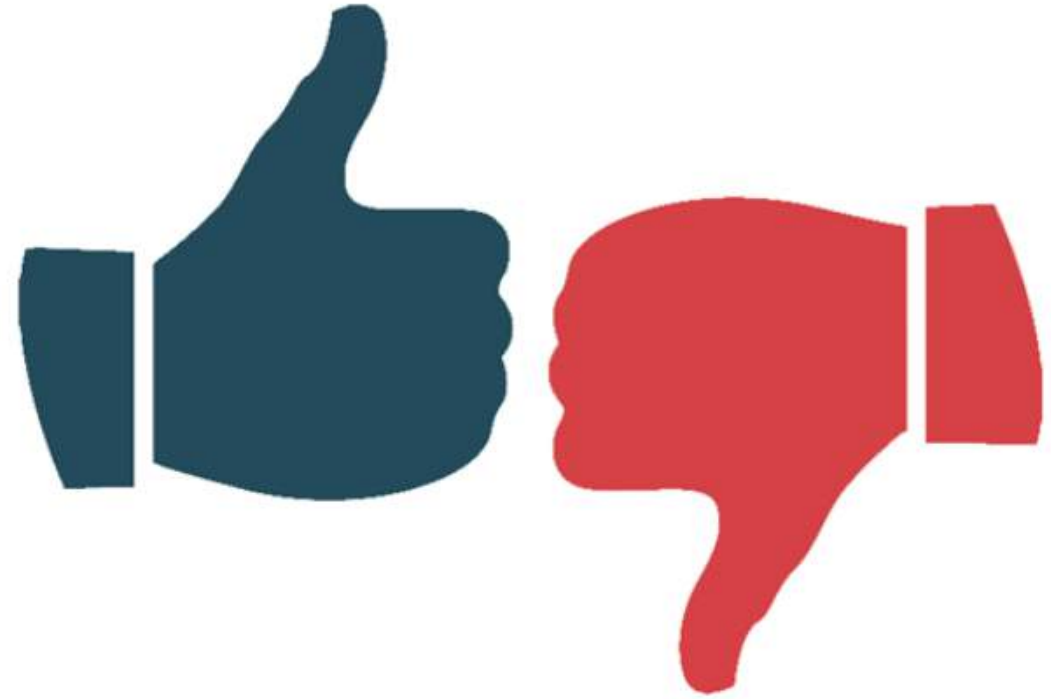
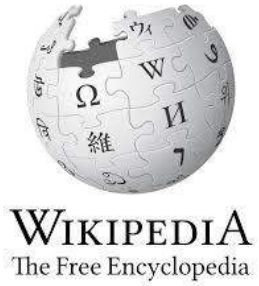
- **How Can You Increase E-A-T on Your Pages**

One of the main ways E-A-T standards have been tweaked with the recent update to the guidelines: A bigger emphasis is on the author/creator.

Some more techniques

- Enlist high-authority content contributors
- Include author credentials alongside content (A.K.A. author by lines)
- Update author bios and “About me” pages
- Create publicly visible profile pages

# Reputation

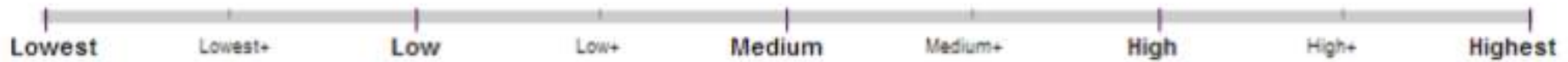


# External source that provide reputation

- News articles
- Wikipedia articles
- Magazine articles
- Blog posts
- Ratings from independent organizations
- Forum discussions
- Customer reviews (for these, content matters as much as the number of reviews available – one negative review or one positive review are not good sources unless you have a number of other reviews to compare it to)



Google's guidelines state that the search algorithm ranks websites on a scale of **lowest**, **low**, **medium**, **high**, and **highest**.



# A) High quality MC

- A “satisfying amount” of high-quality MC, including a title that’s appropriately descriptive/helpful
- “Satisfying website information” or information about the website’s owner/creator (shopping or transactional pages need satisfying customer service information, conversely)
- The page and its associated website have a high amount of E-A-T (Expertise, Authoritativeness, and Trustworthiness)
- The website (or the MC creator) has a good reputation
- It’s worth noting that Google doesn’t specify how much content a page needs to be considered “satisfying,” only that it depends on “the purpose of the page.”

