Google’s Search Quality Raters Guidelines

Yours truly
Daan Deruyter

But first...

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- 3j - Authority Oudenaarde (agency life)
  - SEO guy
- 4j - Colruyt Group (corporate life)
  - Analytics guy
  - SEO guy
- 1j - Invisible Puppy (agency life)
  - Analytics guy
  - SEO guy

Sinds September 2022 als freelancer.

1. Wat iedereen weet (toch?)

Google Search works in three stages, and not all pages make it through each stage:

➔ **Crawling**

Google downloads text, images, and videos from pages it found on the internet with automated programs called crawlers.

➔ **Indexing**

Google analyzes the text, images, and video files on the page, and stores the information in the Google index, which is a large database.

➔ **Serving search results**

When a user searches on Google, Google returns information that's relevant to the user's query.

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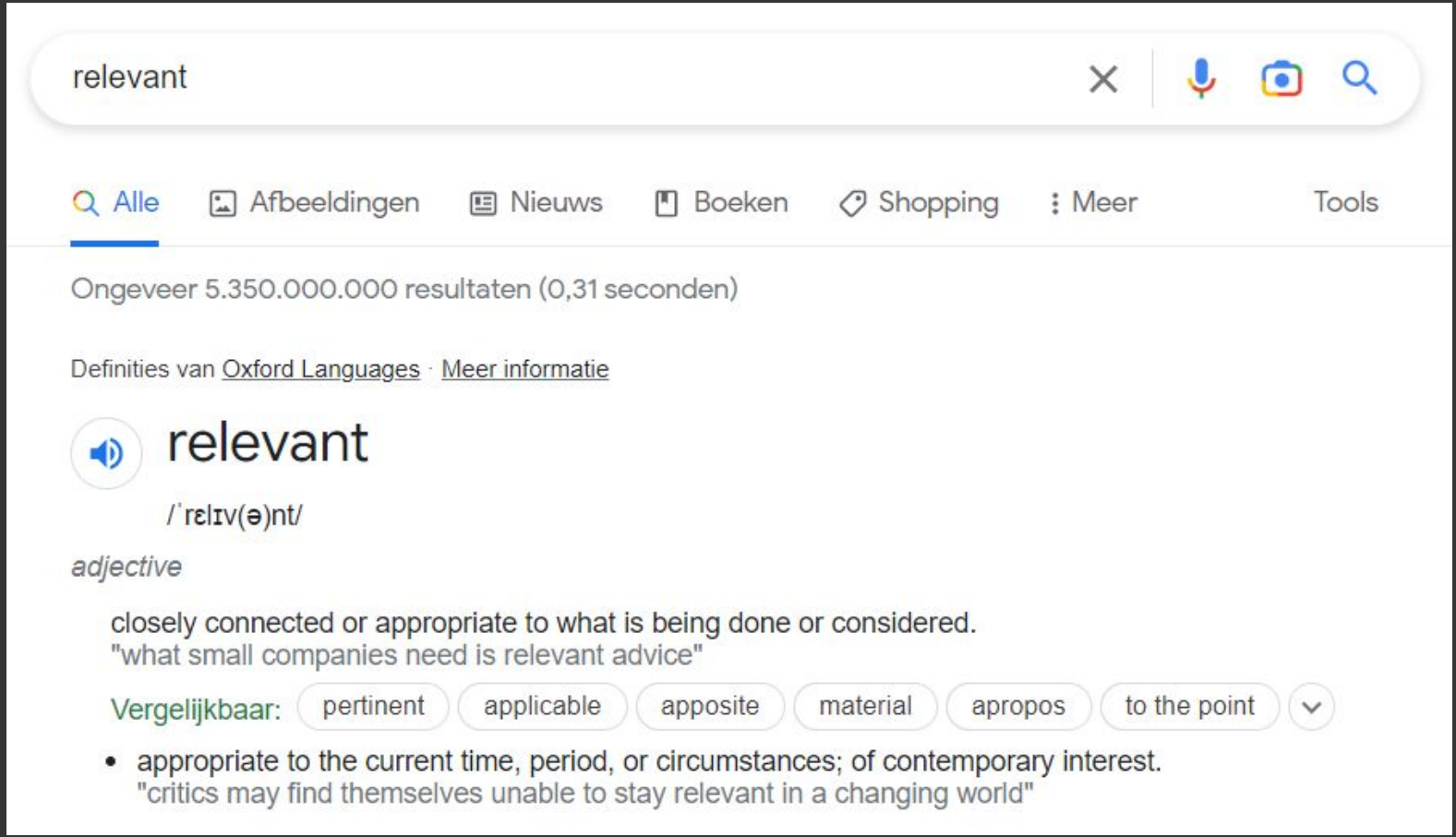
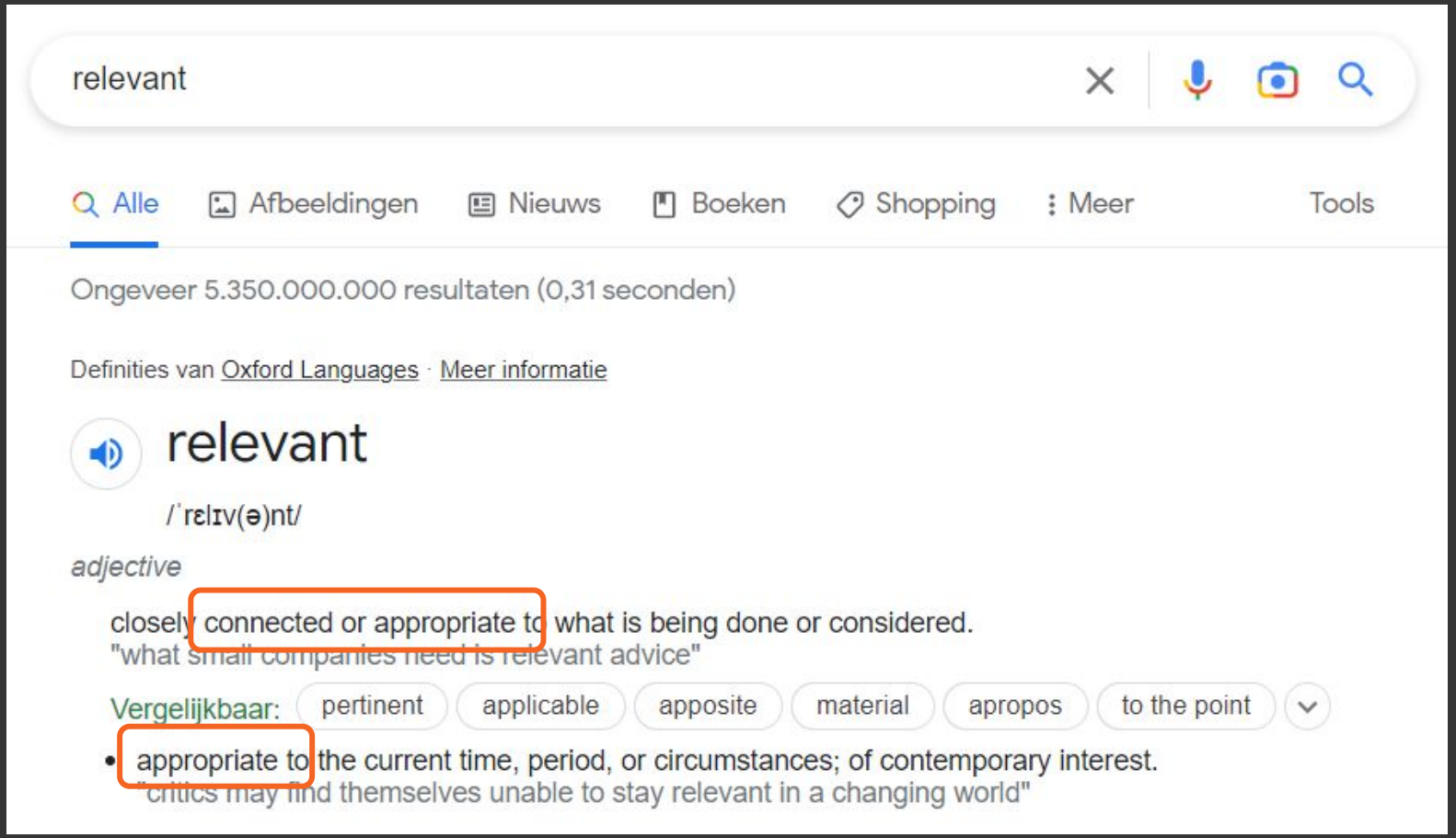

