

## 4.1 Types of Lowest Quality Pages

There are many different shapes and forms that **Lowest** pages can take. To help you keep track, the table below organizes **Lowest** pages into three broad categories: Harmful, Untrustworthy, and Spammy. These categories can overlap (e.g., pages that contain Harmfully Misleading Information are also Untrustworthy).

Type of <b>Lowest</b> Page	Description	Reference Section
Harmful to Self or Other Individuals	<p>Pages that encourage, depict, incite or directly cause physical, mental, emotional or financial harm to self or other individuals.</p> <p>Examples include:</p> <ul style="list-style-type: none"><li>• Detailed instructions on how to commit suicide</li><li>• Detailed, realistic, and serious instructions written with the intent to help someone commit murder</li></ul>	<a href="#">Section 4.2</a>
Harmful to Specified Groups	<p>Pages that promote, condone, or incite violence or hatred against a Specified Group of people (as defined in Section 4.3).</p> <p>Examples include:</p> <ul style="list-style-type: none"><li>• Content that encourages violence or ill treatment towards a Specified Group</li><li>• Content with extremely offensive/dehumanizing stereotypes of a Specified Group</li></ul>	<a href="#">Section 4.3</a>
Harmfully Misleading Information	<p>Pages that misinform people in a way that could cause harm.</p> <p>Examples include:</p> <ul style="list-style-type: none"><li>• Clearly inaccurate harmful information that can easily be refuted by straightforward and widely accepted facts</li><li>• Harmful unsubstantiated theories/claims not grounded in any reasonable facts or evidence</li></ul>	<a href="#">Section 4.4</a>
Untrustworthy Webpages	<p>Pages or websites that are deceptive or have untrustworthy characteristics.</p> <p>Examples include:</p> <ul style="list-style-type: none"><li>• Pages or websites with deceptive purpose or design</li><li>• Pages or websites designed to manipulate people into actions that benefit the website or other organization while causing harm to self, others or Specified Groups</li></ul>	<a href="#">Section 4.5</a>
Spammy Webpages	<p>Pages with characteristics of webspam as defined in the <a href="#">Google Search Essentials Guidelines</a> and/or Section 4.6 of these guidelines.</p> <p>Examples include:</p> <ul style="list-style-type: none"><li>• Pages deliberately created with no MC or gibberish MC</li><li>• Hacked, defaced, or spammed pages</li></ul>	<a href="#">Section 4.6</a>

**Important:** There is lots of content that many people would find controversial, one-sided, off-putting, or distasteful, yet does not meet the criteria for **Lowest** as described in these guidelines. Use your judgment to follow the standards outlined throughout Section 4.0 rather than relying on personal opinions.