- 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.”
- Very high level of E-A-T for the purpose of the page
- Very positive reputation (website)



The screenshot shows the homepage of AnnualCreditReport.com. At the top, there is a navigation bar with links to AnnualCreditReport.com, Frequently Asked Questions, Contact Us, About Us, and Fraud Alert. Below the navigation bar, the main content area features a large blue box with the text: "Request your free annual credit report. It's QUICK, EASY and SECURE." Below this text is a "START HERE to view and print your credit report now." section, which includes a "Select Your State" dropdown menu and a "Request Report" button. To the right of the main content area, there is a sidebar with the heading "What is AnnualCreditReport.com?" and text explaining that the site allows users to request a free credit file disclosure, commonly called a credit report, once every 12 months from each of the nationwide consumer credit reporting companies: Equifax, Experian and TransUnion. Below this text, it states that AnnualCreditReport.com is the official site to help consumers to obtain their free credit report. Further down, it says "We guard your privacy." and provides instructions on how to ensure the site is legitimate by typing the URL directly into the browser's address bar. It also mentions that users will never receive an email directly from the Annual Credit Report Request Service and that they should read the Security Policy for further information. At the bottom of the page, there is a section titled "This site is sponsored by:" which includes logos for Equifax, TransUnion, and Experian. The footer of the page contains the copyright information: © 2013 Central Source LLC, and links to Privacy Policy, Site Use, and Security Policy.

AnnualCreditReport.com

AnnualCreditReport.com | Frequently Asked Questions | Contact Us | About Us | Fraud Alert

Request your free annual credit report.  
It's QUICK, EASY and SECURE.

**START HERE** to view and print  
your credit report now.

Select Your State

Fight identity theft by monitoring and reviewing your credit report. You may request your free credit report online, [request your report by phone](#) or [request your report through the mail](#). Free credit reports requested online are viewable immediately upon authentication of identity. Free credit reports requested by phone or mail will be processed within 15 days of receiving your request.

This site is sponsored by:

EQUIFAX | TransUnion | Experian  
A world of insight

What is AnnualCreditReport.com?

This central site allows you to request a free [credit file disclosure](#), commonly called a credit report, once every 12 months from each of the nationwide consumer credit reporting companies: Equifax, Experian and TransUnion.

**AnnualCreditReport.com is the official site to help consumers to obtain their free credit report.**

**We guard your privacy.**  
Please be aware of how you arrived at this site. To ensure that you are visiting the legitimate site, type <https://www.annualcreditreport.com> directly into the address bar on your browser. You will never receive an email directly from the Annual Credit Report Request Service. For further information please read the Security Policy.

Norton SECURED  
powered by VeriSign

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[Privacy Policy](#) | [Site Use](#) | [Security Policy](#)

## B) Low-Quality Pages

- Poor, low-quality MC
- An inadequate amount of E-A-T
- Unsatisfying amounts of MC for the purpose of the page (a dense topic with little information, for example)
- A page title that is essentially clickbait (“exaggerated or shocking”)
- An author that doesn’t have the level of expertise needed to write about the topic
- A website or content creator with a “mildly negative” or mixed reputation
- Unsatisfying information about who created the content/who’s behind the website
- Page content that distracts from the MC, like intrusive ads/interstitials

# example

- fake search pages that have a list of links that look like a page of search results.
- Google also says that pages will be considered low-quality if they're created "without adequate time, effort, expertise, or talent/skill."

For instance: poorly designed and scraped content

The screenshot shows a search engine results page for 'chickenrecipes.com'. The page features a navigation bar with categories like 'Baked Chicken Recipe', 'Chicken Recipes', 'Bbq Chicken', 'Chicken Marinade', and 'Healthy Chicken Recipes'. Below the navigation bar is a 'Sponsored Links' section with several entries, each with a title, a brief description, and a URL. The entries include 'Transform Dinner Tonight', 'chicken recipe', 'Velveeta® Chicken', 'Chicken Recipes By Kraft', 'chicken recipe', 'Easy Dinner Recipes', 'Panko Crispy Bread Crumbs', '1 Trick for a Tiny Belly!', 'easy dinner recipes', and 'Crockpot Recipes'. To the right of the sponsored links is a 'Popular Links' section with a list of links such as 'Chicken Breasts', 'Buffalo Wings', 'Oven Fried Chicken', 'Chicken Soup Recipes', 'Roasted Chicken', and 'Kfc Chicken Recipe'. The page has a blue and white color scheme with a geometric pattern in the background.





# Scraped content

Some webmasters use content taken (“scraped”) from other, more reputable sites on the assumption that increasing the volume of pages on their site is a good long-term strategy regardless of the relevance or uniqueness of that content. Purely scraped content, even from high-quality sources, may not provide any added value to your users without additional useful services or content provided by your site; it may also constitute copyright infringement in some cases. It's worthwhile to take the time to create original content that sets your site apart. This will keep your visitors coming back and will provide more useful results for users searching on Google.

Some examples of scraping include:

- Sites that copy and republish content from other sites without adding any original content or value
- Sites that copy content from other sites, modify it slightly (for example, by substituting synonyms or using [automated techniques](#)), and republish it
- Sites that reproduce content feeds from other sites without providing some type of unique organization or benefit to the user
- Sites dedicated to embedding content such as video, images, or other media from other sites without substantial added value to the user

# Every day Experience

- Google makes it clear that, **in some cases, first-person experience can be a form of expertise**, especially in settings where you don't necessarily need formal training to have an extensive knowledge base, such as on hobby pages


- **Example** : Say you have lived with diabetes for 22 years. You may be qualified to offer tips about coping with the disease (YMYL content) because you have extensive first-hand experience. However, at the same time, you would **not** be qualified to write a high-quality medical blog about the symptoms and onset of diabetes.