relevant
Alle
Afbeeldingen
Nieuws
Boeken
Shopping
Meer
Tools
Ongeveer 5.350.000.000 resultaten (0,31 seconden)
Definities van Oxford Languages · Meer informatie
relevant
/ˈrɛlɪv(ə)nt/
adjective
closely connected or appropriate to what is being done or considered.
"what small companies need is relevant advice"
Vergelijkbaar:
pertinent
applicable
apposite
material
apropos
to the point
appropriate to the current time, period, or circumstances; of contemporary interest.
"critics may find themselves unable to stay relevant in a changing world"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"what small companies need is relevant advice"
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Hoe zorgt Google ervoor om relevante en gepaste resultaten weer te geven?

The holy algorithm

Maar...

2. Wat niet iedereen weet

Hét heilige algoritme wordt ook geëvalueerd en bijgestuurd op basis van menselijke feedback:

➔ **Google test**

➔ **Raters beoordelen**

➔ **Google evalueert test + kan bijsturen**

Invisible Puppy
Sluikreclame

Buy cheap **iPhone**s for cheap - BuyCheapIphones.123
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Register for FREE! Get cheap **iPhone**s here.

GUIDELINES

Wat is hier nu zo interessant aan?

“Because raters are required to give ratings based on common guidelines…”

3. En dat betekent wat?

Als Raters die guidelines moeten volgen om pagina's te evalueren…

Rating op basis van 2 elementen

1. **Page Quality (PQ) (!)**
    - Het doel van de website
        - YMYL => hoogste PQ!
    - Content evaluatie (main/supplemental/ads)
        - Effort, orginaliteit, talent, skill, nauwkeurigheid
        - Home/responsible/auteur/over ons/reputatie
    - E-E-A-T

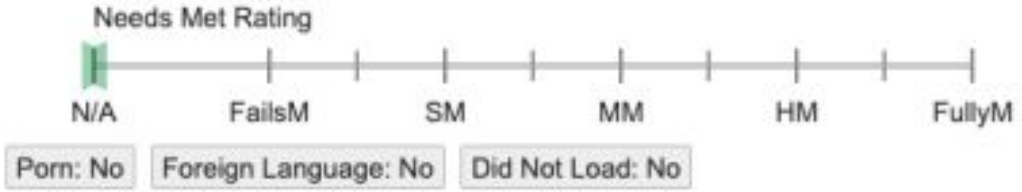
On Page Quality rating tasks, you will use the Page Quality sliding scale (slider) to assign the overall PQ rating. The slider looks like this:

3. En dat betekent wat?

Als Raters die guidelines moeten volgen om pagina's te evalueren…

Rating op basis van 2 elementen

2. **Needs Met (NM)**
    - Zijn de noden van de gebruiker ingelost? (search intent)
        - Locatie
        - Verschillende betekenis
        - "George Bush"
        -



The Needs Met rating is based on *both* the query and the result. You must carefully think about the query and user intent when assigning a Needs Met rating.

The Page Quality rating slider does *not* depend on the query. Do not think about the query when assigning a Page Quality rating to the LP.

Query and User Intent	Result Block and LP, Needs Met Rating, Page Quality Rating	Explanation
Query: [how many octaves on a guitar] **User Intent:** Find out the number of octaves on a guitar.	 	**Needs Met**: This block shows the number of octaves on a piano, not a guitar. Even though this SCRB has a link to a high quality landing page about pianos, it is irrelevant to the query. Useless results are useless. This result **Fails to Meet** the user intent. **Page Quality**: There is a lot of helpful MC on the landing page. The page has medium to high E-E-A-T. **Medium+** to **High** is an appropriate rating.

