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.

> Rate the relevance of each result without considering the accuracy of the name/category, address, or pin.
> When judging distance/prominence, ignore closed or nonexistent results.

Rating Relevance - Search
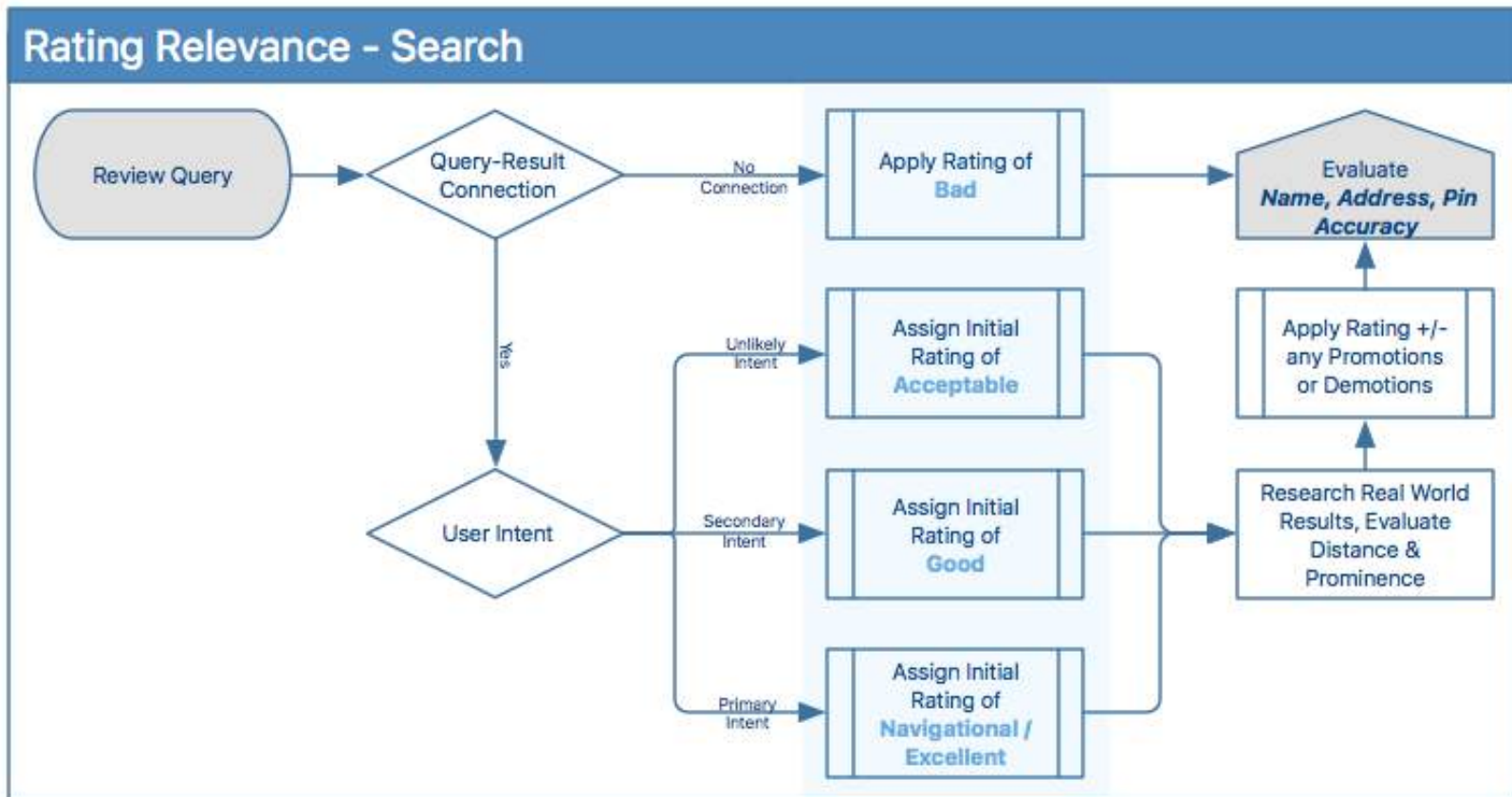
Adult Content

Businesses and POIs with legal adult content are rated:

- **Navigational** to **Bad** if the query clearly requests this type of content
- **Bad** if the query does not imply such an intent

5.1. Query-Result Connection

For a result to satisfy a query to any degree, there must be some kind of relationship between them. Your first task is to understand what this connection is.

Satisfying the user intent is only the first step in the rating process and covers the minimum requirements for a result to be considered relevant.

5.1.1. General Connection

A result can satisfy user intent for multiple reasons, but most often the result satisfies the most specific part of the query's intent. This kind of relationship between query and result is called a **General Connection**.

User Query	Result	Type of Connection	Description
[marriot]	**San Francisco Marriott Union Square**	General	**Satisfies Intent:** Users are likely to start their search with the name of the brand "Marriott". Result satisfies user intent by providing a Marriott close to a user/viewport located in the San Francisco area.
[Houston airport]	**George Bush Intercontinental**	General	**Satisfies Intent:** The user is looking for an airport in the city of Houston. This is an airport in Houston, which satisfies user intent.
[london, brighton]	**London**	General	**Satisfies Intent**: The query contains two different cities, so it's likely a routing query. Returning either of the individual results is expected and should be rated **Excellent**.

5.1.2. Abbreviation/Alternate Name Connection

The query is an abbreviation or alternate name and the result provides the full and currently accurate name.

User Query	Result	Type of Connection	Description
[ewr]	**Newark Liberty International Airport**	Abbreviation	**Satisfies Intent:** The international airport code for Newark Liberty International Airport is EWR.
[sears tower]	**Willis Tower**	Alternate Name	**Satisfies Intent:** The result is the correct name of what was formerly known as the Sears Tower.

5.1.3. Category Connection

The query is a category and the result satisfies that specific category, which may or may not be displayed within the information provided in the result.

User Query	Result	Type of Connection	Description
[food]	**La Ciccia**	Category	**Satisfies Intent:** A category search for "food" in a viewport over San Francisco returns an Italian restaurant there.

5.1.4. Spell Correction Connection

The query is misspelled and the result corrects that issue. This kind of connection only applies to obvious issues when no result for the actual query exists at the user's location or when the user intent is clearly satisfied by the spell-corrected results.

This kind of correction also happens when a query address does not exist but the result address does, correcting the issue and creating a match.

User Query	Result	Type of Connection	Description
[aple store]	**apple store**	Spell Correction	**Satisfies Intent:** The result corrects the user's spelling mistake.
Lodz	**Łódź**	Spell Correction	**Satisfies Intent:** This query suggestion for the Polish market adds the diacritics the user may have missed when typing the query.
[23 Clair street]	**23 Clair Boulevard**	Spell Correction	**Satisfies Intent:** When there is no "Clair St" within or around the viewport/user, consider a "Clair Boulevard" that is close to the viewport/user as the most likely intent.

5.1.5. Transit Intent Connection

The result satisfies the transit intent of the query. If the query indicates a specific transit system, the result must match that system. There is also a transit intent connection when a station provides access to more than one transit service and the queried one is included.

User Query	Result	Type of Connection	Description
[bart]	**Richmond BART Station**	Transit Intent	**Satisfies Intent:** Result satisfies user intent by providing a close station that runs the requested transit service for a user/viewport located in the Richmond area.

5.1.6. Special Character Connection

Always consider the specific language conventions. In general, user intent is satisfied when:

- The query contains a special character and the result is a valid variation (if applicable).
- The query does not include a special character but the result with special characters adds value to the user and is therefore considered spell corrected.
- The country or language does not have the special character and it is generally perceived as a form of expression or style (like "café" in English).

User Query	Result	Type of Connection	Description
[möllersdorf]	**Moellersdorf**	Special Characters	**Satisfies Intent:** "oe" is a valid variation for the special character "ö" in the country/language of the result (Germany/German).

