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Part 1 Maps SxS Rating Overview

1.1 Introduction

Welcome to Maps SxS rating!

A Maps query refers to the query entered on Google Maps--either in the Google Maps app or by going to maps.google.com in the phone's browser. If you are not familiar with the Google Maps app, we recommend that you download the Google Maps app from iTunes or the Google Play store and enter a few queries to get familiar with the interface. Here are some queries to try: [empire state building, new york], [paris museums], [starbucks london], [restaurants].

Here is what a Maps SxS Rating Task looks like.

Query

User Location

Query Info Map

Viewport

User Location

Result Blocks (Left)

Result Blocks (Right)

Confirm Duplicates

☐ I confirm that there are no additional duplicate results above.

much better better slightly better about the same slightly better better much better

What makes your preferred side better?

1.1.1 The Maps Query and User Location

In these guidelines, assume that queries were issued on a mobile device, and think about the user intent from a mobile perspective. As in all Needs Met tasks, remember that the user location is very important in understating user intent.

1.1.2 The Viewport

Some tasks include a red rectangle on the map, in addition to the query. We call this red rectangle a **viewport**.


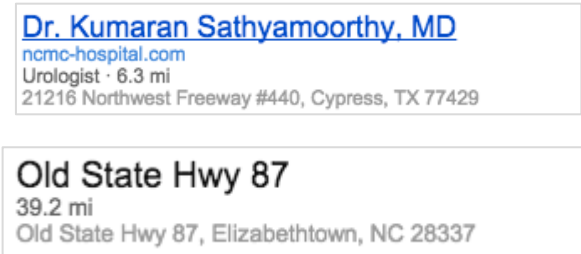
The viewport represents the area of the map that the user was looking at on Google Maps right before issuing the query. The viewport can be set in one of the following ways:

- *Viewport set by default:* When a user first navigates to Google Maps, he/she usually sees a map of his/her location by default. If the user does not do anything else before issuing the query, the viewport is the map of the user's location that was shown by default. For example, if a user is located in New York, New York, the default viewport would show New York, because it is the user's current location.
- *Viewport set directly by the user:* When a user zooms in/out or moves the map from its default location (the user's location) before issuing the query, the viewport is a map of the location the user navigated to. For example, if the user is located in New York, New York, and navigates to a particular street in Jersey City, New Jersey, the viewport would be over the street in Jersey City, New Jersey.
- *Viewport set by a previous search:* When a user issues a search on Google Maps prior to issuing the query in the task, the viewport is the map that showed results from the previous query. The previous search may or may not be related to the query in the task. For example, if the user is located in New York, New York, and first searches for **[paris hotels]** followed by a second search for **[san francisco coffee shops]**, the viewport would be over Paris when the user does the second search on coffee shops in San Francisco, even though it is unrelated to that search.

Sometimes due to size, it is difficult to determine what city/state/country the viewport represents. When the area covered by the viewport is not clear (either because the map shows a very small or large area), please use the viewport's +/- controls to zoom in and out, the arrow controls, or your mouse, to move the map around.

1.1.3 Maps Results

Maps results come in different shapes and sizes. Here are some examples.

Map Results	Examples
In Maps tasks, some results have more information.	
In Maps tasks, some results have less information. For example, results for natural features, or locations such as cities or roads, may show as little as the name of an entity.	

When rating a result, you should be evaluating both the real-life entity (business or place) represented by the result, as well as the information provided about that entity in the result block. Sometimes, the listing information provided can be misleading or inaccurate, and it is important not to assume that the title or other information accurately represents the business. As always, it is important to visit the homepage of the business or the landing page of the result (if there is one) in order to understand the relationship between the landing page and the entity.

Part 2 Understanding the Query and User Intent

Just as in Needs Met ratings, Maps SxS rating tasks are based on a query. It is important to understand the user intent represented by the query. Remember, we want you to assume that queries were issued on a mobile device, and think about the user intent from a mobile perspective. In Maps rating tasks, you may also need to consider the user location and viewport to understand the query and user intent.

Maps queries can have a **WHAT** and/or a **WHERE**. For example, the query **[hairdressers in los angeles]** has a WHAT of hairdressers and a WHERE of Los Angeles. Here are a few more examples:

Query	WHAT	WHERE
[atlanta bike shops]	bike shops	Atlanta
[golden gate bridge]	Golden gate bridge	<i>None</i>
[paris, france]	<i>None</i>	Paris, France

Although you will not be asked to formally identify the WHAT and WHERE in each Maps rating task, it is helpful to think about them in order to understand the query.

2.1 Finding the Geographical Area of Interest

The **area of interest** is the geographical area in which the user is searching for something. There are many different ways that the user location and viewport can help determine or clarify the area of interest.