4. Bon, en nu concreet?

Deze voorbeelden van pagina's met "high page quality"

= inspiratiebron voor UX/SEO'ers

= explanation 'onthult' (=bevestigt) wat voor Google belangrijke elementen zijn om als "goede kwaliteit" beoordeeld te worden.

- ➔ Soms heel duidelijk.
- ➔ Soms lezen tussen de lijntjes

Invisible Puppy
Sluikreclame

Nr. 1

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live film jnah lhwa

Live Film Jnah Lhwa
by admin June,2011

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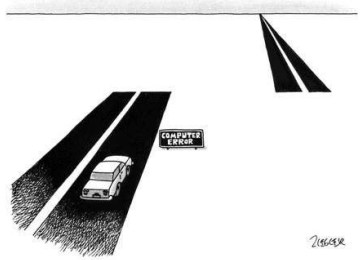

The page you are looking for could not be found. Try the search box to find the page you were looking for:

SEARCH SEARCH HELP

LIMIT YOUR SEARCH:

Author:

Date: to

- The Film File
- Books Briefly Noted
- Recordings
- Tables for Two

CLEAR ALL

REPORT A BROKEN LINK

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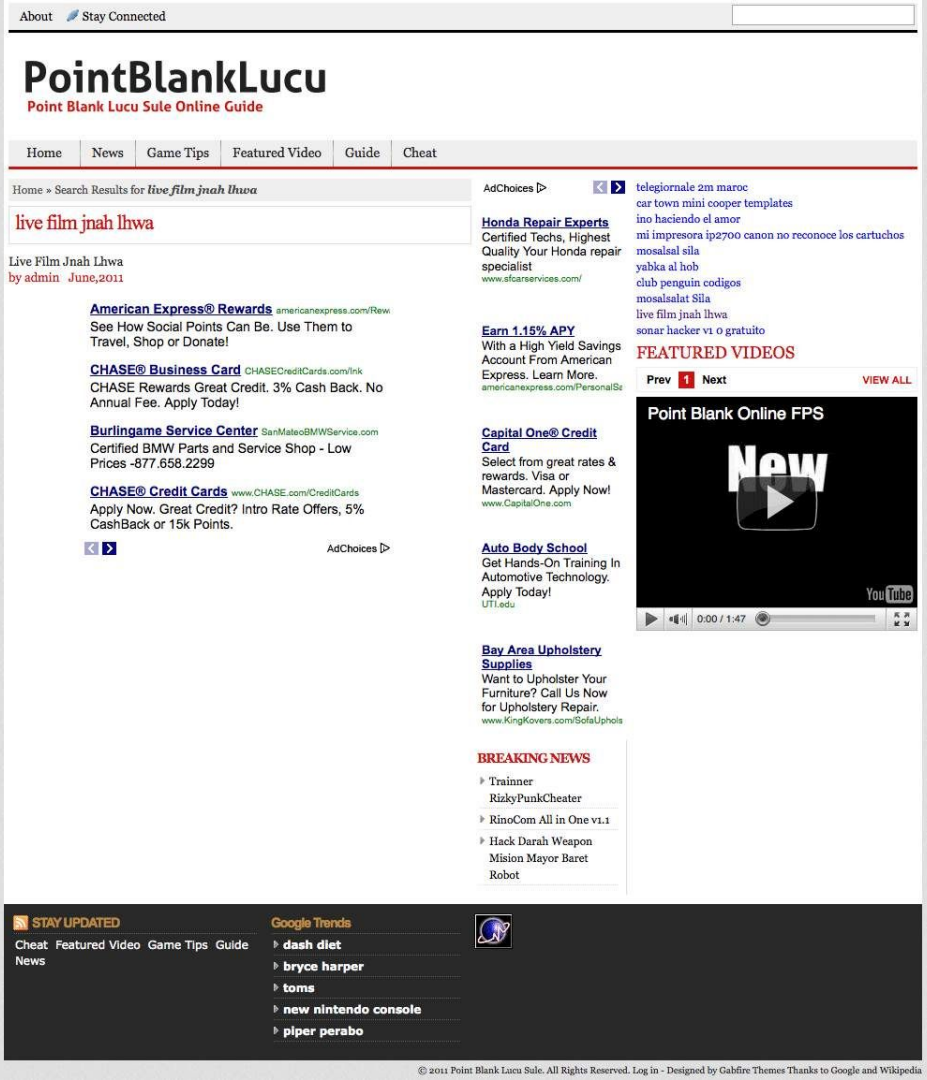
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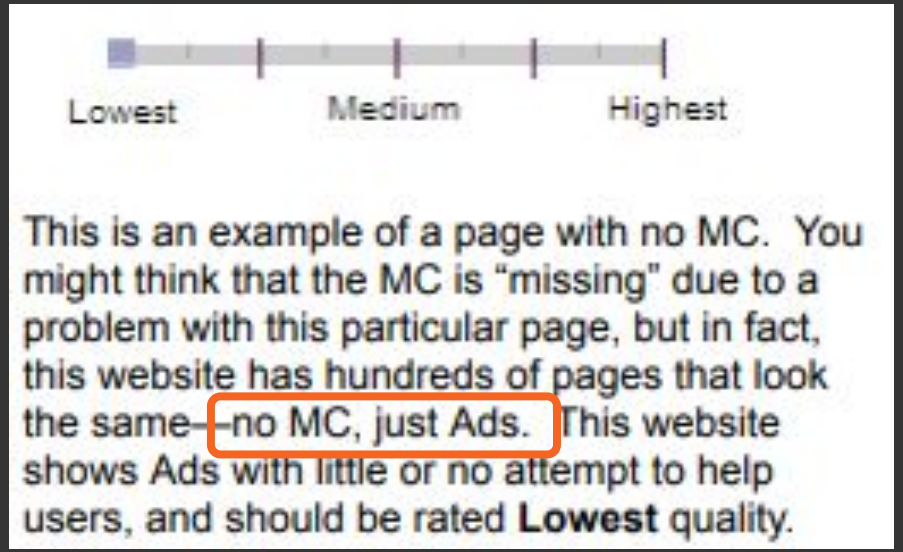
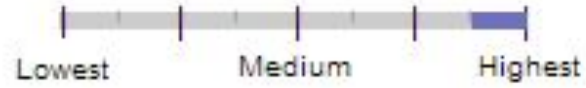
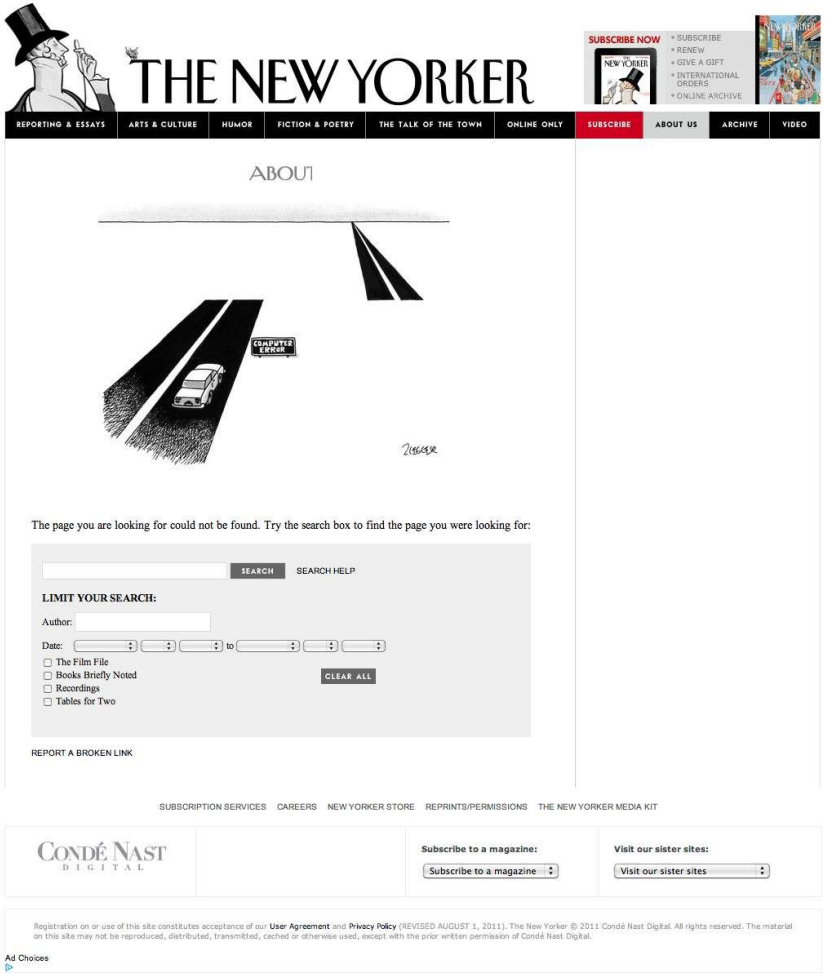

