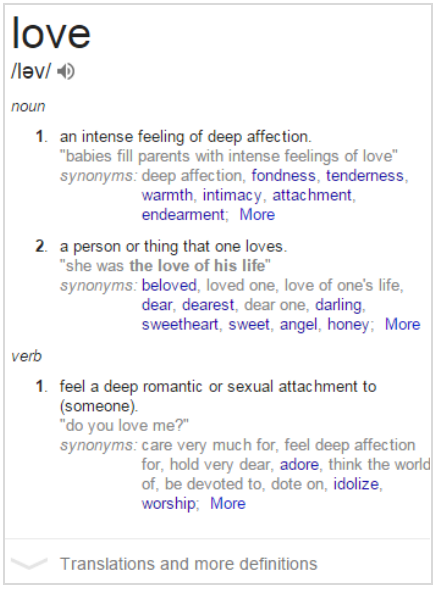
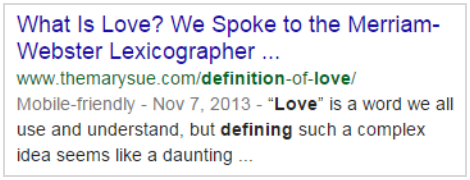
For example, think about the query [what does love mean].

Result Block	Query: [what does love mean]	Rating
Special Content Result Block		Most users would probably not click on the Special Content Result Block, because the block contains a large amount of helpful content and has no obvious landing page link associated with it. Therefore, base your rating on the content inside the block itself.
Web Search Result Block		In this case, users would have to click on the web search result in order to get an answer to the question. Therefore, base your rating on the content of the landing page.