





## 12.8 Understanding Result Blocks

The following sections contain examples of different types of queries and results.

### 12.8.1 Web Search Result Block Examples

Web Search Result Blocks typically have a title link, a URL and a “snippet” of text describing the page. For many queries, Web Search Result Blocks are the most helpful type of result.

Query and User Intent	Web Search Result Block
<p><b>Query:</b> [cuisinart food processor reviews]</p> <p><b>User Intent:</b> This is a <b>Know</b> query. The user wants to find recent reviews of Cuisinart food processors.</p> <p><b>Result:</b> This is a Web Search Result Block that has a link to a landing page with Cuisinart reviews.</p>	<div> <a href="https://www.goodhousekeeping.com">https://www.goodhousekeeping.com</a> &gt; ...</div> <h3>9 Best Food Processors of 2022, According to Kitchen Appliance Experts - Good Housekeeping</h3>  <p>Dec 9, 2021 — Ranking at the top of our tests, this 3-cup Cuisinart is a great do-it-all size: The chop and grind functions provide versatility to mince ...</p> <p>Approx. \$40 to \$1,499</p>
<p><b>Query:</b> [broadway tickets]</p> <p><b>User Intent:</b> This is a <b>Know</b> query or <b>Do</b> query. The user wants to search prices and/or purchase tickets to a Broadway show in New York City.</p>	<div> <a href="https://www.broadway.com">https://www.broadway.com</a></div> <h3>Broadway Tickets   Broadway Shows   Theater Tickets   Broadway.com</h3> <p>The most comprehensive source for Broadway Shows, Broadway Tickets, Off-Broadway, London theater information, Tickets, Gift Certificates, Videos, ...</p>  <div><a href="#">Shows</a> <a href="#">Tickets</a> <a href="#">The Broadway Show</a> <a href="#">Company Ticket</a></div>