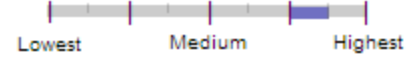
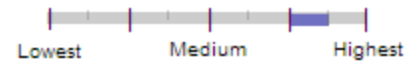
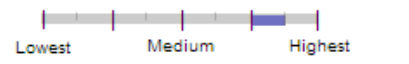
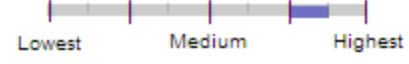


Webpage/Type of Content	High Quality Justification	PQ Rating and Explanation
<a href="#">High: Small business 2</a> Local preservation center	<ul style="list-style-type: none"> <li>Satisfying MC: achieves the purpose of the page well</li> <li>High E-E-A-T for the purpose of the page</li> </ul>	 <p>This is the News and Updates section of a local preservation center selling poultry, vegetables, and more (Expertise). The MC is high quality (effort, original content unique to this site).</p> <p>Note: This example was added in 2014 so the “News and Updates” were timely.</p>
<a href="#">High: Blog post</a> Parenting article about strollers	<ul style="list-style-type: none"> <li>Satisfying MC: achieves the purpose of the page well</li> <li>Positive content creator reputation for the topic of the page</li> <li>High E-E-A-T for the purpose of the page</li> </ul>	 <p>This is a blog post on a newspaper that has won several prestigious awards. The author of this blog post has become known as an expert on parenting issues (Expertise) and is a regular contributor to this and other media websites (positive content creator reputation). The MC demonstrates effort and is original to this site.</p>
<a href="#">High: Shopping 1</a> Backpack shopping page on a popular store website	<ul style="list-style-type: none"> <li>Satisfying MC: achieves the purpose of the page well</li> <li>Positive website reputation for the topic of the page</li> <li>High E-E-A-T for the purpose of the page</li> </ul>	 <p>The purpose of this page is to allow users to buy a school backpack. The page provides a lot of different backpack options, and some of them have user reviews.</p> <p>This is a well-known, reputable merchant, with detailed Customer Service information on the site, making it very trustworthy (Trust). The MC demonstrates effort, and the products on sale are unique to this site (effort, original content).</p>
<a href="#">High: Shopping 2</a> Bathroom décor page on a store website	<ul style="list-style-type: none"> <li>Positive website reputation for the topic of the page</li> <li>High E-E-A-T for the purpose of the page</li> </ul>	 <p>This company sells its own line of high end, fashionable baby and children’s furniture and accessories. It has a positive reputation and expertise in these specific types of goods. Many products sold on the site are unique to this company.</p>
<a href="#">High: Video 1</a> Saturday Night Live video on a video website	<ul style="list-style-type: none"> <li>Satisfying MC: achieves the purpose of the page well</li> <li>High E-E-A-T for the purpose of the page</li> </ul>	 <p>The MC of this video page is an episode of Saturday Night Live, which represents original content produced by a talented organization with experience and expertise in producing humorous television shows.</p>