

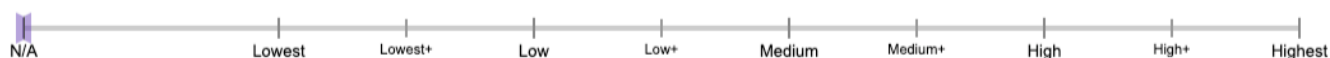
3.0 Overall Page Quality Rating

Now that you are an expert in understanding websites and webpages, here are the high-level steps of Page Quality rating:

1. Assess the true purpose of the page. If the website or page has a harmful purpose or is designed to deceive people about its true purpose, it should be rated **Lowest**.
2. Assess the potential of the page to cause harm as described in these guidelines. Websites or pages that are harmful to people or society, untrustworthy, or spammy as defined in these guidelines should be rated **Lowest**.
3. Otherwise, the PQ rating is based on how well the page achieves its purpose as described in these guidelines.

Important: There are harmful pages that are seemingly “official”, “expert”, or “authoritative”. Any type of website may have pages with harmful MC, from user-uploaded videos and forum posts to harmful products sold online to pages to pages that mimic the look of scientific papers or encyclopedia entries. All pages should be evaluated for harm—including pages on government websites, academic institutions, reputable online stores, charities, or other types of generally helpful websites.

On Page Quality rating tasks, you will use the Page Quality sliding scale (slider) to assign the overall PQ rating. The slider looks like this:



You may also use the in-between ratings of **Lowest+**, **Low+**, **Medium+**, and **High+**. Please interpret the “+” as “+ ½,” meaning that the **Lowest+** rating is halfway between **Lowest** and **Low**, **Low+** is halfway between **Low** and **Medium**, etc.

Identifying **Lowest** and **Low** quality pages can be the most difficult part of PQ rating. The guidance in the sections on **Lowest** and **Low** is more extensive to help you rate accurately. **High** and **Highest** quality pages are typically easier to identify, but be sure to apply the standards and examine the examples throughout these guidelines to help calibrate your ratings. As might be expected, **Medium** quality pages are commonly found online.

3.1 Page Quality Rating Considerations

The following table summarizes the things that you should consider in Page Quality rating. Upcoming sections of these guidelines will elaborate on these considerations and explain how they apply to pages across the PQ rating scale.

Consideration	Why it's Important for Page Quality Rating
The purpose of the page	<p>If the page has a harmful purpose, or if it is designed to deceive people about its true purpose or who is responsible for the content, it should be rated Lowest.</p> <p>Otherwise, PQ rating is the process of determining how well a page achieves its purpose.</p>
The potential for the page or website to cause harm as described in these guidelines	Websites or pages that are harmful to people or society, untrustworthy, or spammy as described in these guidelines should be rated Lowest .
The topic of the page and the extent to which that topic is YMYL	The topic of the page helps determine the standards for your overall PQ assessment. Pages on YMYL topics have higher standards than pages on non-YMYL topics.