

5.0 Low Quality Pages

Low quality pages do not achieve their purpose well because they are lacking in an important dimension or have a problematic aspect. **Low** quality pages do not meet the standards for **Lowest** but may have similar though milder undesirable characteristics.

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

Initial Consideration	Low Quality Pages
The purpose of the page	Low quality pages have a beneficial or non-harmful purpose.
The potential for the page to cause harm as described in these guidelines	Low quality pages have either no potential to cause harm, or have some mild potential for harm but do not meet the standards for Lowest as described in Section 4.0 .
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 Low . Give special scrutiny to pages or websites needing a high level of trust, such as online stores, medical websites, or news coverage of major civic issues.

Next, assess the page to determine if any of the criteria for **Low** apply:

Low Page Quality Assessment	Any one of the following is justification for Low
Quality of the MC	MC is created without adequate effort, originality, talent, or skill necessary to achieve the purpose of the page in a satisfying way.
The title of the page	The page title is slightly misleading, shocking, or exaggerated.
The role of Ads and SC on the page	The Ads or SC significantly distract from or interrupt the use of the MC as described in Section 5.3 .
Information provided by the website and content creator	Unsatisfying amount of website information or information about the content creator for the purpose of the page. Important: For personal content shared on social media platforms or forums, an alias or username is adequate.
Reputation of the website and content creator	A mildly negative reputation of the website or content creator.
Trustworthiness of the page: E-E-A-T	Inadequate level of E-E-A-T for the purpose of the page.

Important: Low quality pages can occur on any type of website, including academic websites, nonprofit websites, government websites, or any other generally helpful type of website. Low quality pages may be about any topic. Pages on YMYL topics need more scrutiny for signs of Low quality related to the MC and website/content creator because the page could impact a person's health, financial stability, or safety, or the welfare or well-being of society. However, for any type of page, a single Low quality attribute is enough to use the **Low** quality rating.