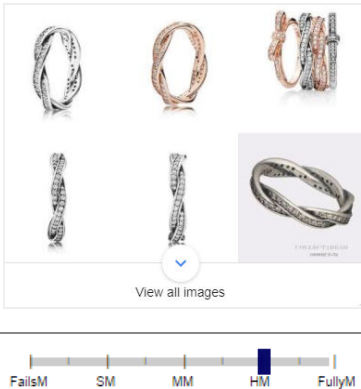


Query and User Intent	Result Block and LP, Needs Met Rating	Explanation
<p>Query: [twist of fate ring pandora]</p> <p>User Intent: The user is looking for a specific ring sold by the Pandora brand and likely wants to research the ring, see what it looks like, find options to browse or purchase, etc.</p>		<p>This result has a variety of images of the ring, showing different angles and materials. Knowing what the ring looks like is very helpful to users who are researching the product and browsing options that are available.</p>

22.0 Rating Visit-in-Person Intent Queries

When there is a user location for a visit-in-person intent query and a location has not been specified in the query itself, such as [chinese restaurants] with a user location of **Boston, MA**, results in or near the user location are the most helpful.

How close is “near”? The type of business and/or entity should be taken into consideration when deciding if the distance of the visit-in-person result is too far. For example, most people are not willing to travel very far for a gas station, coffee shop, supermarket, etc. Those are types of businesses that most users expect to find nearby.

However, users might be willing to travel a little farther for certain kinds of visit-in-person results: doctors’ offices, libraries, specific types of restaurants, public facilities like swimming pools, hiking trails in open spaces, etc. Sometimes users may accept results that are even farther away, such as a very specialized medical clinic.

In other words, when we say users are looking for results “nearby,” the word “nearby” can mean different distances for different queries. As always, please use your judgment.