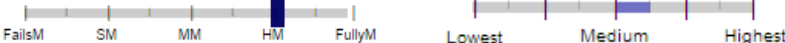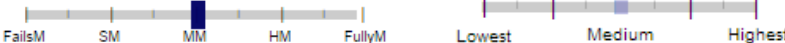## 19.2   Name Queries

Consider the query [john stuart], English (US).  There is a very famous Jon Stewart, the comedian and former host of a popular U.S. television show.  However, we should not assume that the query [john stuart] has been misspelled.  There are many people named John Stuart.  We will respect the query as written and assume the user is looking for someone named "John Stuart."

| Query and Possible User Intents | Result Block and LP, Needs Met Rating, Page Quality Rating | Explanation |
|---|---|---|
| **Query:** [micheal jordan], English (US)<br><br>**User Intent:** There are many people named "Micheal Jordan."<br><br>Helpful results for more prominent people named Micheal Jordan should receive higher ratings than helpful results for less prominent people named Micheal Jordan.<br><br>Because Michael Jordan is such a famous athlete/celebrity, we will consider Michael Jordan to be a minor interpretation. | **Micheal Jordan profiles \| LinkedIn**<br>https://www.linkedin.com/.../Micheal/Jor...<br>Mobile-friendly - View the **profiles** of professionals named Micheal **Jordan** on **LinkedIn**. There are 25 professionals named Micheal ...<br><br>FailsM  SM  MM  HM (HM marked)  FullyM    Lowest  Medium (marked)  Highest | The page lists all members of the LinkedIn site named "Micheal Jordan."  LinkedIn is a very popular social networking website for professionals in the U.S. This result would be very helpful for many or most users trying to find information about someone named "Micheal Jordan." |
| | **Micheal Jordan \| LinkedIn**<br>www.linkedin.com/.../micheal-jordan/.../...<br>Atlanta, Georgia - Facilities Services Professional<br>Office Supporter at **Fort Street** U.M. Church; Administrator/Facilitator at **Fort Street United Methodist** Church; Supervisor ...<br><br>FailsM  SM  MM (MM marked)  HM  FullyM    Lowest  Medium (marked)  Highest | LinkedIn page for Micheal Jordan, a facilities services professional in Atlanta, Georgia. |
| | **NBA.com: Michael Jordan Career Stats**<br>www.nba.com/history/.../jordan_stats.htm...<br>Full Name: **Michael** Jeffrey **Jordan** Born: 2/17/63 in Brooklyn, N.Y. High School: Laney (Wilmington, N.C.) College: North ...<br><br>FailsM  SM (between FailsM and SM marked)  MM  HM  FullyM    Lowest  Medium  Highest (Highest marked) | Michael Jordan's player profile page on the NBA basketball website. |

## 20.0   Non-Fully Meets Results for URL Queries

Raters sometimes ask the question, "For a well-formed working URL query, are the only acceptable Needs Met ratings for a result either **Fully Meets** or **Fails to Meet**?"  The answer is no.  There can be other helpful results for URL queries.

Some users issue URL queries to find information about a website, such as reviews or recent news.  We recommended this to you as one method of reputation research in the PQ guidelines.  Real users do this too.  Results that give reviews and reputation information can be very helpful for a URL query.

However, websites that offer usage statistics about a website are not usually helpful results for URL queries.  Most users aren't interested in this kind of information.