## how long do most liver cancer patient live

[View all Liver Cancer Discussions](#) [Post A New Discussion](#)

48 Posts | Page(s): [1](#) [2](#) [3](#) [4](#) [5](#) [Next](#)

 **cest21**

**how long do most liver cancer patient live**

by [cest21](#) on Sat Sep 06, 2008 12:00 AM [Quote](#) | [Reply](#)

[Add As Friend](#)

[Private Reply](#)

[Report Abuse](#)

[Track Thread](#)

[Email Friend](#)

I have a mother in law with liver cancer. Seems to be doing well! But how long will this go on for. What is the average time frame is what the Dr said 1 to 1 1/2 years with treatments.

[Quote](#) | [Reply](#) [Share](#) [f](#) [t](#)

 **lolomike**

**RE: how long do most liver cancer patient live**

by [lolomike](#) on Fri Sep 12, 2008 12:00 AM [Quote](#) | [Reply](#)

[Add As Friend](#)

[Private Reply](#)


[Report Abuse](#)

[Track Thread](#)

[Email Friend](#)

Hi: My dad Fought liver cancer for 15 months. He had all the treatment but unfortunately passed form liver failure. Fighting liver cancer takes a major toll on the other organs. Good luck. My prayers are with you and your family.

[Quote](#) | [Reply](#) [Share](#) [f](#) [t](#)

 **LisaS**

**RE: how long do most liver cancer patient live**

by [LisaS](#) on Sat Oct 18, 2008 12:00 AM [Quote](#) | [Reply](#)

[Add As Friend](#)

 [Subscribe to this message board discussion](#)

### Latest Messages [View More](#)

-  **RE: Emme's chocolate poisoning**  
posted just now by [mauteach](#)
-  **RE: Voices and smelling metal...**  
posted 7 minutes ago by [johnjuliano](#)
-  **RE: TSH Suppression as per the...**  
posted 10 minutes ago by [butterfly501](#)
-  **RE: TSH Suppression as per the...**  
posted 11 minutes ago by [butterfly501](#)
-  **RE: Epiglottis Repair**  
posted 11 minutes ago by [Sdumell](#)

### CancerCompass Survey



**Do you use smart phone apps?**  
Take our short survey on hospital smart phone apps.

[Take the survey](#)

**GET \$75**  
by taking an online research survey


**allrecipes** BROWSE Find a recipe Ingredient Search Create a profile

Home > Recipes > Bread > Quick Bread > Pumpkin Bread

### Applesauce Pumpkin Spice Bread

★★★★☆  
335 made it | 75 reviews | 12 photos

Recipe by: ToshiM  
"This is my favorite holiday food! It keeps well and is a great food to bring to holiday gatherings."



Recommended [See more](#)

- Pizza Casserole (1K reviews) By Melissa
- Quick Pickled Jalapeno Rings (264 reviews) By Chef John

Save | I Made It | Rate it | Print | Pin | Share

#### Ingredients

- cooking spray
- 1/2 teaspoon baking powder
- 3 1/2 cups unbleached all-purpose flour
- 2 cups dark brown sugar

1 h 25 m 24 servings 197 cals

**On Sale**  On

What's on sale near you.

Whole Foods Market  
6001 North Western Ave.  
OKLAHOMA CITY, OK 73139

Supplementary content



TRENDING NOW

Why you should choose Microsoft over Linux



# Mobile Optimization



I want to...

Send a text message	Check the weather	Call Mom
Watch a video	Place a bid	Read the news
Set an alarm	Check updates	Play a game
Find a gas station	Check in for a flight	Find an address
Send a tweet	Read a book	Listen to a song
	Get directions to a coffee shop	

- According to Gartner, by 2020, 30% of all searches will be voice searches

# You Must Be Mobile-Friendly



# 8. User Experience: “Needs Met” Ratings

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

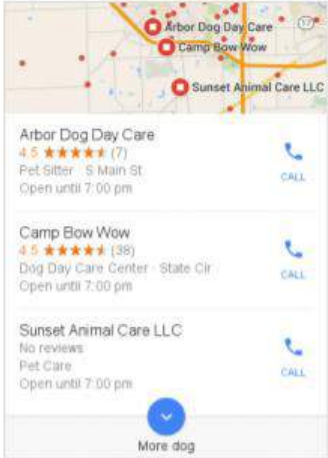

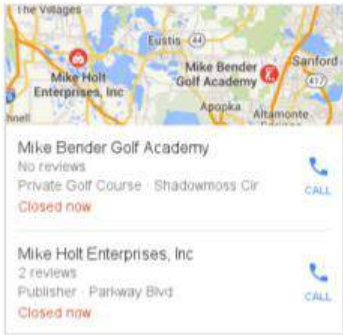



# FullyM

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



# FailsM

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

## 9. E-A-T Versus Needs Met

“Needs met” ratings are based on both the search query and the result, while page quality (E-A-T) ratings are only based upon the result and whether it achieves its purpose. This means that useless results for a particular query are always rated “fails to meet” – even if they have outstanding page quality ratings.