2.1.1 Explicit Location

If the query has a WHERE, it is called the explicit location and considered the area of interest. For the query [hair salons, fayetteville, new york], the explicit location is Fayetteville, New York. Users are searching for hair salons in Fayetteville, New York.

Here are some examples of queries with explicit locations and clear user intent:

- **[starbucks near 6th st, austin, texas]**. “Near 6th St, Austin, Texas” is the WHERE part of the query; “Starbucks” is the WHAT part of the query. Queries that contain “near” may be looking for results in the specified location *or* near the specified location. Starbucks coffee shops located on 6th Street or near 6th Street will probably be helpful for users.
- **[orlando florida theme parks]**. “Orlando, Florida” is the WHERE part of the query, which appears at the beginning of the query. Note that the WHERE can appear at the beginning, middle, or end of the query. “Theme parks” is the WHAT part of the query.

Important: If the query has an explicit location, we always consider the explicit location to be the area of interest.

2.1.2 Implicit Location – Inferring the Area of Interest

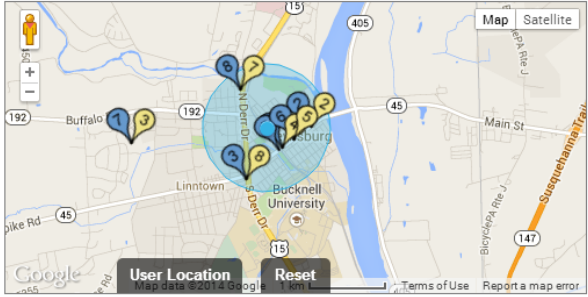
Sometimes there is no explicit location in a query. For example, the query **[hair salons]** has no explicit location. However, there still is an area of interest. We need to *infer* the area of interest from the user location and/or the viewport, which we call an **implicit location**. In this section, we describe different ways to infer implicit locations.

2.1.2.1 Implicit Location – Inferring the Area of Interest from the User Location

The user location can provide context to the query, especially in cases where:

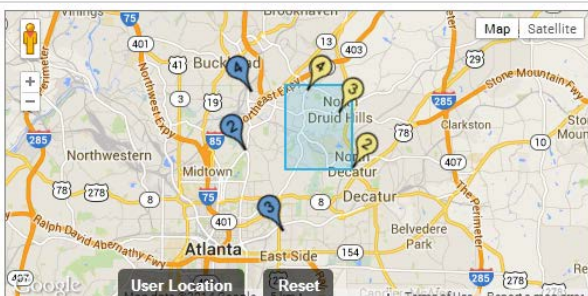
- *The explicit location is broad.*

Example: The user location helps clarify the explicit location in the query (no viewport)

Map	WHAT, WHERE	Explanation
<p>Query: lewisburg pa nail salon Locale: English (US) User Location: Lewisburg, PA 17837, USA</p> 	<p>The WHAT is "nail salon"</p> <p>The WHERE is "lewisburg, PA"</p>	<p>The user location helps clarify which area of Lewisburg, Pennsylvania the user would be most interested in. Nail salons within, or nearest to, the user's location would be most helpful.</p>

- *The query can be reasonably answered by results near the user location.*

Example: User location helps determine the area of interest (no viewport)

Map	WHAT, WHERE	Explanation
<p>Query: ups store Locale: English (US) User Location: Emory University, Atlanta, GA 30322, USA</p> 	<p>The WHAT is "ups store"</p> <p>No WHERE specified</p>	<p>Since there is no WHERE specified in the query, it is important to consider the user location. The approximate user location can help determine the area of interest. UPS locations closer to the user location are more helpful.</p>

- *There are multiple ways to interpret the query.* The query **[3rd street]** has a WHERE, but it is ambiguous; there are multiple streets with the name 3rd Street in the United States. Knowing that the user location is San Francisco, we can assume that the user is looking for 3rd Street in San Francisco instead of 3rd Street in New York City or any other city.

2.1.2.2 Implicit Location – Inferring the Area of Interest from the Viewport

Similar to user location, the viewport can also provide context to the query, especially in cases where:

- *The explicit location is broad.* For example, consider the query **[verizon, mountain view]** with a viewport of North Rengstorff Avenue in Mountain View, California. The query has a WHAT of "Verizon" and a WHERE of "Mountain View." Although the query does in fact have an explicit location, it also has a viewport that shows a specific street in Mountain View, which indicates that the user is probably looking for a Verizon store on or near that specific street in Mountain View.
- *There is no explicit location.* For example, consider the query **[hotels]** with a user location of Tokyo, Japan and a viewport of San Francisco, California. The query has a WHAT of "hotels" but no explicit WHERE. Because the viewport shows San Francisco, California, we can infer that the user is probably looking for hotels in San Francisco, and not in Tokyo, Japan.

