

Appendix 2: Guideline Change Log

This guideline is updated regularly to remain relevant over time. Changes from the past two years (December 2020 - December 2022) are summarized below.

Date Published	Summary of Changes
December 2022	<ul style="list-style-type: none"> Broadly refreshed concepts and rating criteria in 'Part 1: Page Quality Guideline' to be more explicitly applicable to all types of websites and content creation models Clarified guidance on 'Finding Who is Responsible for the Website and Who Created the Content on the Page' for different webpage types Added summary table with the top 'Page Quality Considerations' involved in PQ rating, which carry through to each PQ rating section (Lowest to Highest) Refined/expanded guidance on the following core pillars of Page Quality Rating: <ul style="list-style-type: none"> 'Main Content Quality' 'Reputation for Websites and Content Creators' 'Experience, Expertise, Authoritativeness, and Trust (E-E-A-T)' Reordered PQ rating sections from Lowest to Highest; streamlined transitions between these sections; de-duped existing guidance and examples as appropriate Added more guidance and clarifications to sections: 'Pages with Error Messages or No MC', 'Forums and Q&A Pages', and 'Page Quality Rating FAQs' Reformatted lists of concepts and examples into tables (throughout/as appropriate) Minor changes throughout (updated language, examples, and explanations for consistency across sections; removed outdated examples; fixed typos; etc.)
July 2022	<ul style="list-style-type: none"> Refreshed language to be aligned with the newly published Search Quality Rater Guidelines: An Overview Refined YMYL to focus on topics that require a high level of accuracy to prevent significant harm; added a new table of examples and refreshed existing examples Added clarifications to Low and Lowest Page Quality sections to emphasize that the type and level of E-A-T depends on the purpose of the page, and that low quality and harmful pages can occur on any type of website Refactored language throughout to be applicable across all devices types Minor changes throughout (updated screenshots; removed or updated outdated examples and concepts; removed user location when irrelevant; etc.)
October 2021	<ul style="list-style-type: none"> Expanded the definition of the YMYL subcategory 'Groups of people' Refreshed guidance on how to research reputation information for websites and content creators Restructured and updated 'Lowest Page Quality' section; reorganized and refreshed examples to reflect new structure Simplified the definition of 'Upsetting-Offensive' to remove redundancy with Lowest Page Quality section Minor changes throughout (updated screenshots and URLs, wording, and examples for consistency; removed outdated examples; fixed typos; etc.)