

7.1 High Quality Main Content

High quality MC should be satisfying for people visiting the page. High quality MC shows evidence of effort, originality, talent, or skill. For informational pages, High quality MC must be accurate and consistent with well-established expert consensus when such consensus exists. Have high standards! If you aren't sure whether the content is high quality, try finding other pages on the same topic to help calibrate your assessment: "typical" and "average" pages on a topic generally have Medium (not High) quality MC.

To help develop your standards, here are some examples of **High** quality MC in contrast with **Low** quality MC:

High Quality MC: Details and Examples	Low Quality MC: Details and Examples
<p>High level of effort: The website or content creators worked hard to create content that achieves the purpose of the page. The MC is well-organized, edited, and curated to support the purpose.</p> <ul style="list-style-type: none">• A news article with accuracy, depth, and clarity• A Q&A page or forum post with meaningful discussion by multiple participants• A well-organized crafting tutorial page with clear, helpful instructions so that others can make the craft successfully	<p>Low level of effort: The MC shows signs of a lack of effort by the website or content creators.</p> <ul style="list-style-type: none">• Lack of curation or editing: Content that helps the page achieve its purpose is mixed with less helpful distracting or filler content• Lack of content creation: A forum post with little discussion or only superficial comments• Lack of organization: A crafting tutorial page with lots of unhelpful "filler" at the top and little effort put into explaining how to make the craft (the purpose of the page) at the bottom
<p>High originality</p> <ul style="list-style-type: none">• The MC is unique or original to the website• Original photos or video footage produced by the website or content creator• The content on the page is unique to the content creators, such as a personal perspective based on first-hand life experience	<p>Low originality</p> <ul style="list-style-type: none">• Information is summarized from other sources with little added value• Photos or videos come from other sources• A summary of the perspectives of others, such as summarizing product reviews written by others
<p>High level of talent or skill</p> <ul style="list-style-type: none">• The MC showcases the talent of the creator, e.g. a video of a talented content creator dancing• The MC allows the page to achieve its purpose well because the content creator has talent or skill, e.g. a how-to article on plumbing by a skilled plumber	<p>Low level of talent or skill</p> <ul style="list-style-type: none">• A lack of adequate talent or skill prevents the page from achieving its purpose, e.g. a how-to article on plumbing by someone who does not have the necessary skill to explain the steps accurately

7.2 Positive Reputation

Positive reputation of the website can be a reason for a **High** rating if the website is responsible for the MC. If the website is not responsible for the MC (e.g., posts on social media websites or forums), positive reputation of the content creator(s) can be a reason for the **High** rating.

For non-YMYL topics, reputation information may be less formal. Popularity, user engagement, and user reviews can be considered evidence of reputation for non-YMYL websites: websites can be considered to have a positive reputation if they are popular and well-known for their topic or content type.

Remember: Many smaller websites and ordinary people have little reputation information available. A page can still receive a **High** rating without reputation information.