5.1.7. Address-Result Connection

When a query address and a result address are not exactly the same, the kind of connection they have depends on their relationship:
- Street number is the same in both query and result but the unit number is different or missing:
    - If neither address is a street extension, rate result relevance **Good** when:
        - The query contains a unit number and the result does not.
        - The result contains a unit number and the query does not.
        - The query contains one unit number and the result contains another.
- The query is full address including street number and name and the result is the street name only:
    - Since this result is an unlikely secondary intent, rate relevance as **Acceptable**.
- Query is for a street [Main Street, Pleasanton, CA] result is just the locality (Pleasanton, CA).
    - Rate the result relevance **Bad** as it does not satisfy the user intent.

User Query	Result	Type of Connection	Description
[357 western ave suite 1]	**357 Western Ave** St. Johnsbury, VT	Address	**Satisfies Intent:** The result does not include the unit number requested in the query so its relevance is rated **Good**.
[357 western ave suite 1]	**357 Western Ave Suite 2** St. Johnsbury, VT	Address	**Satisfies Intent:** The result has the same street number but a different unit number from the address in the query, so its relevance is rated **Good**.
[357 western ave suite 1]	**Western Ave** St. Johnsbury, VT	Address	**Satisfies Intent:** Instead of returning the full address requested, the result provides only the street name. This is an unlikely secondary intent, so relevance is demoted to an initial rating of **Acceptable**.
[357 western ave st. johnsbury]	**St. Johnsbury, VT**	Address	**Does not satisfy user intent:** Instead of returning the full address requested, the result provides only the locality. This does not satisfy the user intent, so relevance is rated **Bad**.

5.1.8. Lack of Connection

If the result does not satisfy the user intent either because there is no relationship between the query intent and the result or because the connection between the query intent and result will not be immediately obvious to the user, rate the result relevance **Bad**.

User Query	Result	Type of Connection	Description
[airport]	**Santa Cruz Boardwalk** Santa Cruz	None	**Does not satisfy user intent:** Research shows that there is no connection between the query and the result. Rate **Bad**.
[Raging Waters 2333 South White Rd San Jose]	**2333 South White Rd** San Jose	None	**Does not satisfy user intent:** Result is for the correct address, but does **not** include the business named in the query, so users will have no way of knowing if this is truly connected to the business or not. Rate **Bad**.
[Raging Waters]	**2333 South White Rd** San Jose	None	**Does not satisfy user intent:** Query is the name of a business and result is for the correct address, but does **not** include the business name. Users will have no way of knowing whether or not this address is connected to the business they asked for. Rate **Bad**.
[valley fair mall]	**Macy's 2801 Stevens Creek Blvd, Santa Clara**	None	**Does not satisfy user intent:** Result is for a store, not a mall. This store is inside the requested mall, but does not satisfy the intent of the query, which is the whole mall. Rate **Bad**.
[macy's]	**Westfield Valley Fair 2855 Stevens Creek Blvd, Santa Clara**	None	**Does not satisfy user intent:** Result is for a mall, not a store. This mall contains the requested store, but this result is the whole mall, not the single store the user asked for. Rate **Bad**.
[costco]	**Costco Gasoline 1601 Coleman Ave, Santa Clara**	None	**Does not satisfy user intent:** Result is for a Costco gas station, not a Costco store. The store and the station are at the same address and share a brand name, but the result is not what the user asked for and does not satisfy the query intent. Rate **Bad**.
[costco gas]	**Costco 1601 Coleman Ave, Santa Clara**	None	**Does not satisfy user intent:** Result is for a Costco store, not a Costco gas station. The store and the station are at the same address and share a brand name, but the result is not what the user asked for and does not satisfy the query intent. Rate **Bad**.

5.2. Satisfying User Intent

The user's intent can be determined by considering the query, the user's location/viewport, and your local knowledge. Sometimes queries are ambiguous or can have multiple interpretations.

In order to determine a query's primary and secondary intent, look at the relationship between the query and the result. Ask yourself:

- Is there a logical relationship between the query and the result?
- How likely is the user to be looking for this result given the query and the location intent?

Intent Type	Definition	Highest Initial Rating
Primary Intent	Result satisfies the most obvious and likely user intent	**Navigational** or **Excellent**
Secondary Intent	A result which is less likely to be the user's intent. Results matching secondary intent are often not as prominent as the originally queried entity but still satisfy the intent of the query.	**Good** (User Intent)
Unlikely Intent	A result which matches the query but is very unlikely to be the user's intent.	**Acceptable** (User Intent)
Non-Relevant Intent	There are issues that make the result useless for the user.	**Bad** (User Intent)

> For any Relevance Rating of **Good** or below, you must select the appropriate check box(es) to indicate the reason(s)for demotion: User Intent and/or Distance/Prominence. If both reasons apply, use both checkboxes.

When determining intent, keep in mind:

- It is rare that a navigational query will have multiple primary intents.
- Rating one result **Navigational** and one **Excellent** within the same set of results is also rare, but possible (see examples in Navigational Results for Category Queries).
- A navigational query will most often produce one result that satisfies the distinct intent and multiple other results that satisfy a secondary intent or do not satisfy the intent at all. This means there will be one result rated **Navigational** and all other results will be rated **Good** or **Acceptable** for secondary intent or **Bad** for not satisfying user intent.
- Most non-navigational queries will produce results that are rated from **Excellent** to **Bad**.
- Since the queries were made by actual users, there will be cases where a query is gibberish or has no maps intent. Do your best to understand it and see how well the results fit the user's intent, but don't be shy about assigning a **Bad** rating if a result doesn't fit.

> Satisfying the user intent is only the first step in the rating process and covers the minimum requirements for a result to be considered relevant. The rating determined by deciding how well intent is met is called the **Initial Rating**. Distance and prominence will be considered next in order to establish the final rating.

5.3. Prominence

Once you've made an initial rating by establishing that there is a relationship between the query and the result and determining the intent type, consider the result's prominence.

The prominence of a feature refers to its popularity, including the number of people visiting and media sources referencing it. Prominence can vary based on the test locale and even local knowledge. Consider the following list to get a general idea how to establish prominence, ordered from the most prominent to the least prominent:

- The feature is known internationally
- The feature is known in the country
- The feature is known in the region
- The feature is known locally
- The feature may not even be known locally

A result that may not directly appear to be user intent can be promoted for being internationally prominent.

Query	Result	Rating and Explanation	
[Sydney]	**Sydney, Australia**	Relevance	**Navigational**
		The city of Sydney is clearly the user's primary intent.	
	Sydney Opera House Sydney, NSW, Australia	Relevance	**Good** (User Intent)
		The Opera House does not satisfy primary intent. However, it is promoted to secondary intent due to its international prominence.	
	Sydney Town Hall 483 George St, Sydney, NSW, 2000 Australia	Relevance	**Bad** (User Intent)
		The Sydney Town Hall does not satisfy primary intent. While the civic center is historically important, it is not internationally prominent and will not be promoted to secondary intent.	
	Sydney Buses Depot Randwick 34-36 King St, Randwick NSW 2031, Australia	Relevance	**Bad** (User Intent)
		The depot matches the query string but is unlikely to be the user's intent and has very low prominence given how many other internationally prominent POIs Sydney has to offer.	
	Agra Uttar Pradesh, India	Relevance	**Navigational**
		Query is for a small locality in India and the result satisfies the user intent.	

