

## 9.0 Page Quality Criteria for Specific Types of Pages

### 9.1 Ratings for Encyclopedia Pages

There are many encyclopedia-type websites. Some are highly-respected publications that are standard references, while some are websites with content created and edited by anonymous users, with no editorial oversight or fact checking. We may not always know the author of the specific encyclopedia article, and therefore must rely on website reputation research to determine the E-E-A-T of the article. **High** and **Highest** quality ratings should only be used for encyclopedias with very good reputations for accuracy and expertise, where the article itself is well-researched with appropriate references cited.

A note about Wikipedia: in general, the website has a good reputation and is a very popular resource that is generally valued for accuracy. However, there is no single author or organization that vouches for the accuracy of Wikipedia articles, and the quality of pages varies. You should check individual articles to evaluate the quality of the MC.

A Wikipedia article on a non-YMYL topic ([example](#)) with a satisfying amount of accurate information and trustworthy [external references](#) can usually be rated in the **High** range. A PQ rating in the **Medium** range is often appropriate for pages with less extensive MC and external references. Naturally, Wikipedia articles with very little MC should get lower PQ ratings. Factual inaccuracy is a sufficient reason for a **Low** or **Lowest** rating.

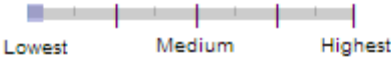
### 9.2 Ratings for Pages with Error Messages or No MC

In PQ rating tasks, you may encounter pages with error messages or other types of "broken" pages. Please think about whether the page offers help for users—did the website owner make an effort to ensure that users visiting the page have a good experience and get help finding what they are looking for?

Pages with an explicit error (or custom 404) message are often **Medium** quality, since they tend to clearly communicate that there's a problem and help users navigate to other/better pages on the website. A rating of **High** (or occasionally even **Highest**) may be used for the rare error message page that involves a high level of effort and original content and provides a truly satisfying experience for users.

Pages that are "broken" are often **Low** quality, because the broken aspect prevents them from achieving their purpose even if the problem is temporary and likely to be fixed later on by the website owner. However, sometimes "broken" pages should be rated **Lowest** if the problem is not temporary and instead is due to a systemic problem with the website. To differentiate between **Low** quality (temporarily broken) vs. **Lowest** quality (evidence of a systemic problem) pages, check other pages on the same website. If many other pages have the same problem, there is a systemic lack of effort on the part of the website owner that justifies the **Lowest** rating. Otherwise, use the **Low** rating to reflect the (hopefully temporary!) issue with the MC on the page.

Here are some examples:

Webpage/Type of Content	Characteristics of the Page	PQ Rating and Explanation
<a href="#">Lowest: Deliberately created with no MC</a> (systemic problem)	<ul style="list-style-type: none"><li>No MC</li><li>Content created with little to no effort, talent, skill, originality, manual curation, or added value for users</li></ul>	 <p>This is an example of a page with no MC. You might think that the MC is "missing" due to a problem with this particular page, but in fact, this website has hundreds of pages that look the same—no MC, just Ads. This website shows Ads with little or no attempt to help users, and should be rated <b>Lowest</b> quality.</p>