

4.5.2 Lowest E-E-A-T and Lowest Reputation of the Website or Content Creator	36
4.5.3 Deceptive Page Purpose and Deceptive MC Design	36
4.5.4 Deliberately Obstructed or Obscured MC	37
4.5.5 Suspected Malicious Behavior	38
4.6 Spammy Webpages	38
4.6.1 Cannot Determine a Purpose, No MC, Little MC, or Lowest Quality MC	39
4.6.2 Hacked, Defaced, or Spammed Pages	39
4.6.3 Auto-generated MC	39
4.6.4 Copied MC with No Added Value	40
4.6.5 How to Determine if Content is Copied	40
4.7 Examples of Lowest Quality Pages	42
5.0 Low Quality Pages	50
5.1 Lacking E-E-A-T	51
5.2 Low Quality Main Content	51
5.3 Distracting Ads/SC	53
5.4 Mildly Negative Reputation of the Website or Content Creator	53
5.5 Unsatisfying Amount of Information about the Website or Content Creator	53
5.6 Examples of Low Quality Pages	54
6.0 Medium Quality Pages	57
6.1 Types of Medium Quality Pages	58
6.2 Examples of Medium Quality Pages	58
7.0 High Quality Pages	60
7.1 High Quality Main Content	61
7.2 Positive Reputation	61
7.3 High Level of E-E-A-T	62
7.4 Examples of High Quality Pages	63
8.0 Highest Quality Pages	66
8.1 Very High Quality MC	67
8.2 Very Positive Reputation	67
8.3 Very High Level of E-E-A-T	67
8.4 Examples of Highest Quality Pages	68
9.0 Page Quality Criteria for Specific Types of Pages	74
9.1 Ratings for Encyclopedia Pages	74
9.2 Ratings for Pages with Error Messages or No MC	74
9.3 Ratings for Forums and Q&A Pages	76
10.0 Page Quality Rating Tasks	80
10.1 Instructions for Rating Page Quality Tasks	80
11.0 Page Quality Rating FAQs	81
Part 2: Understanding Search User Needs	83
12.0 Understanding Search Users, Queries, and Results	83
12.1 Important Rating Definitions and Ideas	83
12.2 Understanding the Query	84
12.3 Locale and User Location	84
12.4 Queries with an Explicit Location	85
12.5 Queries with Multiple Meanings	85
12.6 Query Meanings Can Change Over Time	87