Viewport	User Location	Location Intent
Stale	Inside Viewport	When the viewport is stale, consider only the user location as location intent.
	Outside Viewport	
	Missing	Use the stale viewport as location intent when the user location is missing.
Viewport Age Missing	Present or Missing	Consider the viewport fresh when the viewport age is missing.
Missing entirely	Present	The user location sets the location intent when the viewport is not present.
	Missing	When the user location and viewport are missing, the test locale becomes the location intent with a strong focus on prominent results.

3. Rating the Query-Level Navigational Result Question

Once you have identified user intent, you will need to answer a query-level question. You must decide whether the intent is unique and clear enough that there is only a single (navigational) result in the real world that could fully satisfy it.

You will answer this question before you rate any results, since you don't need to know what the results are in order to learn if there's a real-world result that could fully satisfy the user's intent:

- If there is a real-world navigational result for the query, answer **Yes**
- If there are no possible real-world navigational results for the query, answer **No**

You will answer this question once for each query, whether or not any results are shown.

4. Rating Result-Level Issues

For each result, you must check to see whether:

- There is an issue with the language/script of the result name/title
- The business/POI is closed or does not exist

4.1. Result Name/Title in Unexpected Language or Script

A result name or title is in an **expected** language or script when it is:

- In the language/script of the **test locale**
- In the language/script of the **query**
- In a language/script of the **result region**
- Any combination of any of the languages or scripts described above

- An **official company, chain, or brand name** commonly used in the market**,** even if this is not any of the languages or scripts described above

Below Left: Result name is Walmart Supercenter (in yellow box), address details are below (in green box).
Below Right: Result is an address, so the first line of the address appears in the yellow box as the Address title. All the address details appear below it in the green box.

1. Walmart Supercenter	
Address	8990 Turkey Lake Rd Orlando, FL 32819 United States
Category	Discount Store
Type	BUSINESS
Status	
Distance to User	1.511 km
Distance to Viewport	3.597 km
Lat, Lng	28.439871, -81.476511

1. 9210 Bossley Park Dr	
Address	9210 Bossley Park Dr Cypress, TX 77433 United States
Category	
Type	ADDRESS
Status	
Distance to User	5.117 km
Distance to Viewport	7.508 km
Lat, Lng	29.910457, -95.749162

☐ Result name/title or Address title   ☐ Address details

When all or part of a result name or title is in an **unexpected** language or script, users will not understand it. In these cases, select the **Result name/title is in unexpected language or script** checkbox. No further rating will be required.

Note: When the address details, found below the name/title, are in an unexpected language or script, the result can still be understood and rated for relevance and name accuracy. For more on what to do when the address details (not the name or title) are in an unexpected language or script, see Language/Script Issue in Address.

Minor Differences in Spelling

Don't consider minor spelling issues, such as missing or added diacritics (e instead of é), as **Unexpected Language/Script**. This also applies to unnecessary or less relevant parts of a name or title. Use this checkbox only to report issues that interfere with understanding the name/title and issues listed in your Country Specific guidelines.

4.1.1. Name of Business/POI Results

Pay special attention to the language and script of brand and chain names. See your Country Specific guidelines for more information.

Expected Language	Explanation	Example
Query	The query gives clues as to the language in which the user expects results. Any result that matches the most specific part of the query or corrects a spelling issue in the query is considered to be a result in an expected language. This also includes remote results in foreign countries. **But:** Consider official result name variations and default to the test locale for very short queries.	**Expected language/script:** • Test locale: en_US • Result in California, USA • Query: **[mystery]** • Result name: **Mystery Spot** Result name is in English and satisfies the query. **Unexpected language/script:** • Test locale: en_US • Result in California, USA • Query: **[market]** • Result name: **ဈေးကွက်** The result name is "Market" in Burmese script.
Test Locale and Query Locale	The language of the test locale is generally considered an expected language and script. If the query is so short that the language cannot be identified, assume that the query language is that of the test locale. When the test locale and the query locale differ, consider the query locale an expected language, as it provides more detailed information. In the example below, the Query Locale is set to English in Indonesia. Therefore English is an expected language: • Query Locale: **en_ID** • Test Locale: **id_ID**	**Expected language/script:** • Test locale: es_ES • Result in California, USA • Query: **[college]** • Result name: **Colegio Skyline** The result name is in Spanish, which matches the language of the test locale, so this result title is expected and acceptable. **Unexpected language/script:** • Test locale: en_US • Result in California, USA • Query: **[college]** • Result name: **Colegio Skyline** "Colegio" is in Spanish, but the test locale is in English, so the result title is in an unexpected language.

Expected Language	Explanation	Example
Result region	The language/script of the result's region is expected as the result language.	**Expected language/script:** • Test locale: en_US • Result in Rio de Janeiro, BR • Query: **[beach]** • Result name: **Praia de Copacabana** Result satisfies the category "beach" and the result's name is in Latin script and the Portuguese language, which is the language of Brazil. **Unexpected language/script:** • Test locale: en_US • Result in Rio, BR • Query: **[beach]** • Result name: **Playa de Copacabana** Though the result name is in the same script as the test locale and query language, returning the name in Spanish is unexpected language because the language of Brazil is Portuguese.

