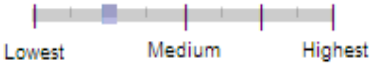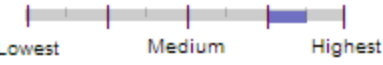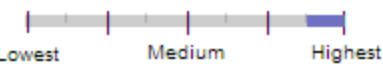| Webpage/Type of Content	Characteristics of the Page	PQ Rating and Explanation
Low: Page didn't fully load and has no MC (temporarily broken)	● No MC (probably due to a temporary technical error) ● Positive website reputation	Lowest — Medium — Highest This page has no MC and no error message. It is an isolated example of a page with no MC or error message on a website for a reputable newspaper for a town in Michigan. All of the navigation links work, and the page was later fixed. This page can be viewed as lacking in effort (an error that was not caught before the page went live).
Medium: Error page with custom 404 message	● Nothing wrong, but nothing special	Lowest — Medium — Highest This is an example of a "custom 404" page, alerting users that the URL they are trying to visit no longer exists. Some websites do a nice job of alerting users about a problem and providing helpful tips. This page is on a well-known merchant website with a good reputation. However, this particular page displays the bare minimum of content needed to explain the problem to users, and the only helpful content is a link to the homepage.
High: Error page with custom 404 message	● Satisfying MC: achieves the purpose of the page well ● Positive website reputation	Lowest — Medium — Highest This is an example of a "custom 404" page, alerting users that the URL they are trying to visit no longer exists. This website does a nice job of explaining the issue and providing helpful tips, including a search box.
Highest: Error page with custom 404 message	● Very satisfying MC: achieves the purpose of the page very well ● Very positive website reputation	Lowest — Medium — Highest This is an example of a "custom 404" page. These pages are designed to alert users that the URL they are trying to visit no longer exists. The MC of this page is the cartoon, the caption, and the search functionality, which is specific to the content of the website. It is clear that effort and talent was involved in the creation of the MC. This publication has a very positive reputation and is specifically known for its cartoons, which allows us to go as high as High+ to Highest. This is among the most clever, original, and satisfying custom 404 messages that can be found online!