

13.5 Slightly Meets (SM)

A rating of **Slightly Meets** is assigned to results that are helpful and satisfying for some or few users. **Slightly Meets** results may serve a minor interpretation, be low quality, have stale or outdated information, have some minor inaccuracies, be too specific, too broad, too niche for the general user population considering the query, etc. to receive a higher rating.

Important note: Many users decide which result to click or tap on based on the title of the web result on the search results page. (Note that these titles usually come from webpages.) A result with a very misleading or exaggerated title should be rated **Slightly Meets** or lower, due to the poor user experience that occurs when the landing page does not match the expectation of the user when clicking or tapping on the result.

13.5.1 Examples of Slightly Meets (SM) Result Blocks

Query and User Intent	Result	Rating	Slightly Meets Explanation
Query: [britney spears] User Intent: Find information about Britney Spears (e.g., current news, pictures).	Britney Spears Files for Divorce TMZ.com www.t TMZ.com/.../britney-spears-files-for-... Nov 7, 2006 - Britney Spears has filed a petition for divorce from Kevin Federline. TMZ obtained the legal papers, ...		The LP of this web result has a 2006 article about Britney Spears filing for divorce. This is very old, stale news, making the result helpful for few users.
Query: [honda odyssey] User Intent: We will assume that users are interested in the current Honda Odyssey model, unless specified otherwise.	2010 Honda Odyssey - Kelley Blue Book www.kbb.com/honda/odyssey/2010-hon... Review by KBB.com Editors - Jan 6, 2010 Learn more about the 2010 Honda Odyssey with Kelley Blue Book expert reviews. Discover information including ...		Although the LP has comprehensive information from a reputable source, the information is about the 2010 Honda Odyssey. This information would be considered stale for the query today, making this result helpful for some or few users.
Query: [hot dog] User Intent: Find information about hot dogs, such as recipes or nutrition information.	Hot Dog... The Movie (1984) - IMDb www.imdb.com/title/tt0087425/ Directed by Peter Markle. With David Naughton, Patrick Houser, Tracy Smith, John Patrick Reger. Naive corn-pone ...		The LP of this web result is about the movie "Hot Dog," which came out in 1984 and is a minor interpretation of this query. Because this is an unlikely interpretation, this web result would be helpful for few users, even though the landing page has good content from a reputable source.
Query: [motorcycles] User Location: Potsdam, New York User Intent: Find information about motorcycles.			This result provides contact information for one of the two motorcycle shops in Potsdam, New York. It is possible this would be helpful for some users, but many users would be looking for information. Additionally, there is distracting information (a listing for an insurance agent).