

2.4.2 Identifying the Supplementary Content (SC)

Supplementary Content contributes to a good user experience on the page, but does not directly help the page achieve its purpose. SC is an important part of the user experience. One common type of SC is navigation links that allow users to visit other parts of the website. In some cases, content behind tabs may be considered part of the SC.

Sometimes the easiest way to identify SC is to look for the parts of the page that *are not* MC or Ads.

Type of Page and Purpose	SC Highlighted in Blue
News article page: the purpose is to communicate information about an event or news topic.	SC - News Article
Store product page: the purpose is to sell or give information about the product.	SC - Shopping Page
Blog post page: the purpose is to share music used on a TV show.	SC - Blog Post Page

2.4.3 Identifying Advertisements/Monetization (Ads)

Ads may contribute to a good user experience. Advertisements/Monetization (Ads) is content and/or links that are displayed for the purpose of monetizing (making money from) the page. The presence or absence of Ads is not by itself a reason for a **High** or **Low** quality rating. Without advertising and monetization, some webpages could not exist because it costs money to maintain a website and create high quality content.

There are many different ways to monetize a webpage, including advertisements and affiliate programs. See [here](#) for more information on website monetization. Note that monetization on mobile pages may be more subtle than monetization on desktop pages.

The most common type of monetization is advertisements. Ads may be labeled as "ads," "sponsored links," "sponsored listings," "sponsored results," etc. Ads may change when you reload the page, and different users may see different Ads on the same page.

Website owners can choose to display Ads on their page (such as by joining an [advertising network](#)), but they may not always directly control the content of the Ads. However, we will consider a website responsible for the overall quality of the Ads displayed.

Important: For the purpose of these guidelines, we will consider monetized links of any type to be "Ads." See [here](#) for different types of website monetization.

Type of Page and Purpose	Ads Highlighted in Red
News article page: the purpose is to communicate information about an event or news topic.	Ads - News Article
Blog post page: the purpose is to share music used on a TV show.	Ads - Blog Post Page
Store product page: the purpose is to sell or give information about the product.	No ads – Shopping Page

2.4.4 Summary of the Parts of the Page

Let's put it all together.

- **Main Content (MC)** is any part of the page that directly helps the page achieve its purpose. MC is (or should be!) the reason the page exists. The quality of the MC plays a very large role in the Page Quality rating of a webpage.
- **Supplementary Content (SC)** is also important. SC can help a page better achieve its purpose or it can detract from the overall experience.
- Many pages have **advertisements/monetization (Ads)**. Without advertising and monetization, some webpages could not exist because it costs money to maintain a website and create high quality content. The presence or absence of Ads is not by itself a reason for a **High** or **Low** quality rating.

On some pages, user reviews and comments may be considered MC, and on other pages they may be considered SC. Use your best judgment and think about the purpose of the page.