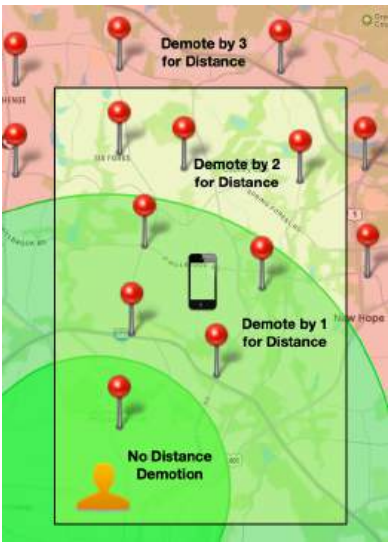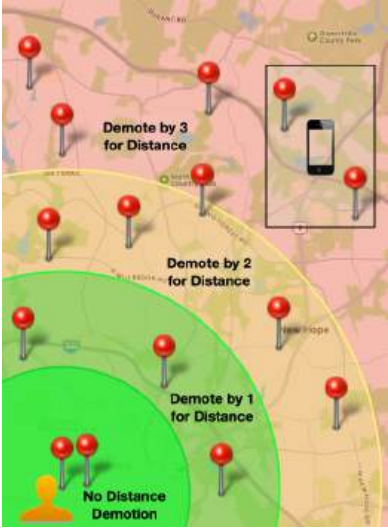| Query	Result	Rating and Explanation	
[Agra]	**Taj Mahal** Agra, Uttar Pradesh, India	Relevance	**Good** (User Intent)
		Result is for a prominent site in the queried locality. The Taj Mahal does not satisfy the user's primary intent. However, it is promoted to secondary intent due to the international prominence of the feature in the queried locality.	
[japan] *(User is in Seattle)*	**Japan**	Relevance	**Navigational**
		The country of Japan is clearly the user's primary intent.	
	Sarku Japan 401 NE Northgate Way Seattle, WA 98125	Relevance	**Bad** (User Intent)
		A chain restaurant with "Japan" in its name does not satisfy the query's primary intent (the country of Japan) or any secondary intent (entities with international prominence).	

5.4.Distance

Generally, the farther away the result is from the area of expected results, the less desirable it becomes. This is especially true for queries highly driven by distance to the user/viewport, such as chain businesses, hospitals, pharmacies, or grocery stores.

Because the user can be offered many possible results that are all very similar, the closest entities providing the expected service can be considered the best options. Results which are farther away are less relevant and should be demoted according to their additional distance. Defining what is close and what is far depends on the context of each individual query. Factors affecting distance include:

- Number of possible results in the real world
- Distribution of all possible results
- Population density (rural, urban, or suburban)

Distance refers to the direct distance from one point to another and is measured via a straight line. There is no need to account for the actual distance required to travel from one point to the other, such as driving distance.

Viewport	Location Intent (see section 2.3.2)
Fresh Viewport, User Inside	When the user is within a fresh viewport, the user's location should be used as the location intent. All ratings made should be based on the user's location. Results inside the fresh viewport may be demoted based on distance to the user but they **cannot** be demoted by 3 (to **Bad**) for distance alone. **Note:** Consider the viewport fresh when the viewport age is missing.
Fresh Viewport, User outside	When the user is outside the fresh viewport, the fresh viewport should be used as the location intent. All ratings should be based on the fresh viewport's location and any results within the fresh viewport receive **No demotion for distance**. **Note:** If no results can be found in or near the viewport, use the user location as a secondary location intent.
Stale Viewport	When the viewport is stale, the user's position is considered the location intent whether the user is inside or outside of the viewport. **Note:** If the user is missing, use the stale viewport as location intent.

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Do not demote a result for distance when:
- This is the closest possible result, even if it is far away from the area of expected results.
- Other, closer results are found to be closed or non-existent.

Demote a result for distance when:
- Other results that satisfy the query and provide the same or similar service are closer.

5.5. Distance vs. Prominence

Once you've decided how relevant the result is based on user intent, consider the result in the context of all possible results in the real world. Use the distance to the user or viewport and the prominence of the result to decide if a demotion should be applied.

A result's fit to user intent, prominence, and distance should all be relative to the query and the context around the query. Before deciding whether to demote because of prominence or distance, it's important to look at:

- The type of area around the result – rural, urban, or suburban
- The number of businesses that satisfy the query
- The distance to the user or viewport

The following examples of multiple query/result pairs will demonstrate how to interpret the relationship between distance, prominence, and satisfying the user's intent. The examples address common rating situations and explain how to evaluate the relevance of the results.

5.6. Many Possible Results

Some queries, like [**starbucks**], have many results that could satisfy the user. In cases like this, distance is more important than prominence, so results that are closer to the user's location/viewport should be rated higher than results that are farther away. To illustrate the high density of Starbucks, possible results are shown as purple dots.

User Inside Fresh Viewport

When the user is inside the viewport, consider all possible results, including real-world results not returned for rating (purple dots), and demote by distance from the user.

Query and Screenshot	Result	Rating and Explanation	
[starbucks] *User and fresh viewport in San Francisco, CA* 	① **Starbucks** 865 Market Street	Relevance	**Excellent**
		Rate **Excellent** for Starbucks locations that are in close proximity to the user.	
	② **Starbucks** 170 O'Farrell St	Relevance	**Good** (Distance/Prominence)
		Rate **Good** for locations that are a bit farther away from the closest relevant locations to the user.	
	③ **Starbucks** 264 Kearny St	Relevance	**Acceptable** (Distance/ Prominence)
		Rate **Acceptable** for relevant locations that are even farther away from the user but still inside the viewport.	
	④ **Starbucks** 580 California St	Relevance	**Bad** (Distance/Prominence)
		When there are many locations close to the user, rate **Bad** for locations that are significantly farther away and outside the viewport.	
	⑤ **Starbucks** 140 Mason Street	Relevance	**Excellent**
		Rate **Excellent** for Starbucks locations that are in close proximity to the user, even if they are outside the viewport.	

User Outside Fresh Viewport

When a user is outside the viewport, results are expected in or near the viewport. In cases where there are a large number of possible results inside the viewport, even if they are not returned for rating (purple dots), rate **Bad** for those outside it.

Query and Screenshot	Result	Rating and Explanation	
[starbucks] *User in Alameda with fresh viewport in San Francisco, CA* 	① **Starbucks** 865 Market Street	Relevance	**Excellent**
		Rate any Starbucks within the fresh viewport **Excellent** when the user is outside the viewport.	
	② **Starbucks** 170 O'Farrell St	Relevance	**Excellent**
		Rate any Starbucks within the fresh viewport **Excellent** when the user is outside the viewport.	
	③ **Starbucks** 264 Kearny St	Relevance	**Excellent**
		Rate any Starbucks within the fresh viewport **Excellent** when the user is outside the viewport.	
	④ **Starbucks** 580 California St	Relevance	**Bad** (Distance/Prominence)
		When there are many possible results within the viewport, including those not returned for rating (purple dots), rate **Bad** for results outside it.	
	⑤ **Starbucks** 140 Mason Street	Relevance	**Bad** (Distance/Prominence)
		When there are many possible results within the viewport, including those not returned for rating (purple dots), rate **Bad** for results outside it.	

5.7. Few Possible Results

When the query has only a few results in the real world, be more lenient when considering distance. Because there are only a few Zara clothing stores in Miami, results for the query [**zara**] are demoted more leniently for distance than the many Starbucks locations in the example above.

Query and Screenshot	Result	Rating and Explanation	
[zara] *User and fresh viewport in North Miami Beach, FL* 	① **Zara** 19501 Biscayne Blvd, Aventura	Relevance	**Excellent**
		Rate **Excellent** for the closest Zara location, even when outside the fresh viewport.	
	② **Zara** 420 Lincoln Rd, Miami Beach	Relevance	**Good** (Distance/Prominence)
		When there aren't any possible results in the fresh viewport, rate **Good** for locations that are a bit farther away from the user/viewport.	
	③ **Zara** 590 Collins Ave, Miami Beach	Relevance	**Good** (Distance/Prominence)
		When there aren't any possible results in the fresh viewport, rate **Good** for locations that are a bit farther away from the user/viewport.	
	④ **Zara** 701 S Miami Ave, Miami	Relevance	**Good** (Distance/Prominence)
		When there aren't any possible results in the fresh viewport, rate **Good** for locations that are a bit farther away from the user/viewport.	
	⑤ **Zara** 7535 N Kendall Dr, Miami	Relevance	**Acceptable** (Distance/ Prominence)
		The Zara store is located significantly further away than the second closest stores and is therefore rated **Acceptable**.	

5.8. Few Possible Results and Greater Distance

Leniency on distance is acceptable when there are only a few possible results for the query in the requested area. For example, a user close to Berlin queries for **[Wartestraße],** which is a street name. There are only four streets in Germany called "Wartestraße" that can satisfy the user's intent and all four streets are returned as results. Because of the limited number of results, each result's relevance remains fairly high even over longer distances.

