

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

Lowest Page Quality Assessment	Any one of the following is justification for Lowest
Quality of the MC	<ul style="list-style-type: none">• The page is hacked, defaced, or spammed.• The page is gibberish or otherwise makes no sense.• The MC is copied, auto-generated, or otherwise created without adequate effort.• The MC is created with so little effort, originality, talent, or skill that the page fails to achieve its purpose.
The title of the page	The page title is extremely misleading, shocking, or exaggerated.
The role of Ads and SC on the page	The MC is deliberately obstructed or obscured due to Ads, SC, interstitial pages, download links or other content that is beneficial to the website owner but not necessarily the website visitor.
Information provided by the website and content creator	A complete lack of information about who is responsible for the website and its content for YMYL pages or other pages requiring trust.
Reputation of the website and content creator	A very negative reputation, including a reputation for malicious or harmful behavior.
Trustworthiness of the page: E-E-A-T	<ul style="list-style-type: none">• The page or website is highly untrustworthy.• The lack of experience, expertise, authoritativeness or trust causes the page to fail to achieve its purpose.