

Part 1: Page Quality Rating Guideline

1.0 Introduction to Page Quality Rating

A Page Quality (PQ) rating task consists of a URL and a grid to record your observations as you explore the landing page and the website associated with the URL. The goal of PQ rating is to evaluate how well the page achieves its purpose.

Here's what you'll need to be a successful Page Quality rater:

- Your experience using the web as an ordinary user in your rating locale.
- In-depth knowledge of these guidelines.
- And most importantly—practice doing PQ rating tasks!

2.0 Understanding Webpages and Websites

Page Quality rating requires an in-depth understanding of websites. We'll start with the basics. Along the way, we'll share important information about Page Quality rating, so please read through this section even if you are a website expert!

2.1 Important Definitions

Here are some important definitions:

A **search engine** is a tool to help people find or interact with content available on the Internet.

In these guidelines, the word "**user**" refers to a person trying to find information or accomplish a task on the Internet. Users are people from many different backgrounds, whose experiences and needs may differ from your own: people of all ages, genders, races, religions, political affiliations, etc.

A **webpage** is connected to the World Wide Web and can be viewed or "visited" using a web browser (e.g., Chrome), a browser on your phone, or a search app. In the 1990s, webpage content was mostly text and links. Today, webpage content includes many forms of media (such as images, videos, etc.) and functionality (such as online shopping features, email, calculator functionality, online games, etc.).

A **URL** is a string of letters, numbers, and punctuation that your web browser uses to "find" and display a webpage. Page Quality rating doesn't require you to have in-depth understanding of the structure of URLs, i.e., you don't need to know the difference between host, domain, etc. But if you are interested, see [here](#) to read more.

A **website** or **site** is a group of World Wide Web pages usually containing hyperlinks to each other and made available online by an individual, company, educational institution, government, or organization. Popular websites include Facebook, Wikipedia, Yahoo, YouTube, etc.

Note: In these guidelines, we will use the word "website" to refer to a collection of pages owned and controlled by a single entity (individual, business, etc.). But we will also use "website" to refer to major "independent" sections (or hosts) of some websites that were created to achieve separate purposes. For example, the Yahoo website is organized into different sections (or hosts), such as Yahoo Finance (finance.yahoo.com), Yahoo Mail (mail.yahoo.com), Yahoo Sports (sports.yahoo.com), etc. Each of these has its own purpose. It's OK to refer to each of these sections as a website; for example, the Yahoo Finance website and the Yahoo Sports website. You may also refer to pages on Yahoo Finance or Yahoo Sports as belonging to the Yahoo website.

A **homepage** of a website is the main page of the site. It is usually the first page that users see when the site loads. For example, <http://www.apple.com> is the homepage of the Apple site, <http://www.yahoo.com> is the homepage of the Yahoo company site, and <http://finance.yahoo.com> is the homepage of Yahoo Finance. You can usually find the homepage of a website by clicking on a "home" link or logo link on subpages of a website.

A **website owner** is the person, company, or organization who is responsible for a website.