

## 4.0 Lowest Quality Pages

**Lowest** quality pages are untrustworthy, deceptive, harmful to people or society, or have other highly undesirable characteristics. The considerations for **Lowest** quality include quality of the MC, reputation, E-E-A-T, etc., but there are special checks you will need to complete first.

As a reminder, here are the steps for doing PQ rating:

1. Assess the true purpose of the page. If the website or page has a harmful purpose or is designed to deceive people about its true purpose, it should be rated **Lowest**.
2. Assess the potential of the page to cause harm as described in these guidelines. Websites or pages that are harmful to people or society, untrustworthy, or spammy as specified in these guidelines should receive the **Lowest** rating.
3. Otherwise, the PQ rating is based on how well the page achieves its purpose using the criteria outlined in these guidelines.

Steps 1 and 2 are a screening process to quickly detect harmful content before other PQ considerations are applied.

To identify **Lowest** quality pages, start by considering the following:

Initial Consideration	Lowest Quality Pages
The purpose of the page	<b>The Lowest rating is required</b> if the page has a harmful purpose, or if it is designed to deceive people about its true purpose or who is responsible for the content on the page.
The potential for the page to cause harm as described in these guidelines	<b>The Lowest rating is required</b> if the MC is harmful to self or others, harmful to specified groups, or contains harmfully misleading information.
The topic of the page, the type of website, and the extent to which YMYL standards apply	A page on any topic or any type of website may qualify for <b>Lowest</b> .  Give special scrutiny to pages or websites needing a high level of trust, such as online stores, medical websites, or news coverage of major civic issues.