8.0   Highest Quality Pages

Highest quality pages serve a beneficial purpose and achieve that purpose very well. The distinction between **High** and **Highest** is based on the quality of MC, the reputation of the website and content creator, and/or E-E-A-T.

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

Initial Consideration	**Highest** Quality Pages
The purpose of the page	**Highest** quality pages have a beneficial purpose.
The potential for the page to cause harm as described in these guidelines	**Highest** quality pages are not expected to cause harm.
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 **Highest.** Give special scrutiny to pages on YMYL topics or websites needing a high level of trust, such as online stores.
The title of the page	**Highest** quality pages have titles that summarize the page.
The role of Ads and SC on the page	The Ads and SC do not block or significantly interfere with the MC on **HIghest** quality pages. **Remember**: Many websites need monetization to share content with users. The presence or absence of Ads alone is not a consideration for PQ rating.
Information provided by the website and content creator	**Highest** quality pages have adequate information about the website and content creator for the purpose of the page. For stores or websites that process financial transactions, examine the customer service information. **Important:** For personal content shared on social media platforms or forums, an alias or username is adequate.

Next, assess the page to determine if the criteria for **Highest** apply:

Highest Page Quality Assessment	**Highest** Quality Pages must demonstrate at least one of the following
Quality of the MC	MC created with a very high level of effort, originality, talent, or skill such that the page achieves its purpose very well.
Reputation of the website and content creator	Very positive reputation of the website for the topic of the page. Very positive reputation of the content creator for the topic of the MC.
Trustworthiness of the page: E-E-A-T	Very high level of E-E-A-T for the purpose of the page.