Expected Language	Explanation	Example
Brand, chain, and business names	Any official brand, chain , or business name in the language of the result's region **or** the official brand name commonly used in the market, even if it is not in the language of the query, test locale, or result region, is expected. In bilingual areas, official names in any of the languages of the area are expected, unless otherwise specified in the Country Specific Guidelines.	**Expected language/script:** • Test locale: ar_SA • Result in Riyadh, SA • Query: **[ماكدونالدز]** • Result name: **McDonald's** The name of this restaurant is in the language of the official brand name. **Expected language/script:** • Test locale: ar_SA • Result in Riyadh, SA • Query: **[ماكدونالدز]** • Result name: **[ماكدونالدز]** The name of this restaurant is in the language of the region **Unexpected language/script:** • Test locale: ar_SA • Result in Riyadh, SA • Query: **[ماكدونالدز]** • Result name: **[マクドナルド]** The name of this restaurant is in Japanese, which is not the language of the query, the locale, the result region, or the official brand name.

4.1.2. Title of Address Results

Unlike business/POI results, address results do not have an actual name. Instead, the first line of the address appears as the title. Rate **Result name/title is in unexpected Language or Script** when the title (first line of the address) is in an unexpected language or script.

Localized and Non-Localized Components

Address results often cannot be translated and are accepted in the original version of the result location. Some features, however, are translated into the test locale's language, especially for bilingual or English-speaking areas. Although the preferred language is the test locale's language, the query language and language of the result's location are also accepted.

Localized components may include:

- City
- State
- Country

Appropriate localization depends on the result itself and the language it is translated into. Research and local knowledge will help you decide if the translation has been done appropriately.

Components that are not typically localized include:

- Feature type (square, bridge, roundabout, or intersection)
- Street names and street addresses including building names

Use the Address Accuracy Incorrect – Language/Script Issue checkbox if you find issues of this nature in any of the address components in the address details (not the address title) of any result.

4.2. Business/POI is Closed or Does not Exist

Use this checkbox when, after careful research you determine that a result is:

- Closed/non-existent
- Randomly moving (like a food truck without a fixed schedule)
- A non-recurring past event with no further significance that does not carry any maps intent

Important: If you rate a result as **Business/POI is closed or does not exist**, you must still give a relevance rating as if the place were open or did exist.

Remember, this rating can only be applied to business or POI results, not to address type results.

> Use this checkbox to indicate a POI has closed only if there is evidence to prove the business indicated in the result is no longer operational.
>
> When you can't make a decision about business closure due to lack of resources, assume the business could exist and rate the name, address, and pin accuracy as **Can't Verify** (unless there is an obvious data issue like a missing mandatory address component or a pin in the ocean).

Note: Businesses and POIs can close for construction, remodeling, vacations, or other reasons. **Treat all temporarily closed businesses as if they were open when the closure is announced on the business/POI webpage or managed social media page.** There is no limit to how long the closure can be.

4.2.1. Closed/Does Not Exist vs. Inaccurate Name and Address

It is important to understand what the result really is before making your rating. If your research reveals that the business has an incorrect name or address, use the drop-down rating options to signal precisely what is wrong. Use the **Business/POI is closed or does not exist** checkbox only for the specified purposes. See Unclear Results for more guidance and examples.

4.2.2. Rating Relevance of Closed/Non-Existing Business/POI

Special consideration is required when rating a closed/non-existing business/POI. Please review section 4.3 carefully with regards to the status and permanently closed vs. open.

Never automatically demote to **Bad** simply because of closure. (You may find other reasons to demote to **Bad**, but closure should not be the sole reason for the demotion.)

4.3. Business/POI Status is PERMANENT_CLOSURE

The following chapter offers a high-level introduction to rating closed/non-existing businesses/POIs in relation to their status (displayed as part of the result information). It addresses Relevance and Data rating. Please also review the more specific guidance in the associated relevance chapter.

Note: No matter what is displayed in the status section of the tool, you must always research the business/POI to determine whether it is open or not.

This chart shows the possible combinations of status displayed in TryRating plus a result's actual state based on your research.

Real-World State Confirmed by Research	TryRating Status	Comments
Open/Exists	None	Rate as usual
Closed/Does not Exist	None	Rate as usual

Real-World State Confirmed by Research	TryRating Status	Comments
Closed/Does not Exist	**PERMANENT_CLOSURE**	Rate relevance based on whether result is expected/ unexpected. See 5.19.
Open/Exists	**PERMANENT_CLOSURE**	Rate relevance based on whether result is expected/ unexpected. See 5.19.

4.3.1. No Status Shown

When no result status shown or the status is blank, you must research to determine whether the business/POI is open or closed/does not exist in the real world. Use the **Business/POI is closed or does not exist** checkbox when needed.

Rate the result relevance as if the business/POI were open or did exist. Use your best judgement to determine how well the result satisfies user intent within the area of expected results.

4.3.2.Status Shown as PERMANENT_CLOSURE

When the result status is PERMANENT_CLOSURE, follow the research steps to determine if the business in fact is open in real world or not, and use the **Business/POI is closed or does not exist** checkbox when needed.

The relevance rating for a result with PERMANENT_CLOSURE status depends on whether this result is expected or unexpected based on the specific relevance guidance in 5.19. Rating Relevance when Status is set to PERMANENT_CLOSURE and 10.8. Permanently Closed Results

5. Relevance

Relevance for each result is found by assessing the relationship between:

- Satisfying user intent
- Prominence
- Distance

Complete each step of this workflow before assigning your relevance rating.

General Rating Rules

- Rate each result individually and demote based on relevance and distance.
- Always rate against the real world: If there is a better result available but it is not shown, demote the existing result(s) considering the missing one(s).
- Ignore the order of the results and evaluate each one individually.
- Ignore duplicate results and rate them individually. Do not demote for repetition.
- If there are results that are extremely inappropriate or illegal, rate **Bad**. Identify such content by determining if the result is likely to be embarrassing if seen by users.