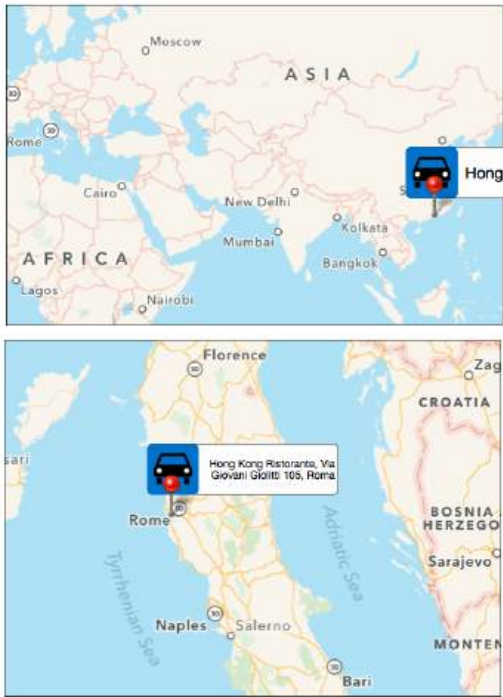| Query and Screenshot	Result	Rating and Explanation	
[Wartestraße] *User and fresh viewport close to Berlin, Germany* 	① Wartestraße, Gransee	Relevance	**Excellent**
		Wartestraße in Gransee is the closest to the user and viewport and is therefore the most relevant.	
	② Wartestraße, Siegen ③ Wartestraße, Wiesbaden	Relevance	**Good** (Distance/Prominence)
		Wartestraße in Siegen is far away from the user, but is the second closest possible result. Wartestraße in Wiesbaden is at a similar distance from the user as the one in Siegen and receives the same rating.	
	④ Wartestraße, Geislingen **[Wartestraße]** *User and fresh viewport close to Berlin, Germany*	Relevance	**Acceptable** (Distance/ Prominence)
		Wartestraße in Geislingen is the fourth closest result but significantly farther away. Given all other results and their distances, this result is rated **Acceptable**.	

5.9. Rural Areas

Results are often farther away in rural areas, but can still be considered relevant if there are no reasonable results close to or within the fresh viewport. In a rural area, generosity can be applied to ratings with respect to distance. The criteria for rating are similar to the [**zara**] example in the Few possible results section, but with an emphasis on distance. Here is an example for the query [**american legion**] in North Dakota.

Query	Result	Rating and Explanation	
[american legion] American Legion 224 2nd Ave SE, Rugby, ND ③ American Legion 201 Main St N, Velva, ND ② American Legion 23 E 2nd Ave, Turtle Lake, ND ① American Legion 105 N 8th Ave, Faulkton, SD ④	① **American Legion**	Relevance	**Excellent**
		This result is closest to the user based in Bismarck, ND.	
	② **American Legion**	Relevance	**Good**
		The second-closest result is significantly further north than the closest result.	
	③ **American Legion**	Relevance	**Acceptable**
		While quite remote from the user, this result is still a good option for the user given that there are only two closer results.	
	④ **American Legion**	Relevance	**Acceptable**
		Like result 3, this location quite far away but is still an acceptable result given that there are only two significantly closer results available to the user.	

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5.10. Location – User Intent Deviation

When the location intent and user intent do not allow for a clear result (because either the user or viewport are in an atypical location, like the middle of the ocean), rate with a focus on high prominence. For example, the query **[Hong Kong]** in a test locale set to en_US with the viewport and user location around Naples, Italy. There is no real change in rating if the user is inside or outside of the viewport, or if the viewport is fresh or stale.

Query and Screenshot	Relevance Rating	Explanation
[Hong Kong] *User and* *Fresh Viewport close to Naples, Italy* 	**Navigational**	The most prominent result is the territory of Hong Kong in Asia.
	Excellent	Businesses/locations with the same name that are within the viewport or close proximity to the user and prominent. (This will be rare.)
	Bad (Distance/ Prominence)	Locations that are too far away and less prominent to be considered relevant should be rated **Bad**. A restaurant in Rome named "Hong Kong" should be rated **Bad** because it is very far away from the user location, which is in Naples.

5.11. Rating for User Inside and Outside Viewport

The following two examples show the differences in rating when a user is inside and outside a fresh viewport. The query is for a chain business called Great Wolf Lodge found across the United States. The examples show all possible results within and around the large viewport.

In general, when the user is outside the fresh viewport, no result within the viewport is demoted for distance. The only exception to this is when the viewport is large enough to include an unusually large area, like an entire continent, and the results within it would not realistically be useful or interesting to a user with this query.

(Note that even though the viewport in the example below is large, because of the limited number of Great Wolf Lodges with it, the results still might be useful or interesting to a user with this query.)

Query and Screenshot	Result	Rating and Explanation	
[great wolf lodge] *User in Savannah outside large, fresh viewport* (map showing Great Wolf Lodge locations 1–6)	① **Great Wolf Lodge** Atlanta	Relevance	**Excellent**
		The result is within the fresh viewport and fulfills the primary user intent.	
	② **Great Wolf Lodge** Charlotte	Relevance	**Excellent**
		The result is within the fresh viewport and fulfills the primary user intent.	
	③ **Great Wolf Lodge** Williamsburg	Relevance	**Excellent**
		The result is within the fresh viewport and fulfills the primary user intent.	
	④ **Great Wolf Lodge** Pocono Mountains	Relevance	**Good/Acceptable** (Distance/Prominence)
		The result is outside the fresh viewport. Because there are a limited number of possible results within the viewport and this one is relatively close, demote to **Good** or **Acceptable**.	
	⑤ **Great Wolf Lodge** Niagara Falls	Relevance	**Excellent**
		The result is within the fresh viewport and fulfills the primary user intent.	
	⑥ **Great Wolf Lodge** Traverse City	Relevance	**Good/Acceptable** (Distance/Prominence)
		The result is outside the fresh viewport. Because there are a limited number of possible results within the viewport and this one is relatively close, demote to **Good** or **Acceptable**.	

When the user is inside the fresh viewport, the user's location is used as location intent and results are demoted for distance.

Query and Screenshot	Result	Rating and Explanation	
[great wolf lodge] *User in Savannah inside large, fresh viewport* 	① **Great Wolf Lodge** Atlanta	Relevance	**Excellent**
		This result is amongst the closest possible to the user and is inside the fresh viewport.	
	② **Great Wolf Lodge** Charlotte	Relevance	**Excellent**
		This result is amongst the closest possible to the user and is inside the fresh viewport.	
	③ **Great Wolf Lodge** Williamsburg	Relevance	**Good** (Distance/ Prominence)
		Though still inside the fresh viewport, this result is significantly farther away from the user location with closer options available.	
	④ **Great Wolf Lodge** Pocono Mountains	Relevance	**Bad** (Distance/ Prominence)
		This result not only is very far away from the user, it is also outside the fresh viewport.	
	⑤ **Great Wolf Lodge** Niagara Falls	Relevance	**Acceptable** (Distance/Prominence)
		While very far away from the user, this suggestion is still within the fresh viewport and therefore rated **Acceptable**.	
	⑥ **Great Wolf Lodge** Traverse City	Relevance	**Bad** (Distance/ Prominence)
		This result is not only very far away from the user, it is also outside the fresh viewport.	

5.12. Partial Address Does Not Exist

Relevance is always rated independently of any data (name, address, or pin accuracy) issues the result may have. This includes results for addresses that do not exist in real life.

When judging distance for existing addresses do not factor in any returned non-existent addresses. Evaluate distance separately for existent and non-existent addresses. Do not demote existing address results when closer, non-existent addresses are returned.

For example, a user in Half Moon Bay, CA is looking for **[2373 chestnut]** and is presented with three residential addresses. The address in San Francisco is the only one that actually exists. The results in Oakland and Redwood City are not supported by the postal authorities and no evidence can be found that the addresses in either city exist.

Note: For cases where the query is a unique full address that does not exist and the result matches the query, see Query Address does not Exist.

