

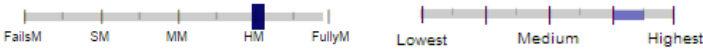
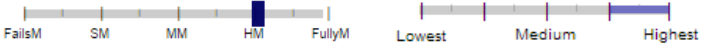
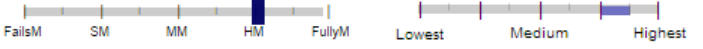
21.0 Product Queries: Importance of Browsing and Researching

Some product queries, such as [ipad reviews], have a clear information-seeking (**Know**) intent. Other product queries, such as [buy ipad], have a clear purchase (**Do**) intent. And some product queries, such as [ipad store.apple.com], have a clear navigation (**Website**) intent. However, most product queries don't obviously specify one type of intent.

Keep in mind that many users enjoy browsing and visually exploring products online, similar to window shopping in real life. Give high Needs Met ratings to results that allow users to research, browse, and decide what to purchase.

Users may not always plan to buy products online that they are browsing and researching, for example, cars or major appliances. Even though the ultimate goal may be to purchase a product, many other activities may take place first: researching the product (reviews, technical specifications), understanding the options that are available (brands, models, pricing), viewing and considering various options (browsing), etc.

Important: Page Quality ratings for product results need extra care and attention.

| Query and User Intent | Result Block and LP, Needs Met Rating, Page Quality Rating | Explanation |
|--|---|---|
| <p>Query: [high definition tv]</p> <p>User Intent: This query doesn't specify a size or brand of TV. Users are probably doing research before making a purchase.</p> | <p>HDTV Reviews HDTVs Review PCMag.com www.pcmag.com/reviews/HDTV PCMag provides up-to-date coverage and product reviews of HDTVs.</p>  | <p>This LP has comprehensive information about different types of high definition TVs (plasma, LCD, LED), as well as reviews about many specific models. The website is known for having helpful reviews and information about electronics.</p> |
| <p>Query: [girl toddler jeans size 3T]</p> <p>User Intent: The query is very specific. The user wants to browse and find an item to buy.</p> | <p>Toddler Girl Jeans at babyGap Gap - Free Shipping on \$50 www.gap.com > Home > Toddler Clothing Mobile-friendly - Gap toddler girl jeans collection includes a variety of popular styles. Pick from toddler girls jeans in skinny, wide leg and ...</p>  | <p>This is a helpful page for browsing and shopping for toddler girls jeans. There are many options for jeans in size 3T. This is a high quality store known for selling jeans.</p> |
| <p>Query: [cufflinks]</p> <p>User Intent: Most users probably want to find different cufflink styles and options to browse or purchase.</p> | <p>Cuff Links for Men & More Men's Jewelry Nordstrom m.shop.nordstrom.com/c/mens-cuff-links Mobile-friendly - Free shipping on cuff links & men's jewelry at Nordstrom.com. Shop cuff links, tie clips, bracelets & necklaces. Totally ...</p>  | <p>This LP has a large collection of cufflinks from a very reputable retailer. There are many options and styles. This is a good page for browsing. There are helpful features at the top to choose styles, price ranges, etc.</p> |