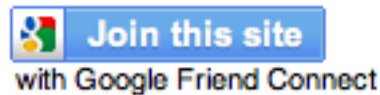


# Lesson 5.5: Occasional misconceptions

- Custom search engine or join tools on a site do NOT imply Google vetting or endorsement.



- Web sites with Google ads are also not vetted by Google.
- Rank order  $\neq$  authoritativeness (it's just regular rank!)