Query and Screenshot	Result	Rating and Explanation	
[2373 chestnut] *User and Fresh Viewport around Half Moon Bay, CA* 	**2373 Chestnut St,** San Francisco	Relevance	**Excellent**
		This is the closest existing result. The address in Redwood City is disregarded and its relevance is not promoted nor demoted for Distance/Prominence because it does not exist.	
	2373 Chestnut St, Redwood City	Relevance	**Excellent**
		This is closer to the user than the existing result in San Francisco. Because data issues are not part of the relevance rating, the result is rated **Excellent** due to proximity and user intent. Address accuracy is rated **Incorrect** – Address does not exist.	
	2373 Chestnut St, Oakland	Relevance	**Good/Acceptable** (Distance/Prominence)
		This is significantly farther away than the existing result in San Francisco and the non-existent result in Redwood City, and is demoted in relevance. Address accuracy is rated **Incorrect** – Address does not exist.	

5.13. City vs. Municipality

In many cases, a city and a state/county/municipality (or other similar market-specific components) have the same name, but the city is typically more prominent. In this case, the chances that a user is looking for the state/county/municipality and not the city, are very small, but still a possibility. Therefore, states, counties, and municipalities will be treated as a secondary intent and given an initial rating of **Good**. Consider the relationship between the city and the municipality in terms of their locale and adjust if necessary. On the other hand, if the query specifically requests the state/county/municipality, that result's relevance should be rated as **Navigational** and the city should be rated **Bad**.

See your Country Specific guidelines for more information.

Query	Result	Rating and Explanation	
[new york]	**New York City** New York, USA	Relevance	**Navigational**
		The result is for the city, which is considered more prominent than the state.	
	New York State New York State, USA	Relevance	**Good** (Distance/Prominence)
		Result is for the state, which is less prominent than the city.	
[santa clara]	**Santa Clara** Santa Clara, CA	Relevance	**Navigational**
		Query is for the city, which is considered more prominent than the county.	
	Santa Clara County Santa Clara County, CA	Relevance	**Good** (Distance/Prominence)
		Query is for the city, which is considered more prominent than the county.	
[santa clara county]	**Santa Clara County** Santa Clara County, CA	Relevance	**Navigational**
		Query is specifically requesting the county, so the result for the county will be rated **Navigational**.	
	Santa Clara Santa Clara, CA	Relevance	**Bad** (User Intent)
		Query is for the county and a result for the city is considered irrelevant for the query.	

5.14.Unexpected Results

Straightforward queries can have unexpected results which at first glance might not fit the query intent. For these kinds of results, consider:

- Is there a logical relationship between the query and the result?
- How likely is it that the user is going to be looking for this result given the query and location intent?

A result can partially satisfy a secondary intent due to:

- Prominence of the feature
- Transit intent

Promoting for prominence should only occur for internationally prominent POIs.

In the examples below, two ratings are provided for some results: **Good** and **Acceptable**. The difference between the two ratings rests in how well the result satisfies user intent. Choose **Good** if there is a strong likelihood that it will satisfy user intent and **Acceptable** if it is less likely to satisfy.

Query	Result	Rating and Explanation	
[mission & 14th street] *User and fresh viewport in San Francisco, CA*	**Mission St & 14th St** San Francisco, CA	Relevance	**Navigational**
		Query is for an intersection and the result satisfies the user intent.	
	Mission St & 14th St Bus Stop San Francisco, CA	Relevance	**Good/Acceptable** (User Intent)
		Result is for the bus stop at the queried intersection. The bus stop carries the name of the intersection and users tend to look for intersections when seeking transit POIs.	
[soho] *User and viewport in London, UK*	**Soho** London, UK	Relevance	**Navigational**
		Query is for a neighborhood in London and the result satisfies the user intent.	
	Mildreds Restaurant 45 Lexington St, Carnaby, London W1F 9AN, UK	Relevance	**Bad** (User Intent)
		Result is for a specific restaurant in Soho. It is very unlikely to satisfy the user intent.	
[stevens creek blvd cupertino] *User and fresh viewport in Cupertino, CA*	**Happy Lamb Hot Pot** 19062 Stevens Creek Blvd, Cupertino, CA, 95014	Relevance	**Bad** (User Intent)
		The query is for a street and the result is a specific business on that street. This specific result is unlikely to satisfy the broad intent of the query.	
	19062 Stevens Creek Blvd Cupertino, CA, 95014	Relevance	**Bad** (User Intent)
		The result includes a street number when the query is for a street, making this result too specific for the more general query.	

Query	Result	Rating and Explanation	
[The Slanted Door One Ferry Building #3 San Francisco, California 94111]	**One Ferry Building #3** One Ferry Building #3 San Francisco, CA 94111	Relevance	**Bad** (User Intent)
		Result is for the address and not the business requested in the query, so it does not satisfy the user intent.	
[One Ferry Building #3 San Francisco, California 94111]	**The Slanted Door** One Ferry Building #3 San Francisco, CA 94111	Relevance	**Navigational**
		The query is for an address and the result is the business at this address. Including the business name provides additional correct information.	
[san francisco] *User and fresh viewport in San Francisco, CA*	**San Francisco** San Francisco, CA	Relevance	**Navigational**
		Query is for the city of San Francisco and the result satisfies the user intent.	
	San Francisco International Airport San Francisco, CA	Relevance	**Good** (User Intent)
		The result represents the airport within the queried locality, which satisfies the secondary transit intent.	
The Pruneyard	**The Pruneyard** 1875 South Bascom Ave Campbell, CA	Relevance	**Navigational**
		The query is for a mall and the result is the mall the user asked for.	
	Pruneyard Cinemas 1875 South Bascom Ave Campbell, CA	Relevance	**Bad** (User Intent)
		The query is for an entire mall and the result is for a cinema inside the mall. Even though the cinema shares the mall's name and address, it does not match the query intent.	

5.15. Multiple Transit POIs with the Same Name

Many large transit POIs include multiple means of transportation at the same location. For example, large airports can have metro or train service within the same location, or train stations can be a hub for trains, metros, and buses. Other transit POIs at the queried transit POI should be treated as secondary intent with an initial rating of **Good**, but can also be considered **Acceptable** if the result is less likely to satisfy the user's intent. Additional demotions can be applied based on the prominence of the returned feature.

Query	Result	Rating and Explanation	
[hamburg airport] *User and fresh viewport in Germany*	**Hamburg Airport** 22335 Hamburg, Germany	Relevance	**Navigational**
		Result is for the queried airport.	
	Hamburg Airport Station 22335 Hamburg, Germany	Relevance	**Good** (User Intent)
		Result refers to the train station at Hamburg Airport.	
	Lufthansa Basis 22335 Hamburg, Germany	Relevance	**Bad** (User Intent)
		The result is for a small bus stop that seems to service the Lufthansa training center. The result does not share the same name as the queried transit. Therefore, the result is not relevant.	
[Embarcadero Station] *User and fresh viewport in San Jose, CA*	**Embarcadero Station** San Francisco, CA	Relevance	**Navigational**
		The query is for a unique transit station. The result (a unique BART station) fully satisfies the user's intent.	
	Ferry Building & Embarcadero Station San Francisco, CA	Relevance	**Acceptable** (User Intent & Distance/Prominence)
		The result (a historic streetcar) name includes the queried station name, but has low prominence, given that there is a unique Embarcadero Station. Therefore, the result should be demoted based on user intent.	

5.16. POIs and Transit Intent

A non-transit POI can be associated with a transit POI with the same name. You can establish the relationship between the two entities by using local knowledge, researching prominence, and understanding how well the result satisfies user intent. This way you will learn whether the query has a distinct navigational intent or if the prominence of the two POIs that share a similar name is so strong that both can be the intent.

Query	Result	Rating and Explanation	
[mall of America] *User and fresh viewport in Minnesota*	**Mall of America** 60 E Broadway, Bloomington, MN 55425 United States	Relevance	**Navigational**
		Result is POI requested in the query.	

