





3.2 Quality of the Main Content

The quality of the Main Content (MC) is one of the most important considerations for PQ rating. The MC plays a major role in determining how well a page achieves its purpose.

The unifying theme for evaluating the quality of the MC is the extent to which the MC allows the page to achieve its purpose and offers a satisfying user experience. For most pages, the quality of the MC can be determined by the amount of **effort**, **originality**, and **talent or skill** that went into the creation of the content. For informational pages and pages on YMYL topics, **accuracy** and consistency with well established expert consensus is important.

	<p>Effort: Consider the extent to which a human being actively worked to create satisfying content. Effort may be direct, such as a person translating a poem from one language to another. Effort may go into designing page functionality or building systems that power a webpage, such as the creation of a page that offers machine translation as a service to users. On the other hand, the automatic creation of thousands of pages by running existing freely available content through existing translation software without any oversight, manual curation, etc., would not be considered to have human effort.</p> <p>For pages like social media posts or forum discussions, the level of participation and depth of conversation is an important part of effort. Contributions from multiple individuals on such pages can add up to a significant amount of total human effort.</p>
	<p>Originality: Consider the extent to which the content offers unique, original content that is not available on other websites. If other websites have similar content, consider whether the page is the original source.</p>
	<p>Talent or Skill: Consider the extent to which the content is created with enough talent and skill to provide a satisfying experience for people who visit the page.</p>
	<p>Accuracy: For informational pages, consider the extent to which the content is factually accurate. For pages on YMYL topics, consider the extent to which the content is accurate and consistent with well-established expert consensus.</p>

The purpose of the page, topic of the page, and type of website all play a role in how to evaluate the quality of the MC. For example, consistency with well-established expert consensus is important for medical advice. Skill is important for how-to videos. Talent and originality is important for artistic expression. The amount of effort expected for a short video shared on social media is less than for a full-length, professionally produced documentary on a streaming video website, but both need sufficient effort to create satisfying content for their purpose. Think about what effort, originality, talent, or skill looks like for the type of page that you are evaluating.

For each page you evaluate, spend a few minutes examining the MC before drawing a conclusion about it. Read the article, watch the video, examine the pictures, use the calculator, play the online game, etc. Remember that MC also includes page features and functionality, so test the page out. For example, if the page is a product page on a store website, put at least one product in the cart to make sure the shopping cart is functioning. If the page is an online game, try to play the game yourself. Do your best to imagine that you are someone who's very interested in the topic, functionality, or purpose served by the page, then think about how satisfying the MC would be for that person.

High and low quality MC comes in all formats (e.g., text, audio, video, images) and all lengths (e.g., short-form videos and full-length professional documentaries). High and low quality content also exists on all types of websites, from small personal sites to large corporate sites, from forums and social media to websites that handle financial transactions. Think carefully about what helps the page achieve its purpose and what makes the MC satisfying for users.