Lowest
Medium
Highest
This is an example of a page with no MC. You might think that the MC is "missing" due to a problem with this particular page, but in fact, this website has hundreds of pages that look the same—no MC, just Ads. This website shows Ads with little or no attempt to help users, and should be rated Lowest quality.



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!



Nr. 2

Chest pains and just smoked like 2 puffs of a cig?

ilovemylife asked 2 year ago

ok ive been smoking for like 1in-half months calms my fears and anxiety working on quiting but wen i smoked on about 10 mins ago i layed down cuz i was ready for bed even though its morning almost 3 yes it made me tired but wen i layed down my chest got tight and i thought the worse is it cuz i smoked? and will it go away

Additional Details

first off ha my mom wouldnt get up for me even if i was having a heart attack sad but true i yes my jaw is stiff but owell my mom dont care yes my arms/shoulders hurt but owell hope for the best i guss

2 year ago

Residential Rehab Center
28-90 Day Program in Napa Valley 18 Acre Retreat & 1-1 Counseling
duffysrehab.com/drugalcoholrehab

Explore NicoDerm CQ Today
Nicoderm CQ Patch Helps Prevent The Urge to Smoke All Day Long.
www.nicodermcq.com/Quit

Ads

Answer

0 0 Follow + Watchlist

Best Answer Asker's Choice

Drewanswered2 year ago

yea you should stop smoking it helps you now but a couple years from now ull wish you never started trust me i fin hate smoking and no nothing could possibly be wrong yet, remember clean breathing is the best thing you could give your body. smoke pot its not as bad for you and f all of you who dislike that

Asker's rating & comment

*****

thanks but easer said then done lol

1 Comment

Other Answers (3)

Oldest

xxkhbxx answered 2 year ago

it depends, do u feel any pain? if so take an aspirin and go to the hospital..
do u feel any pain down your left arm or your jaw go to the hospital..

ususally smoking will not cause pain right away unless you have bronchitits or asthma..

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dont get to anxious it may also be a muscle but take a aspirin just in case.. be well

Rate Comment

Gangsta answered 2 year ago

Your body starts to heal itself the moment you put out that cig. So let's do the math here...stop smoking and get better or keep smoking and lets just see what maladies you get.

Rate Comment

? answered 2 year ago

your stupid !!! are you trying to kill your self !!! there i smore than 200 poisons in cigarettes ..... do you want to die ????

Rate Comment

Additional Details

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Nicoderm CQ Patch Helps Prevent The Urge to Smoke All Day Long.
www.nicodermcq.com/Quit

Ads

Answer

0 0 Follow + Watchlist

Chest pain from smoking?
Chest pains due to smoking?

Today on Yahoo

Surprise celebrity helps Obama greet visitors

A famous funnyman joins the president at the White House, but most guests don't know who he is.

