

Consideration	Why it's Important for Page Quality Rating
The type of website	<p>Different types of websites and webpages have different expectations for PQ rating. For example, PQ expectations may differ for:</p> <ul style="list-style-type: none"> • Small hobbyist websites vs. large corporate websites • Websites involving financial transactions vs. websites that do not require payment or collect personal information • Websites with content created by ordinary people on a volunteer basis vs. websites with content created by professionals
Information provided by the website and content creator	While the information that websites and content creators provide about themselves isn't always trustworthy, it can provide an important starting point.
Quality of the MC	Consider the extent to which the MC is satisfying and helps the page achieve its purpose.
The title of the page	The title of the page is considered part of the MC. Descriptive MC titles that summarize the page allow people to make informed decisions about what pages to visit.
The role of Ads and SC on the page	<p>Consider the ways in which the Ads and SC contribute to how people experience the page.</p> <p>Remember: Many websites need monetization to share content with users. The presence or absence of Ads alone is not a consideration for PQ rating.</p>
Reputation of the website and content creator	Research the reputation of the website and the content creator to learn about how others view the website and who is behind it.
Trustworthiness of the page: E-E-A-T	Assess how trustworthy the page is. Experience, Expertise and Authoritativeness can help with your assessment of Trust. Some types of pages require a high level of Trust.

Important: These considerations overlap. For example, while examining the quality of the MC, you may notice factual inaccuracies that lower your assessment of Trust. While conducting reputation research, you may find information about the expertise of the content creator which increases your level of Trust. This is how PQ rating is designed to work!