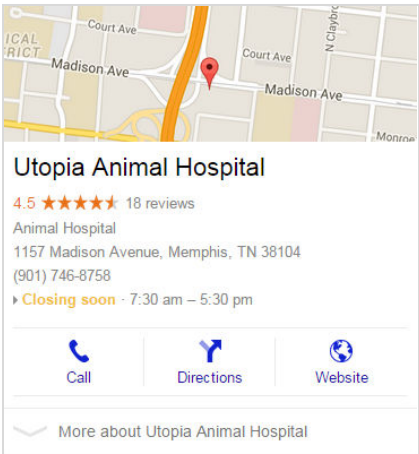

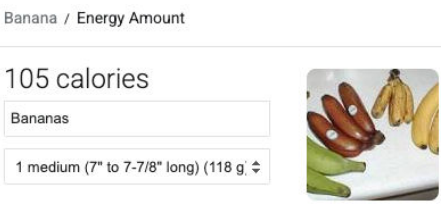
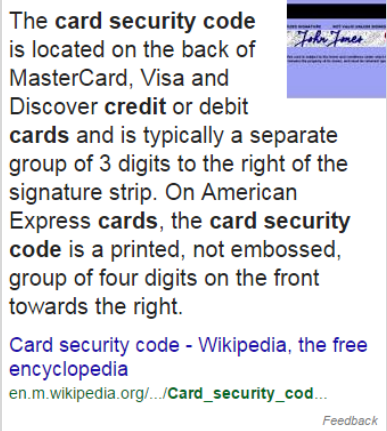
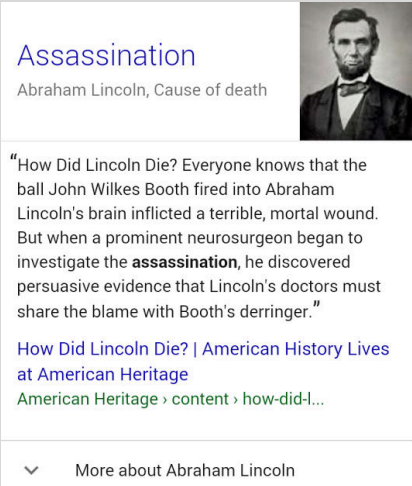
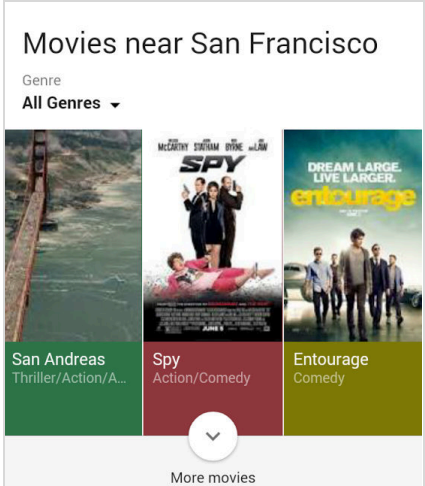


Here are some examples of Special Content Result Blocks where the block should be rated primarily on the content inside the block itself. As always, please use your judgment.

| Query and Special Content Result Block | | |
|--|--|--|
| <p>Query: [utopia animal hospital]</p>  | <p>Query: [chicago weather]</p>  | <p>Query: [calories in a banana]</p>  |
| <p>Query: [how to find security code on visa]</p>  | <p>Query: [how did Lincoln die]</p>  | <p>Query: [movies san francisco]</p>  |

Note: The guidance in this section specifically applies to Needs Met ratings. For Special Content Result Blocks that have landing pages, you may or may not also be asked to provide PQ ratings. In these cases, your PQ rating should always be based on the landing page. Please refer to [Section 14.0](#) for more about the relationship between Needs Met and Page Quality ratings.