'Duck Dynasty' star susp

Task force urges limits

Lawmakers approve new bu

Discover Questions

I'm having a gallbladder attack?
Why my chest pain hurt for 1 week plus but i went to the doctor she said my lungs was clear?
I can hear me snoring before I even happen to be in deep sleep! Normal?
Pneumonia associated with AIDS/HIV?

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how long do most liver cancer patient live

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cest21

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how long do most liver cancer patient live

by cest21 on Sat Sep 06, 2008 12:00 AM — Quote | Reply

I have a mother in law with liver cancer, Seems to be doing well But how long will this go on for. What is the average time frame.is what the Dr said 1 to 1 1/2 years with treatments.

Quote | Reply — Share

lolomike

Add As Friend
Private Reply
Report Abuse
Track Thread
Email Friend

RE: how long do most liver cancer patient live

by lolomike on Fri Sep 12, 2008 12:00 AM — Quote | Reply

Hi: My dad Fought liver cancer for 15 months. He had all the treatment but unfortunately passed form liver failure. Fighting liver cancer takes a major toll on the other organs. Good luck. My prayers are with you and your family.

Quote | Reply — Share

RE: how long do most liver cancer patient live

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RE: Emme's chocolate poisoning
posted just now by maxiteach

RE: Voices and smelling metal ...
posted 7 minutes ago by johngiustino

RE: TSH Suppression as per the...
posted 10 minutes ago by butterfly501

RE: TSH Suppression as per the...
posted 11 minutes ago by butterfly501

RE: Epiglottis Repair
posted 11 minutes ago by Sdurnell

CancerCompass Survey

Do you use smart phone apps?

Take our short survey on hospital smart phone apps.

Take the survey

GET $75

Webpage/Type of Content	Characteristics of the Page	PQ Rating and Explanation
Lowest: Q&A page about chest pains and smoking	• **Harmfully Misleading Information:** Contains inaccurate and potentially dangerous medical advice about a YMYL topic	Lowest — Medium — Highest Information about chest pain and smoking could significantly impact people's decisions to seek medical treatment. This page is on a YMYL topic. This page must be evaluated from the point of view of a user visiting this page from a search engine, rather than a participant. The question is poorly worded and difficult to understand. There aren't many responses. One response correctly warns about the danger of smoking cigarettes but suggests smoking marijuana instead. Another response suggests that it's fine to keep smoking and that aspirin can be used to address pain. The last response lacks respect: it asks if the person who asked the original question is stupid. The answers have incorrect and potentially dangerous medical advice, making it lowest quality MC.

Webpage/Type of Content	Characteristics of the Page	PQ Rating and Explanation
Highest: Q&A page about how long most cancer patients live	• Very satisfying MC: achieves the purpose of the page very well • Positive website reputation for the topic of the page • Very high E-E-A-T for the purpose of the page	Lowest — Medium — Highest How long a person may live with a disease could significantly impact life decisions. This is a YMYL topic. This is a Q&A page on a medical question that is well-answered by non-experts with life experience. There are many responses describing how long a loved one lived after diagnosis. The focus of the page is experience, not medical advice. Many responses are based on personal experience and are helpful for this topic.

5. Wat hebben we geleerd vandaag?

1. Google algo wordt geëvalueerd door **échte mensen**, wereldwijd en ze krijgen hiervoor gerichte guidelines om te kunnen oordelen

2. De essentie van het algoritme beoordelen ligt bij 2 elementen:
   a. De **pagina-kwaliteit** (los van de zoekterm)
   b. De **zoekintentie** (hangt samen met de zoekterm)

3. Zowel in de intro-tekst voor de raters als tussen de **voorbeelden** van goede en slechte pagina's vinden we heel veel **elementen** terug waarvan we kunnen gebruik maken om onze eigen sites/pagina's te **optimaliseren**. **Gratis**, maak er gebruik van. Net zoals **eten/drank** hier.

Work @ Invisible Puppy (Agency Gent)?
=> SEO expert
=> Performance marketeer (jun/med/exp)
=> Social media strateeg
=> Project manager

Work @ Colruyt Group (Halle)?
=> (Tech) Digital Analist.

Thanks. Questions?

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