- *There are multiple ways to interpret the query.* Some queries have multiple interpretations, and a viewport is needed to understand what the user wants. For example, consider the query **[springfield]** with a viewport of the state of Ohio. There are many cities in the United States named Springfield. A viewport that shows the state of Ohio tells us that the user is probably looking for Springfield, Ohio.

It is important to remember that sometimes the user viewport does *not* represent the area of interest. Here are some possible scenarios:

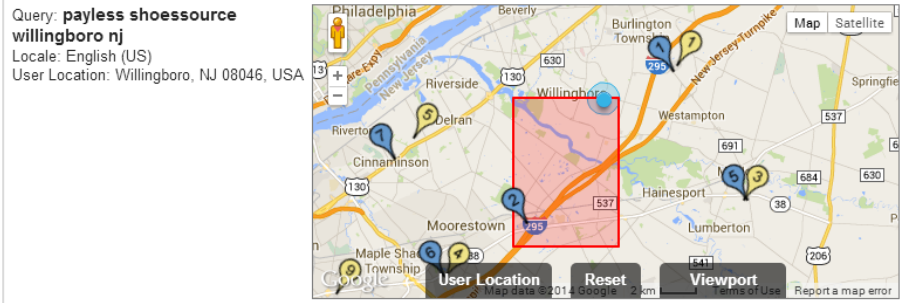
- The user location is Albany, New York. The user opens Google Maps and issues a query that is related to Albany, so the viewport is set to Albany, New York. Next, the user issues a query that is unrelated to Albany, such as **[beaches in california]**.
- The user lives in Albany, New York. The user opens Google Maps and issues a query for **[beaches in california]**, so the viewport is set to Southern California. Next, the user issues the query **[beaches in hawaii]**, an entirely different query for an entirely different location.

2.1.3 Finding the Area of Interest Using the Explicit Location, User Location, and Viewport


When you have explicit location, user location and a viewport, use your judgment and these general rules to identify the area of interest:

- *If you have an explicit location, user location, and/or a viewport, you can use some of the pieces of information to help refine and clarify the area of interest.*

Example: Query has an explicit location and user location helps clarify the area of interest.

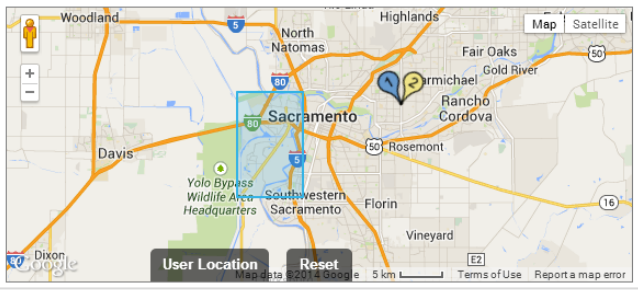
Map	WHAT, WHERE	Explanation
 <p>Query: payless shoessource willingboro nj Locale: English (US) User Location: Willingboro, NJ 08046, USA</p>	<p>The WHAT is “payless shoesource”</p> <p>The WHERE is “willingboro, nj”</p>	<p>The viewport helps clarify which area of Willingboro, New Jersey, the user is interested in. The user is located within the region of the viewport, so it helps further clarify what region of the viewport the user would be most interested in. Payless ShoeSource stores nearest to the user location would be most helpful.</p>

Example: Viewport helps clarify the area of interest within the user’s location.

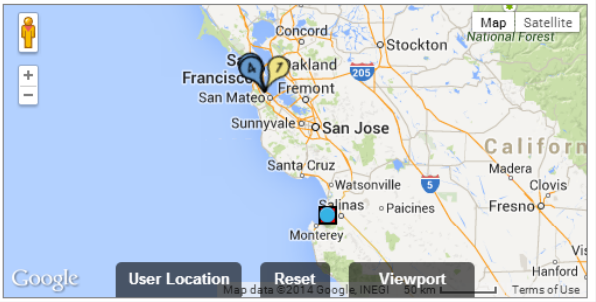
Map	WHAT, WHERE	Explanation
 <p>Query: pharmacy Locale: English (US) User Location: Roma, Italia</p>	<p>The WHAT is “pharmacy”</p> <p>No WHERE specified</p>	<p>The user’s location, a neighborhood in Rome, Italy, helps determine that the area of interest. The viewport is located within the user’s location, so the viewport helps clarify which blocks of the neighborhood the user would be most interested in. Pharmacies located closest to the viewport would be most helpful to the user.</p>

- If the query contains an explicit location that is outside the viewport and/or user location, that location overrides the viewport and/or user location.

