

6.0 Medium Quality Pages

Medium pages have a beneficial purpose and achieve their purpose. There is nothing wrong with **Medium** quality pages. Expect to encounter many **Medium** quality pages in PQ rating tasks.

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

Initial Consideration	Medium Quality Pages
The purpose of the page	Medium quality pages have a beneficial or non-harmful purpose.
The potential for the page to cause harm as described in these guidelines	Medium 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 Medium . 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	Medium 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 Medium 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	Medium 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 **Medium** apply:

Medium Page Quality Assessment	Medium Quality Criteria
Quality of the MC	MC created with adequate effort, originality, talent, or skill such that the page achieves its purpose.
Reputation of the website and content creator	Not especially positive nor especially negative: Reputation information found about the website or content creator is not concerning, but not positive enough to justify a higher rating.
Trustworthiness of the page: E-E-A-T	Adequate level of E-E-A-T for the purpose of the page.