1. Better search engine
   1. Ask very specifically valuable questions:
      1. Which sites are specifically about a certain topic?
      2. Which sites are “fakes” that take subdomains to look like a dedicated site, but is auto-generated
      3. How much of a site could be auto-generated and still have it provide value?
   2. Search engines are better if:
      1. Faster
      2. More relevant
      3. Can answer more valuable questions
      4. Can answer custom questions
      5. Add a time dimension
      6. Have completely different dimensions
      7. Could be operated more cheaply
      8. Could be funded from something better than ads
      9. Searches more data-space and dsl-space
      10. Has more intuitive filters
      11. Jen:
          1. What does this mean?
          2. How does this work?
          3. Too many time sponsored stuff is in the way
          4. Place businesses queries don’t work well , would prefer official websites to come up
          5. VERY first result should be actual site
      12. Should be able to pay for sponsor points, but allow users to sort via sponsor points at their discretion
   3. Rate sites by quality vs. web client
   4. Rate on quality for different phones
   5. Search on quality of services
   6. Search on privacy profiles
   7. Search on search on user ratings
   8. Search on feedback
   9. Search based on underlying technology stacks
   10. Search based on financial integrity
   11. Search based on site ownership
   12. Need a way to prioritize indexing agents based on value of their work
   13. Need a way to evaluate quality of results without surveying
       1. Perhaps by click through speed
       2. Click curves vs rating algo curve
       3. Search by quality of associated seekers
       4. Big data on seekers, identities and their relationship to search results
       5. What is cheapest data storage? Volatile RAM?
   14. Discern stable from dynamic portions of content