Example: Result is outside of the user location, but still within the area of interest (no viewport)

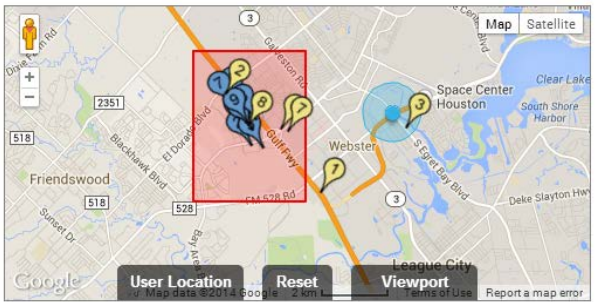
Map	WHAT, WHERE	Explanation
<p>Query: farrells sacramento Locale: English (US) User Location: West Sacramento, CA, USA</p> 	<p>The WHAT is "farrells" (an ice cream chain)</p> <p>The WHERE is "sacramento"</p>	<p>The approximate user location helps clarify the area of Sacramento that user would be most interested in. Although the Farrell's location shown on the map is located outside of the user location, it is very helpful to the user because it is the only Farrell's located within Sacramento.</p>

Example: Neither the viewport nor the user location is helpful in determining the area of interest.

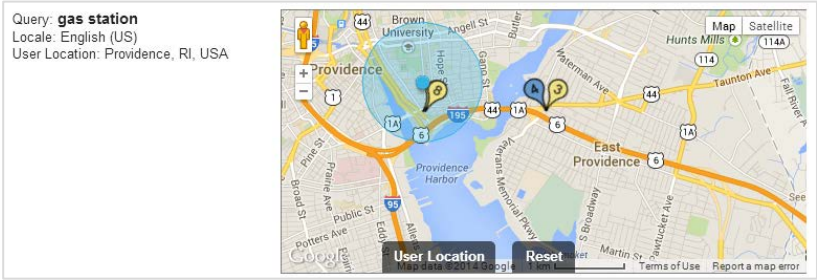
Map	WHAT, WHERE	Explanation
<p>Query: San Francisco International Airport (SFO), San Francisco International Airport, San Francisco, CA Locale: English (US) User Location: Marina, CA 93933, USA</p> 	<p>The WHAT is "San Francisco International Airport (SFO)"</p> <p>No WHERE specified</p>	<p>In this case, neither the user location nor the viewport matters because there is only one San Francisco International Airport (SFO). Only the result block for SFO would be helpful to the user.</p>

- If the query has no explicit location but there is a reasonable viewport, the viewport overrides the user location.

Example: Viewport overrides the user location.

Map	WHAT, WHERE	Explanation
<p>Query: work clothes store Locale: English (US) User Location: Houston, TX 77058, USA</p> 	<p>The WHAT is "work clothes stores"</p> <p>No WHERE specified</p>	<p>The viewport and user location are near each other, but not overlapping. In this case, the viewport overrides the user location. Work clothing stores within or nearest to the viewport would be the most helpful for the user.</p>

- If the query has no explicit location and no viewport, assume that the user location is the area of interest.

Example: Precise user location helps determine the area of interest (no viewport)		
Map	WHAT, WHERE	Explanation
 <p>Query: gas station Locale: English (US) User Location: Providence, RI, USA</p>	<p>The WHAT is "gas station"</p> <p>No WHERE specified</p>	<p>Since there is no WHERE specified in the query, it is important to consider the user location. The precise user location can help determine the area of interest. Gas stations closer to the user location are more helpful.</p>

Sometimes the query has a global area of interest, so you do not need an explicit location, viewport, or user location to understand it.

- **[statue of liberty]**. There is only one Statue of Liberty in the world and it is in New York. In this case, the "Statue of Liberty" is the WHAT. Since the WHERE is implied, you do not need the user location or viewport to understand the area of interest. If the user location or viewport is for a different location, it should be ignored.

2.1.4 Applying the Area of Interest to the Query – Distance is Relative to the Query

Some queries seek results very close to the area of interest, while other queries can be satisfied by results much farther away. Consider the case of a user issuing various queries from New York City:

- **[coffee shops]**. In this case, the user is likely looking for a place nearby, especially since the user is in a dense urban area.
- **[ski resorts]**. The user is likely planning a vacation or weekend getaway and would be more willing to travel a considerable distance than for the previous query **[coffee shops]**, especially since there are no ski resorts within the city.
- **[golden gate bridge]**. Here the user does not care about distance, and is interested in the one and only Golden Gate Bridge in San Francisco, California. The area of interest doesn't depend on the user location when the user is interested in a unique point of interest.

Remember that real users are sometimes looking for the nearest stores or restaurants. It may be acceptable for users if results happen to be outside the immediate specified user location. The query **[truck rentals in sunnyvale california]** is looking for truck rental options in Sunnyvale, California. Mountain View is a city that is adjacent to Sunnyvale. Since these cities are very near each other, users might be just as happy to find truck rental options in Mountain View. Please use your judgment to decide what is reasonable.

2.2 Understanding the Query within the context of the Area of Interest

Understanding the area of interest often helps in understanding the query—see Section 12.7.4 in the General Guidelines on Local Queries and User Location.

