15.5   Did Not Load Flag

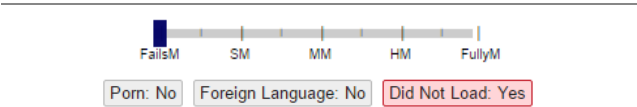### 15.5.1 Using the Did Not Load Flag

Did Not Load is used to indicate technical problems with the webpage that prevent users from viewing any LP content.

Use the **Did Not Load** flag when:

- The MC of the landing page is a web server or web application error message and there is no other content on the page: no navigation links, no home link, no SC, and no Ads. See here for a Wikipedia page on different types of error messages.
- The landing page is completely blank: no MC, no SC, and no Ads.

Assign the **Did Not Load** flag based on the landing page, not the result block.

Here is an example of a **Did Not Load** landing page. You cannot tell that the landing page doesn't load by looking at the result block.

Query and User Intent	Result Block and LP, Needs Met Rating, Flag	Explanation
Query: [douglas instruments] **User Intent:** Navigate to the homepage of this website.	**Douglas Instruments Success in Protein ...** www.douglas.co.uk/ Douglas Instruments designs and manufactures robots for protein crystallization. Our systems are setting new standards ... FailsM SM MM HM FullyM Porn: No Foreign Language: No Did Not Load: Yes	This page displays a generic 404 message. There is no MC, SC, or Ads on the page. This result merits a **FailsM** rating and the **Did Not Load** flag.

Here are screenshots of other types of landing pages that should be assigned the **Did Not Load** flag: DNL1, DNL2.

You should **not** use the **Did Not Load** flag for:

- Malware warnings, such as "Warning – visiting this site may harm your computer!" (example).
- Pages that have removed or expired MC (e.g., expired classified listing, removed social media post, products or services unavailable).
- Pages that are inaccessible because you need a subscription to view the MC.

15.5.2 Needs Met Rating and the Did Not Load Flag

All result blocks must be given a Needs Met rating. If the landing page truly doesn't load, assign the **Did Not Load** flag and rate the page **FailsM**. True **Did Not Load** pages are useless.

Sometimes the page partially loads or has an error message. Give Needs Met ratings based on how helpful the result is for the query. Error messages can be customized by the website owner and are part of a well-functioning website. Sometimes these pages are helpful for the query.

Note: If you are unable to evaluate the Page Quality rating of a **Did Not Load** result, you do not need to assign a Page Quality rating and can leave the slider at **N/A**.