

Introduction to Search Quality Rating

0.0 The Search Experience

The World Wide Web is a vast collection of online information and content. Internet search engines provide a powerful way to explore this online universe. There are many ways people search: people may type words into a search box in a browser, speak to a mobile phone or assistant device, use search engine autocomplete features, etc.

People search the Internet for a variety of purposes, ranging from accomplishing a quick task to researching a topic in depth. A search may be part of a long-term project, such as a home remodel or vacation planning. A search may be done when someone is bored and looking for entertainment, such as a search for [funny videos]. A search may be a single question asked during a critical moment of a person's life, such as [what are the symptoms of a heart attack?].

Search engines exist to help people find what they are looking for. To do that, search engines must provide a diverse set of helpful, high quality search results, presented in the most helpful order.

Different types of searches need very different types of search results. Medical search results should be high quality, authoritative, and trustworthy. Search results for [cute baby animal pictures] should be adorable. Search results for a specific website or webpage should have that desired result at the top. Searches that have many possible meanings or involve many perspectives need a diverse set of results that reflect the natural diversity of meanings and points of view.

People all over the world use search engines; therefore, diversity in search results is essential to satisfy the diversity of people who use search.

Finally, search results should help people. Search results should provide authoritative and trustworthy information, not lead people astray with misleading content. Search results should allow people to find what they're looking for, not surprise people with unpleasant, upsetting, offensive, or disturbing content. Harmful, hateful, violent, or sexually explicit search results are only appropriate if the person phrased their search in a way that makes it clear that they are looking for this type of content, **and** there is no other reasonable interpretation of the words used in their search.

0.1 The Purpose of Search Quality Rating

As a Search Quality Rater, you will help evaluate search engine quality around the world. Good search engines give results that are helpful for people in their own specific language and locale.

No single rating can directly impact how a particular webpage, website, or result appears in Google Search, nor can it cause specific webpages, websites, or results to move up or down on the search results page. Using ratings to position results on the search results page would not be feasible, as humans could never individually rate each page on the open web.

Instead, ratings are used to measure how effectively search engines are working to deliver helpful content to people around the world. Ratings are also used to improve search engines by providing examples of helpful and unhelpful results for different searches.

As part of your role in the search quality rating program, it is important that you are familiar with and comfortable using a search engine. We encourage you to be an expert in search! For example, experiment with using [operators](#) (e.g., quotes or a hyphen) in your searches or try using [advanced search](#) options.