Here are some additional examples where the query does not contain a WHERE and you have to rely on the area of interest to understand the WHAT.

- **[chocolate bar] with user location: Cleveland, Ohio**: Without considering the user location, one might assume that the user is looking to purchase or learn about a bar of chocolate. However, when taking the user location into account, some research reveals that Chocolate Bar is actually a restaurant/lounge chain with a location in Cleveland, Ohio. Now it is clear that the area of interest is Cleveland, Ohio, and that the dominant interpretation of the query is for the restaurant chain, and not the edible bar of chocolate.

- **[dallas bbq] with viewport: New York, New York:** Without considering the user location, one might assume that the user is looking for barbeque restaurants in Dallas, Texas. However, taking the viewport into account, some research reveals that Dallas BBQ is a New York restaurant chain specializing in Dallas style barbeque. Now it is clear that the area of interest is New York, New York, and that the dominant interpretation of the query is for the restaurant chain, and not for barbeque locations in the city of Dallas, Texas.

Part 3 Query Classification

3.1 Query Classification

A Maps query is issued by the user on the Google Maps App usually looking to visit, call, contact or find information about a place (including finding directions). Queries may be classified as one of the following query types: **Maps Chain, Maps Navigational, Maps Categorical, Maps Other, or Not Maps**. Here is a brief description of each query type, with more detailed information in the following sections.

Query Type	Description
Maps Chain	The query is for one or more locations/branches of a business/organization that has multiple locations/branches.
Maps Navigational	The query is for a specific business or organization or a specific address, and is not a Chain query.
Maps Categorical	The query is for a specific category of businesses, products, services, or places.
Maps Other	The query may be looking to visit, call, contact, or find information about a place, but does not obviously fall in one of the above query types.
Not Maps	The user is not looking to visit, call, contact or find information about a place (including finding directions), or is not looking for one or more businesses or locations.

In Maps SxS rating tasks, you may be asked to classify the query as part of the task.

3.1.1 Maps Chain Queries

Maps Chain queries are queries where the user is looking for one or more business entities belonging to the same chain. We use the term “business entity” to refer to businesses, organizations, and other types of entities that share a name and are basically the same. “Chain” is used to describe multiple business entities under the same ownership with the same function.

Here are some types of **Maps Chain** queries, but note that there may also be other types.

Maps Chain Query Type	Examples
Business Maps Chain	<ul style="list-style-type: none"> • [starbucks] – Starbucks is a large coffee shop chain with many locations in most cities. • [mcdonalds] – McDonald’s is a large chain with many locations in most cities. • [salt lick bbq] – Salt Lick is a small chain. There are just a few Salt Lick locations. • [black jack pizza, denver] (user location in Columbus, Ohio) – Black Jack Pizza is a state-wide chain. Even though the user location is Columbus, Ohio, we know that users are looking for results in Denver, because Denver is an explicit location in the query.
Organization Maps Chain	<ul style="list-style-type: none"> • [ymca] – There are multiple YMCA locations in many cities. • [aaa] – There are multiple AAA (American Automobile Association) locations in many cities.
Government Maps Chain	<ul style="list-style-type: none"> • [police station] – There are multiple police stations in many cities. • [post office] – There are multiple post office locations in many cities. • [dmv] – There are multiple DMV (Department of Motor Vehicles) offices in many cities.

3.1.2 Maps Navigational Queries

Maps Navigational queries are queries where the user is looking for something for which there is a single, unique entity that fully satisfies the user intent. Here are some types of **Maps Navigational** queries, but note that there may be other types.

Maps Navigational Query Type	Examples
Street or address	[723 broad st, albany, new york] [42 nd st] with a viewport showing New York City
Geographic entity, such as a city, county, province, state, country, etc.	[albany, new york], [australia]
Natural feature	[niagara falls], [mount everest]
Tourist attraction	[eiffel tower], [stonehenge]
A specific and unique business, not belonging to a chain	[gary danko], [super glass, campbell]
A specific and unique professional office/practice (i.e. doctor, lawyer, etc.), not belonging to a chain	[law office of leuthold t shawn], [dr chopra near west seneca, new york]
Airports	[san francisco international airport], [laguardia airport]

Please note that not all **Maps Navigational** queries look the same. Some are addresses and some contain an explicit location, while some are dependent on the implicit location or viewport information. Regardless of how they look, Maps queries are **Maps Navigational** if they satisfy the following two conditions: they are looking for something for which there is one unique result, and that the navigational entity does not belong to a chain.

The following queries would be **Maps Navigational** because it has a viewport, implicit location, or an explicit location included in the query.