Query	Result	Rating and Explanation	
	Mall of America Station 8240 24th Ave S Minneapolis, MN 55425 United States	Relevance	**Good/Acceptable** (User Intent & Distance/Prominence)
		Even though the station has the same name as the POI, it is not prominent and therefore demoted.	
[Piccadilly circus] *User and viewport in London, UK*	**Piccadilly Circus** London, UK	Relevance	**Excellent**
		Result is for famous square in London. The square and the train station are both equally prominent and local users would be looking for the station while tourists would be looking for the square. As both features are equally prominent, it is hard to establish a distinct user intent.	
	Piccadilly Circus Station London, UK	Relevance	**Excellent**
		Result is the famous station that is just as prominent as the square.	
[dam square] *User and viewport in Amsterdam*	**Dam Square** Dam Square, Amsterdam, Netherlands	Relevance	**Navigational**
		The result is the famous square in Amsterdam.	
	Dam Square Line 2 Dam Square, Amsterdam, Netherlands	Relevance	**Good/Acceptable** (Distance/Prominence)
		Result is for the tram stop for line 2. The stop is on a street adjacent to Dam Square. However, it is not prominent and should be demoted.	

5.16.1. Transit Queries

The criteria described above should be applied to understand the transit queries. Additionally, if it is determined that a query has a clear navigational intent, all other results will be **Bad** (see **[12th st oakland bart]** example below). If a result is promoted to **Navigational**, other results that could potentially satisfy the user intent should be demoted further for distance and prominence (see **[BART daly city]** and **[stockport station]** examples below). In general, the fewer the results that satisfy the user intent, the farther away the results can be and still be considered relevant. The more available results that can satisfy the user intent, the closer they need to be.

Query	Result	Rating and Explanation	
[12th st oakland bart] *User and viewport in California*	**12th St. Oakland Station** Oakland, CA	Relevance	**Navigational**
		The query is for a specific BART station with a unique name that is **not** the same as the name of the locality where the station is found. (Compare this to the examples below). This result matches the query exactly and fully satisfies the user's intent for this specific station.	
	19th St. Oakland Station Oakland, CA	Relevance	**Bad** (User Intent Issue)
		The query intent is for a specific BART station with a unique name that is **not** the same as the name of the place where the station is located. The result returned is for a different BART station and does not satisfy the user intent. This result should receive a rating of **Bad**.	
[BART daly city] *User and viewport in California*	**Daly City Station** Daly City, CA	Relevance	**Navigational**
		The query intent is for a BART station in Daly City. Research shows that there is only one BART station in Daly City and its name is Daly City Station, so this result fully satisfies the user's intent.	
	Colma Station Colma, CA	Relevance	**Good** (Distance/Prominence)
		The query intent is for a BART station within Daly City. This result fits intent as it is a BART station. This station is in a neighboring locality just outside of the requested locality. Even though the station is outside of the requested locality, it provides a choice of BART stations in the area for the user. This result is demoted due to distance.	
	San Francisco International Airport Station San Francisco International Airport, CA	Relevance	**Acceptable** (Distance/Prominence)
		The query intent is for a BART station in Daly City. This result fits intent as it is a BART station. This station is in a neighboring locality, but is farther away than the Colma station and is demoted due to distance.	

Query	Result	Rating and Explanation	
[stockport station] *User and viewport in Stockport, England*	**Stockport Station** Stockport, England	Relevance	**Navigational**
		The query intent is for a station in Stockport. Research shows that there are several stations in Stockport, but only one named Stockport Station, so this result fully satisfies the user's intent.	
	Davenport Station Stockport, England	Relevance	**Excellent**
	Heaton Chapel Station Stockport, England	The query intent is for a station in Stockport. There is one station with a name that matches the query exactly, which receives the **Navigational** rating. All other stations within the queried locality should receive **Excellent**.	
	Burnage Station Manchester, England	Relevance	**Good** (Distance/Prominence)
		This station is just outside of the requested locality, in a neighboring locality. Even though the station is outside of the requested locality, it provides a choice of stations in the area for the user. The fewer choices there are available, the farther away the results can be and still be relevant. This result is demoted due to distance.	
[san jose station] *User and viewport in California*	**San Jose Diridon Station** San Jose, CA	Relevance	**Excellent**
	Tamien Station San Jose, CA	The query intent is for a station in San Jose. There are several stations in San Jose, but no stations with a name that matches the query exactly, so we should rate every station within the queried locality equally. There are two stations that match the user's intent, so both results should be rated **Excellent**.	
	Lawrence Caltrain Station Sunnyvale, CA	Relevance	**Good** (Distance/Prominence)
		This station is just outside of the requested locality, in a neighboring locality. Even though the station is outside of the requested locality, it provides a choice of stations in the area for the user. The fewer choices there are available, the farther away the results can be and still be relevant.	

Query	Result	Rating and Explanation	
	Sunnyvale Caltrain Station Sunnyvale, CA	Relevance	**Acceptable** (Distance/Prominence)
		This station is just outside of the requested locality, in a neighboring locality. Even though the station is outside of the requested locality, it provides a choice of stations in the area for the user. The fewer choices there are available, the farther away the results can be and still be relevant.	
	Palo Alto Train Station Palo Alto, CA	Relevance	**Bad** (Distance/Prominence)
		Result is far from the queried station. The farther away the result is from the queried station, the less likely it is that it will be considered relevant, so the relevance rating should be lowered.	

5.16.2. Stops vs. Stations

A transit stop is a location typically designated by a bench or covered waiting area, a posted sign, or street markings. Transit stations, on the other hand, are typically larger areas associated with major structures including, but not limited to, platforms, ticketing offices, enclosed waiting/seating areas, or terminal buildings/structures encompassing the transit area. The term "station" is primarily used to refer to transit locations that are larger and typically a terminal housing multiple routes. **All stations are stops, but not all stops are stations**.

Since all stations are stops, but not all stops are stations, returning a station for a stop query is ok, but returning a stop when the query is station should result in a rating of **Bad** with the User Intent checkbox selected. Try to identify these corresponding terms in the test locale and understand the relationship between them.

For the category **[bus stops]**, relevance should be based mainly on distance from the user location or fresh viewport and the physical size of the bus stop. If the result is a small bus stop in a rural area and the bus stop is among the closest ones to the user's location intent, it should be rated **Excellent**. On the other hand, if the result is a large bus hub that is a bit farther away from the user, it should still receive an **Excellent** because of its size, regardless of the fact that there are closer, smaller bus stops. Results close to the user should not be demoted because there is a larger bus stop farther away, instead, the large bus stop should be promoted because of its importance.

Query	Result	Rating and Explanation	
[bus station in san francisco] *User and viewport in San Francisco, CA*	**Greyhound Lines** 200 Folsom St San Francisco, CA 94105	Relevance	**Excellent**
		This is a major bus station in San Francisco where a user can take Greyhound buses.	
	Main St & Folsom St San Francisco, CA 94105	Relevance	**Bad** (User Intent)
	5th St & Howard St San Francisco, CA 94103	These results are small local bus stops and do not satisfy the user intent for a bus station.	
	Sacramento Bus Station 420 Richards Blvd Sacramento, CA 95811	Relevance	**Bad** (Distance/Prominence)
		This result is another Greyhound station, but it is in Sacramento, quite far from San Francisco. There are closer real world results we could return. This result is too far and should be demoted due to distance.	
[bus stop] *User and viewport in Chicago, IL*	**Chicago Bus Station** 630 W Harrison St Chicago, IL 60607	Relevance	**Excellent**
		The query intent is for a bus stop. This result is a Greyhound station, which fully satisfies the user's intent. This result is close to the user.	
	W Harrison St & S Jefferson St Chicago, IL 60607	Relevance	**Excellent**
		The query intent is for a bus stop. This result is a Greyhound station, which fully satisfies the user's intent. This result is close to the user.	
	Harlem Ave & W 115th St Worth, IL 60482	Relevance	**Bad** (Distance/Prominence)
		The query intent is for a bus stop. This result is a bus stop and matches the user's intent, but there are many bus stops closer to the user in the real world we should be returning instead. Therefore, this result should be demoted due to distance.	

