Filtering rules for identifying challenging re-finding goals.

Filtering Rule	Description	Example
Top domain signals in query	Excluding paired goals including top domain names in their queries in the re-finding goal	"Youtube", "Facebook", ...
Navigational signals in query	Excluding paired goals with queries containing signals of URL addresses in the re-finding goal	"www", ".com", ".aero", ...
Navigational signals in clicks	Excluding paired goals with clicks containing "login" or "signup" in the re-finding goal	`https://login.yahoo.com/`
Navigational signals in query and domain names	Excluding paired goals where in the re-finding goal there is a query equal to the domain name, or the domain name is the merge of words in query, or the domain name is the corrected spell of the query	query: "banana" with the click of "banana.com", query: "bank net", click: "netbank.com", query: "youtibe" with the click of "youtube.com"
Navigational signals in query and two top levels of Urls	Excluding paired goals where two terms in queries could match with the two top levels of domains	query: "Google docs" and click: "docs.google.com"
Short length goals	Excluding paired goals with one/two queries AND one/two clicks in the re-finding goal	Query: madagascar clips Click: `www.youtube.com/v=vFECro`