Query, Viewport, User Location	Query Type	Description
Query: [green lake] User Location: None Viewport: Michigan	Maps Navigational	There are several lakes in the United States with this name, so the query alone would not be considered Maps Navigational . Since a viewport of Michigan is provided, and there is only one Green Lake in Michigan, we can assume that users are looking for one unique result. Without the viewport of Michigan, the query would be too ambiguous and not clearly seeking a specific entity.
Query: [15 main st] User Location: Irvine, California Viewport: None	Maps Navigational	This query is a street address. The query alone would not be considered Maps Navigational because this street address exists in many cities. However, since the user location is Irvine, California, we can assume that users are looking for one unique result: 15 Main Street in Irvine, California. Without the user location of Irvine, California, the query would be too ambiguous and not clearly seeking a specific entity.

3.1.3 Maps Categorical Queries

Maps Categorical queries are queries where the user is looking for results that fit the specified category (not a chain). Here are some types of **Maps Categorical** queries, but note that there may also be other types.

Maps Categorical Query Type	Examples
Business	[hair salons], [coffee shops], [pet stores]
Lodging	[hotels las vegas], [motels boston], [b&b napa valley]
Tourist attraction	[water parks], [art museums]
Food	[restaurants], [brunch spots], [burritos]
Entertainment	[movie theaters], [music venue], [club], [museums]
Recreational facility	[soccer fields], [swimming pools]
Natural feature	[waterfalls], [canyons]
A service or product provided by a business	[manicure], [gardeners], [tire repair]
Commodities	[atms], [gas stations]

3.1.4 Maps Other Queries

Maps Other queries are queries where you feel there is Maps intention, but the query does not clearly fall into only one of the other categories (**Maps Chain**, **Maps Navigational**, **Maps Categorical**).

Here are some examples of **Maps Other** queries.

Query, User Location	Query Type	Description
Query: [woods landscaping] User location: Columbus, Ohio	Maps Other	A user in Columbus, Ohio may be looking for landscaping services (Maps Categorical) or for a specific business such as Woods Landscape, a landscaping company in Columbus (Maps Navigational). This is a reasonable misspelling error. Because the query could be interpreted as more than one query type, this query is considered Maps Other .
Query: [17 th st, washington dc] User location: None	Maps Other	Washington DC is divided into 4 sections: NE, SE, SW, and NW. Each section has its own 17 th street, so the location this query refers to is unclear.
Query: [driving directions from albuquerque to farmington] User location: None	Maps Other	A user is looking for information about visiting Farmington, specifically directions to there from Albuquerque, making this a Maps query. However, it is not clearly Navigational, Categorical, or Chain so it is classified as Maps Other .
Query: [traffic near me] User location: None	Maps Other	A user is seeking traffic information around their current location, making this a Maps query. However, it is not clearly Navigational, Categorical, or Chain so it is classified as Maps Other .

3.1.5 Not Maps Queries

Not Maps queries are queries that clearly do not have Maps intent of any kind, or where it's very unlikely that the user would want to call, visit, or research the organization or business entity. Identification of **Not Maps** queries is very important.

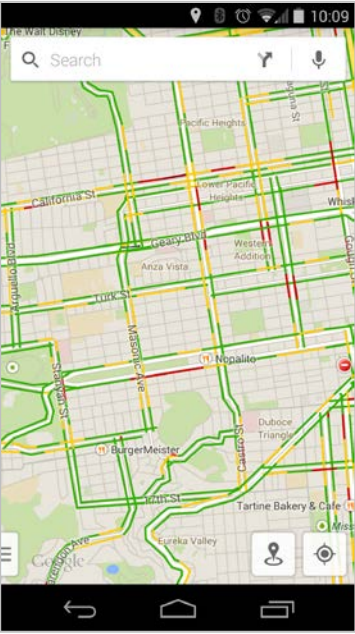
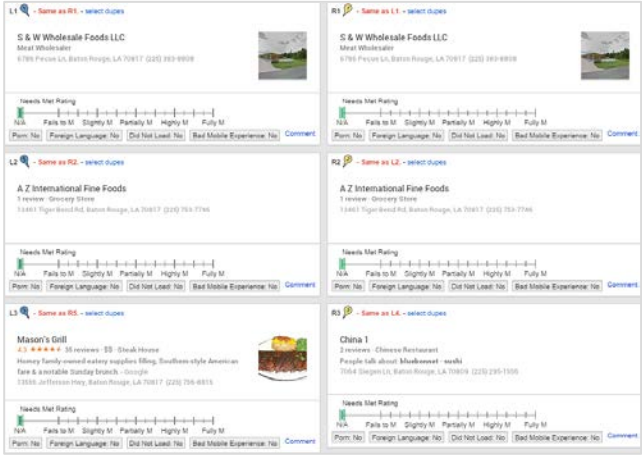
Remember that not all Maps SxS queries have a user intent to visit, call, contact or find information about a place (including finding directions), or to look for one or more businesses or locations. When in doubt, please classify the query as **Not Maps**.