5.17. Parking Intent

When evaluating **[parking]** queries, note that:

- Free and paid parking are equally relevant.
- Parking time limits do not affect relevance rating. Your rating should not be changed by the fact that a parking lot is long term, short term, or limited-time (like a two-hour limit) parking.
- Parking for small cars, large cars, RVs, or motorcycles is equally relevant.
- If you can find evidence that a result is for private parking that cannot be used by the general public, give it a rating of **Bad**.

Public parking vs Private Parking

Public parking is:

- Parking that is a mix of residential/staff/permit and visitor parking and is not in a gated community
- Parking that can be used only when visiting a certain business (limited-use parking)

Private parking is:

- Parking that is residents only, staff only, or by permit only
- Parking in a gated community

> If you cannot confirm whether parking is public or private, give the result the benefit of the doubt and consider it public parking.

5.18. Relevance: Service-Level Mismatch

Sometimes a query specifically requests a certain level of service, which may or may not be reflected in the result. Common requests include:

- Specific stores (e.g. Walmart Supercenter)
- Outlet stores (e.g. J. Crew Factory)

When the query requests a specific level of service which is not reflected in the result, give an initial rating of **Good** and demote as necessary depending on how well the result would satisfy the user intent.

When the query requests a type of business with a generic level of service, providing a result that offers more service than requested still satisfies user intent and should receive an initial rating of **Excellent**.

When the query does not specify the type of service, any relevant result can be rated **Excellent**.

Query	Result	Rating and Explanation	
[walmart]	**Walmart Supercenter** 3435 East Broadway Blvd, Tucson, AZ 85716	Relevance	**Excellent**
		Query is for a generic Walmart and the result is a Walmart Supercenter store that offers more services than the average Walmart store. User intent has been met and there is no need to demote for service level.	
	Walmart Neighborhood Market 5500 E 22nd St, Tucson, AZ 85711	Relevance	**Excellent**
		The query does not specify the type of Walmart, and any Walmart can be rated **Excellent**. Demote further for distance.	
[walmart supercenter]	**Walmart Neighborhood Market** 5500 E 22nd St, Tucson, AZ 85711	Relevance	**Good** (User Intent)
		Query is for a store with specific level of service. Walmart Supercenters are very large stores that have a full range of grocery and general merchandise. A Walmart Neighborhood Market is generally smaller with a more limited array of grocery and general merchandise.	
[nordstrom rack]	**Nordstrom** 55 E Grand Ave, Chicago, IL 60611	Relevance	**Good** (User Intent)
		The query is for an outlet store, but the result is for a full-price store. The result satisfies the query intent, but to a lesser degree.	
[bank of america]	**Bank of America** 10900 Orangewood Blvd, Orlando, FL 32821	Relevance	**Excellent**
	Bank of America ATM 10900 Orangewood Blvd, Orlando, FL 32821	When the query is for a bank or a general bank brand, an ATM or a branch location of that specific brand are equally relevant.	

| Query	Result	Rating and Explanation	
[ATM]	**Citibank** 3333 E Tropicana Ave Las Vegas, NV 89121	Relevance	**Excellent**
		The result is a bank branch location. Since many branches contain ATMs, and would be able to provide the same level of service as an ATM, this result usually fulfills the user's intent. Note that if research indicates the result does not offer cash services, rate it **Bad**.	
	Citibank ATM 7-Eleven 3421 E Tropicana Ave Las Vegas, NV 89121	Relevance	**Excellent**
		This is an ATM located inside a 7-Eleven convenience store. It satisfies the primary intent of the category.	
[burger king]	**McDonald's** 6875 Sand Lake Rd, Orlando, FL 32819	Relevance	**Bad** (User Intent)
		A user has asked for a specific fast food restaurant and the result is another fast food restaurant that offers similar food and service. Even though the service level in the two restaurants is similar, this result does not match the user intent for the named restaurant.	

5.19. Rating Relevance When the Result Status is PERMANENT_CLOSURE

2. McDonald's	
Address	Kerklaan 42, 1830 Mache
Classification	Fast Food
Status	PERMANENT_CLOSURE

A business/POI that has its status set to PERMANENT_CLOSURE requires special consideration during relevance rating.

Note: A result without any status indicated should be rated as usual, including when research indicates the business/POI is closed or does not exist.

There are some situations where you can expect to see results with the status PERMANENT_CLOSURE and others where such results are not expected. The following sections will describe how to identify and rate them.
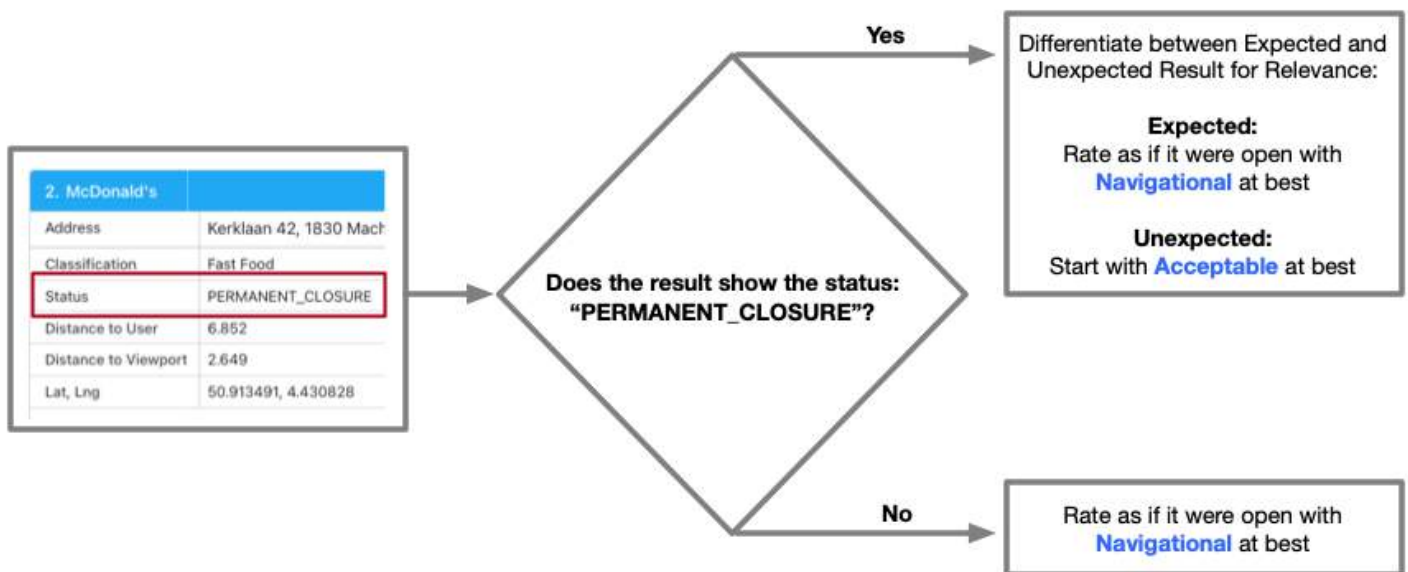
5.19.1. Expected PERMANENT_CLOSURE Status

Sometimes you can expect to see results whose status is shown as PERMANENT_CLOSURE.

This can happen when:

- The permanently closed result satisfies the user intent completely.
  AND
- There is/are no other result(s) that satisfy the actual user intent in the area of location intent.

