

Here are some examples of pages with **Low** quality MC:

Low Quality MC Examples	Why the MC is considered Low quality
A crafting tutorial page with instructions on how to make a basic craft and lots of unhelpful "filler" at the top, such as commonly known facts about the supplies needed or other non-crafting information.	Lacks adequate effort to clearly present the instructions to people hoping to make the craft.
A list of the best vacuum cleaners with product images and reviews that are paraphrased or summarized from other sources, with minimal signs of effort or original content added by the content creator.	Lacks adequate effort and first-hand experience from the content creator.
A slide show of the top 10 world destinations using other people's pictures and existing top 10 lists.	Lacks effort and originality.
A page titled "How many centimeters are in a meter?" with a large amount of off-topic and unhelpful content such that the very small amount of helpful information is hard to find.	Lacks effort, has excessive filler, lacks depth, and has only commonly known facts.
A list of the tallest mountains in the world that is missing Mount Everest.	Lacks accuracy and effort.

The title of the page is also considered part of the MC. Titles are important because they represent the page in search results and help users decide what to click on. A misleading title can lead to a poor search experience. Exaggerated or shocking titles are evidence of **Low** quality because of the poor user experience that results when users see the actual MC after reaching the page.

Here are some examples of pages with **Low** quality titles:

Low Quality Title Examples	Why the Title is considered Low quality
A page titled "Pink Elephant: Part 2 coming soon!", but includes only speculation and rumor about a potential movie sequel that may or may not be produced.	Slightly misleading title would give people the impression that the movie sequel has a confirmed release date, and that the page would provide accurate information about it.
A page titled "Is the World about to End? Mysterious Sightings of Sea Serpents Prompt Panic!", for an article about the remains of a dead fish on a beach.	Exaggerated and shocking title is a mismatch with the content of the article.
A page titled "Eat the Healthiest Foods in the WORLD to extend your life!!!!" for a list of tips on how to add more fruits and vegetables to meals.	Overly exaggerated title suggests that the page would offer something more than the basic nutrition advice it provides.

The level of talent or skill required for artistic expression by ordinary people on social media or other websites that allow content sharing should be viewed leniently. In many cases, people post activities to share with friends, such as a video documenting a first attempt at a new hobby. These types of pages should not be considered **Low** on the basis of talent or skill because the primary purpose is sharing content. Use the **Low** rating only if the lack of talent or skill prevents the page from achieving its purpose well.

Important: **Low** quality MC does not meet the standard for **Lowest** and is not harmful, but it is unsatisfying for the purpose of the page or causes the page to fail to achieve its purpose well.