Not Maps Query Type	Examples	Explanation
Informational	[how tall is everest], [obama age], [solar system], [cups in a gallon], [silicon valley companies], [stanford university admissions], [fairfax county tax records]	These queries clearly do not have Maps intent.
Online businesses	[facebook], [google], [amazon], [ing direct]	Users are seeking to navigate to the homepage of these online businesses, not the office of the company. If the query was [facebook menlo park], the query would then have Maps intent.
Jobs	[jobs san francisco], [temp jobs, san jose]	Most job searches are done online these days, so users are not seeking to physically go to a company's office building, or even go to the location of a temp agency to search for jobs. Therefore, these queries are Not Maps queries.
Real estate	[homes for sale], [land for sale], [apartments for rent], [office space]	Real estate queries are best handled by real estate-focused websites, and not individual listings.
Event	[concerts milwaukee], [vintage christmas portsmouth, new hampshire], [tough mudder tahoe], [summer classes]	These queries are seeking information, and not a location, even though they mention a location.
Media outlets	[new york times], [bbc], [san jose mercury news], [kqed], [wltw]	Users are seeking to navigate to the homepage of these publications, not the physical office of the company.
Broad government departments	[ct secretary of state], [assessor colorado springs]	Not all government departments queries are Not Maps queries; remember that [lexington parks], [denver library], and [alameda police] all have strong Maps intent. However, queries for large government departments where the online intent is much stronger than the Maps intent, should be classified as Not Maps queries.
Utility/Cable/Internet companies	[pg&e], [san jose water company], [comcast], [at&t]	Users are generally seeking to navigate to the website in order to pay bills, change services, etc., and not to actually visit the utility, cable, or Internet company in person.
Broad transit system	[nyc subway], [culver city bus]	If the query were [nyc subway 42 nd street], the query would have strong Maps intent because the user is seeking the location (or information about) a specific subway stop. However, queries like [nyc subway] are too broad. For these queries, homepages for the transit system are far more useful than a list of transit stations, especially since the user has not specified a location.
Sports team	[boston red sox], [san francisco 49ers]	Sports queries are about the team, and not specifically about the stadiums they play in. If the query was [49ers stadium], then it would have strong Maps intent.
People	[brad pitt], [president obama]	These queries are about people, not locations. Though it is possible to have a Maps result for people queries, such as showing the White House for [president obama], the user intent is to learn more about the person, and not to physically visit or call a place related to these people.
Other	[armstrong county, pa criminals], [tree]	These queries have no Maps intent.

Part 4 Map Side-by-Side Rating

4.1 Introduction

In this section of the Maps Rating Guidelines, we will discuss how to rate Maps Side-by-Side tasks. Here are some elements of the task to keep in mind.

<p>How the user issued the query</p>	<p>Maps SxS</p> 
<p>Can the task have a user location?</p>	<p>Yes</p>
<p>Can the task have a viewport?</p>	<p>Yes</p>
<p>Response Blocks types</p>	<p>Maps result blocks only (i.e., no web results)</p> 
<p>Rating Scale</p>	<p>Fully Meets, Highly Meets, Moderately Meets, Slightly Meets, Fails to Meet</p>

4.2 How to Rate Maps SxS Tasks

This section will help you understand how to rate Maps SxS tasks.

4.2.1 Steps to Follow

Here are the general steps that you should follow when rating Maps SxS rating tasks:

1. Check to see if there are any task-specific instructions before acquiring the task. See next section for more details on task-specific instructions.
2. Do research to understand the query and user intent.
 - Determine the WHAT and WHERE parts of the query.
 - Determine the area of interest for the query.
 - Classify the query.
3. Click on the links in each result block on both sides to understand how each business/location provided in the set meet the need of most or many users.
 - Assign ratings for all of the result blocks on each side.
 - Report duplicate results for each side of results.
4. Decide which set of results offers more value and overall satisfaction to users for the particular query. Assign a SxS rating that reflects which side is better, and how much better.
5. Write comments to explain your rating and to tell us about individual results that made a difference in your rating.

When you are rating, please first look at the query carefully, along with the Maps results. If you don't understand the query after considering the Maps results, then you should release the task. You may also release tasks that are offensive to you.

4.3 Maps SxS Rating Principles

In this section, we provide a set of principles for rating Maps result sets. Because it is extremely difficult to give "rules" to follow, you must understand the high-level concepts and then use your common sense and judgment to apply them to specific tasks.