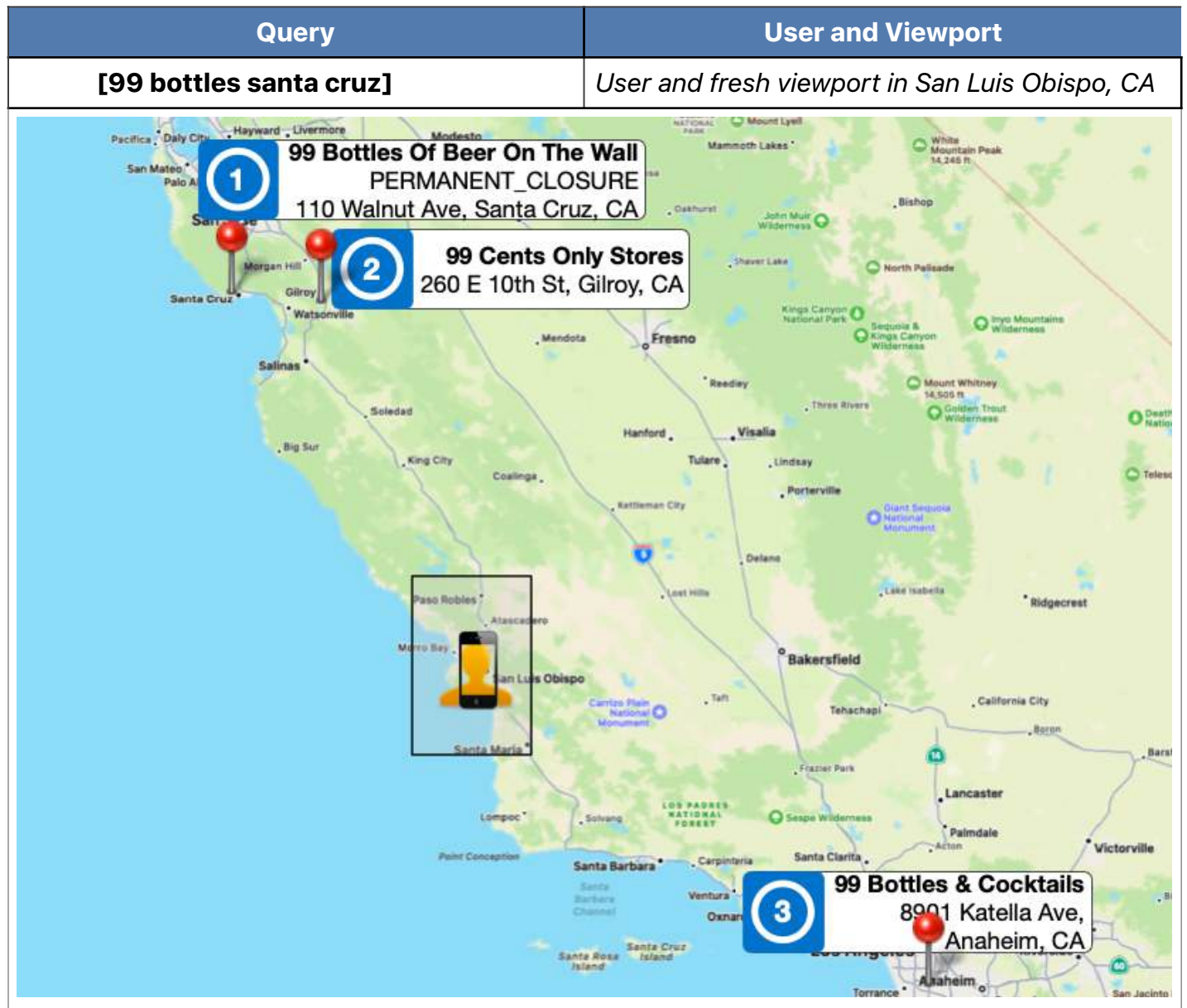**Examples of results where PERMANENT_CLOSURE status is expected**

- Navigational queries:
    - Queries that can only return a single result, which is permanently closed. This could be because the POI or business name is unique or the query contains location intents like locality or street components.
- Chain queries for closed chains:
    - All chain locations within the area of location intent are permanently closed and the closest open chain result is significantly farther away.

Rating Approach

Rate results with an expected status of PERMANENT_CLOSURE as if they were open. This means that in most cases the rating will be either **Navigational** or **Excellent**, because even though they are closed, these are the best or only results that could ever be returned.

The user is looking for a unique business in a specific location.

Query	User and Viewport
[99 bottles santa cruz]	*User and fresh viewport in San Luis Obispo, CA*

Result	Rating and Explanation	
① 99 Bottles Of Beer On The Wall PERMANENT_CLOSURE 110 Walnut Ave, Santa Cruz, CA	Relevance	**Navigational**
	Business/POI Closed/Does not exist	**Yes**
	This permanently closed restaurant is the only result that meets the user intent, which makes it **expected**. Choose the Business/POI Closed/Does not exist checkbox and rate the business as if it were open.	
② 99 Cents Only Stores 260 E 10th St, Gilroy, CA	Relevance	**Bad** (User Intent)
	The 99 Cents store does not match the user intent and is rated **Bad**.	
③ 99 Bottles & Cocktails 8901 Katella Ave, Anaheim, CA	Relevance	**Bad** (User Intent)
	While also a restaurant with a name that starts with 99 Bottles, this is not in Santa Cruz, does not match the user intent, and is rated **Bad**.	

Chico's has closed all of its locations in Canada. The closest locations to the user are across the border in the United States.

Query	User and Viewport
[chico's]	*Fresh viewport in Toronto, ON, user in Hamilton, ON*

Result	Rating and Explanation	
① **Chico's** PERMANENT_CLOSURE 100 City Centre Dr, Mississauga, ON	Relevance	**Excellent**
	Business/POI Closed/ Does not exist	**Yes**
	The permanently closed location for Chico's is in the center of the fresh viewport. Since there are no open locations anywhere close to the area, this result is **expected**. Choose the **Business/POI Closed/Does not exist** checkbox and rate the business as if it were open.	
② **Chico's** 5151 Main St, Williamsville, NY United States	Relevance	**Excellent**
	The open Chico's closest to the user is just across the border. Because it is the closest open result, it is rated **Excellent**.	

Result	Rating and Explanation	
③ **Chico's** 3349 Monroe Ave Ste 45, Rochester, NY United States	Relevance	**Good** (Distance/Prominence)
	As the second-closest open location, the Chico's in Rochester is demoted to **Good**.	

5.19.2. Unexpected PERMANENT_CLOSURE Status

These are results whose status is shown as PERMANENT_CLOSURE, but are not expected to be shown at all.

Results with the status PERMANENT_CLOSURE are unexpected when there are also open results in the area of location intent that would satisfy the actual user intent fully without changing or altering the user query.

Examples of situations where results with PERMANENT_CLOSURE status are *not* expected

- Category queries:
    - There are always a large number of possible results for category queries like **[restaurant]** or [**hair salon]**
    - **Note:** In cases where there is only one match for the category query within a large area and it is marked with the PERMANENT_CLOSURE status, consider it an exception and choose **Business/POI is closed or does not exist**, then rate it as if it were open. This should be extremely rare.
- Queries with several possible interpretations:
    - These are queries could have several possible results and/or result types available, and do not depend on PERMANENT_CLOSURE results.
- Most chain queries:
    - There are often multiple locations of a chain available within the area of location intent, and a permanently closed result does not need to be shown in these cases.

Rating Approach

Unexpected permanently closed results should be demoted by 2 for relevance which means the highest rating starts at **Acceptable.**

5.19.2.1. Unexpected PERMANENT_CLOSURE Status: Open Options are Nearby

There are many options available near the user for this category query, so there is no reason to show a permanently closed business.

Query	User and Viewport
[vintage store]	*User and fresh viewport in Washington, DC*

Result	Rating and Explanation	
① **Meeps Vintage** 2104 18th St NW, Washington, DC	Relevance	**Excellent**
	Meeps Vintage matches the user intent and is close to the user within the fresh viewport.	
② **Miss Pixie's** 1626 14th St NW, Washington, DC	Relevance	**Excellent**
	Miss Pixie's sells vintage clothing and is among the closest results for this category query.	
③ **Buffalo Exchange** PERMANENT_CLOSURE 1318 14th St NW, Washington, DC	Relevance	**Bad** or **Acceptable** (User Intent)
	Business/POI Closed/ Does not exist	**Yes**

Result	Rating and Explanation
	The permanently closed Buffalo Exchange did sell vintage clothing, but since there are other open stores that do this in the area of location intent, this result is **unexpected**. The relevance rating starts at **Acceptable**. Given the abundance of nearby results, this could be rated **Bad**, as well.