Maps SxS Rating Principle	How to apply
The WHAT part of the query is very important.	If a result doesn't address the WHAT part of the query, it is not a good result even if it is in the location of interest. Please look at the WHERE part of the query only when the WHAT part is at least somewhat reasonably matched.
Distance matters, so think about how far you would be willing to travel when determining whether a result is close enough to the area of interest.	<p>A result that meets the user need is not helpful if it is located too far from the area of interest. Note that it's possible for results located just outside the viewport, or results in a neighboring town, to still be helpful for the user if the result is close enough to the area of interest.</p> <p>How far is too far may depend on the query. For example, users may be willing to travel long distances when searching for a medical specialist, but will probably only be willing to travel very short distances when searching for a gas station. Use your judgment and think about how far you would be willing to drive, walk, bike, fly, etc. to get somewhere.</p> <p>Also, remember to always do research to determine if relevant results even exist in the area of interest. If it doesn't, a result outside of the explicit location may still be good.</p>
Popular and prominent results are better than obscure results.	When both sides have equally helpful results, the side with the more popular results is preferred over the side that has fewer popular results, even if the individual results might all have the same rating.

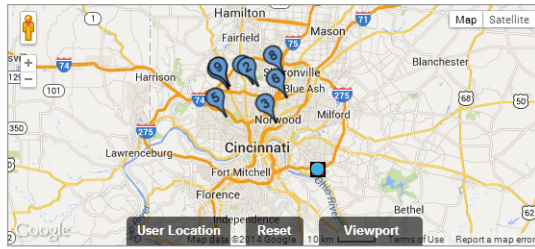
Maps SxS Rating Principle	How to apply
More is not always better.	One result for a particular business or organization is enough. If a set has duplicate or near-duplicate results, that side is not necessarily better.
Diversity is important, but not the only factor to consider.	If the query has more than one equally likely interpretation, it's important to show results for all the likely interpretations. However, if a particular interpretation is a minor interpretation that is much less likely to be helpful for users, it should probably appear at the bottom of the result set, or not appear at all.
When both sides are bad, stay away from the strongest ratings.	<p>Sometimes you'll find that both sides are very bad, but for different reasons. When both sides are so bad, the Much Better rating is too strong, so avoid using that rating.</p> <p>Also, regardless of the query type, a side showing no results at all is only Slightly Better than a side only showing Fails to Meet results.</p>

4.4 Maps Side-by-Side Rating Examples

4.4.1 Example of a Navigational Query: Fails to Meet vs. No Response Blocks

Query Information	Discussion
<p>Query: [1774 gray rick dr. cin, oh 45231]</p> <p>User Location: Cincinnati, Ohio 45255</p> <p>Classification: Maps Navigational</p> <p>User Intent: The user wants to find more information about this address, such as location, directions, businesses located at this address, etc.</p>	<p>This query is for an address, and should be classified as a Navigational query.</p> <p>None of the results on the left side are about the queried address, or even anywhere near it, so these results should all be rated Fails to Meet. The left side offers no helpful information, and may even potentially confuse or mislead the user if they try to navigate to one of the results listed. Therefore, even though the right side shows no results, it is still Slightly Better than the left side. Both sides are so bad that neither side is Much Better than the other side, but it's still better to show nothing at all than to show misleading results.</p>

Query: 1774 Gray Rick Dr. Cin, OH 45231
Locale: English (US)
User Location: Cincinnati, OH 45255, USA



Local Query Classification: Please classify the query as one of the following:

- ☒ Navigational
- ☐ Categorical
- ☐ Chain
- ☐ Other
- ☐ Not Local

L1 - select dupes

R.L.S. Professional Plumbing Services
1 review · Contractor
9835 Lakeview Dr, Cincinnati, OH 45231 (513) 521-7586



Porn: No Foreign Language: No Did Not Load: No Bad Mobile Experience: No [Comment](#)

The right side did not generate any results.

L2 - select dupes

YMCA
Youth Organization
People talk about: powel crosley jr · summer day camp · exercise classes · swimming lessons · preschool
9601 Winton Rd, Cincinnati, OH 45231 (513) 521-7112



Porn: No Foreign Language: No Did Not Load: No Bad Mobile Experience: No [Comment](#)

L3 - select dupes

Richard E. Lindner YMCA
3 reviews · Preschool
People talk about: summer day camps · swim lessons · child development · child care
2039 Sherman Ave, Norwood, OH 45212 (513) 731-0115



Porn: No Foreign Language: No Did Not Load: No Bad Mobile Experience: No [Comment](#)

L4 - select dupes

Clippard Family YMCA
1 review · Physical Fitness Program
People talk about: summer camp · youth organizations · child development centers · service organizations · learning center
8920 Cheviot Rd, Cincinnati, OH 45251 (513) 923-4466



Porn: No Foreign Language: No Did Not Load: No Bad Mobile Experience: No [Comment](#)

L5 - select dupes

Lab Corporation
Laboratory
4767 N Bend Rd, Cincinnati, OH 45211 (513) 661-9700



Porn: No Foreign Language: No Did Not Load: No Bad Mobile Experience: No [Comment](#)

much better better slightly better about the same slightly better better much better