



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help

Please answer the following questions based on the rater guidelines

1. Which of the following is a justification for giving a Page Quality (PQ) rating of Lowest? Select all that apply.

True False | There is absolutely no information about who is responsible for the content of the website on a YMYL topic.

True False | All the Main Content (MC) of the page is copied and created with deceptive intent.

True False | The website clearly and significantly violates the Google Webmaster Guidelines.

True False | The website has an extremely negative and malicious reputation.

2. Which of the following is true? Select all that apply.

True False | All queries have an explicit location.

True False | The explicit location is found inside the query.

True False | The explicit location always tells you where users are located when they type the query.

True False | The explicit location makes the query easier to understand and interpret.

3. Which of the following is true about Needs Met ratings? Select all that apply.

True False | In-between ratings should be used if you think the Needs Met rating of a result falls between two labels.

True False | Landing pages in a foreign language should never be rated Fully Meets.

True False | The Needs Met rating should always be based on the content in the result block alone.

True False | The Fully Meets rating can be used for a broad Know query.

4. Which of the following is true about Website Maintenance? Select all that apply.

True False | Every page on a website must be updated recently to consider the website updated/maintained.

True False | If the copyright date on the homepage is more than 1 year old, the website should always be considered unmaintained.

True False | Well maintained websites may have an unmaintained page that has not been updated.

True False | Old information or old newspaper articles are always useless and should be considered Low quality.

5. For the query [piano lessons], English (US), which of the following results should be rated Fails to Meet? Select all that apply.

True False | A list of community piano schools in the U.S.

True False | A result with information on rates for ballet and modern dance classes.

True False | A result about the piano department of a well-known music school.

True False | An article with recommendations on the best age for children to start taking piano lessons.

1. Which of the following is true? Select all that apply.

True False | For most queries, the user location changes our understanding of the query and user intent.

True False | The user location is usually a city.

True False | Queries with a user location can have just one interpretation.

True False | All queries with a user location have both local and non-local intent.

2. Which of the following may be a reason for giving a Page Quality (PQ) rating of Highest? Select all that apply.

True False | The page could be Fully Meets for a particular query.

True False | The page has no Ads.

True False | The website has an excellent reputation from experts.

True False | The page has extremely high quality content and the author is an acknowledged expert in the topic.

3. If you think a query is misspelled, which of the following should you do? Select all that apply.

True False | Assign a low Needs Met rating to all results because misspelled queries don't deserve high Needs Met ratings.

True False | Release the task.

True False | For obviously misspelled queries, base the Needs Met rating on user intent.

True False | For obviously misspelled queries, assign a Low or Lowest Page Quality (PQ) rating.

□ 4. Which of the following is true about Highly Meets rating? Select all that apply.

True False | High quality information pages, such as Wikipedia articles and IMDb pages, should always get a rating of Highly Meets.

True False | Highly Meets results should be highly satisfying and a good "fit" for the query.

True False | Pages with porn on them should never get a Highly Meets rating.

True False | A query can have many Highly Meets results.

□ 5. Which of the following is true? Select all that apply.

True False | Researching the query on the web will help you understand the meaning of most queries, as well as user intent.

True False | Results shown at the top of the Google search engine results page (SERP) should always get high Needs Met ratings.

True False | The task location is less important than the task language. On-topic results in the right language are always helpful for users in the locale.

True False | A query can have no more than three common interpretations.

1. Which of the following is a Website query? Select all that apply.

- True False | [Miami weather], English (US)
- True False | [Miami wikipedia.org], English (US)
- True False | [Miami map], English (US)
- True False | [Miami images], English (US)

2. Which of the following is true? Select all that apply.

- True False | User intent refers to what the user was trying to accomplish by typing the query.
- True False | A page can have a high Needs Met rating even if it is not related to the topic of the query.
- True False | A rater who reads and writes Spanish is fully qualified to rate projects for all task locations where Spanish is spoken.
- True False | All queries have a Locale.

3. Which of the following is true? Select all that apply.

- True False | The query [windows], English (US) has two dominant interpretations: the operating system and the windows in a home.
- True False | High quality pages in a task should all get the same Needs Met rating. For example, a high quality page for a common interpretation of the query should get the same Needs Met rating as a high quality page for a minor interpretation of the query.
- True False | Some queries do not have a dominant interpretation.
- True False | A query can have no more than two common interpretations.

□ 4. Which of the following results is Highly Meets for the query [maps], English (US)? Select all that apply.

- True False | A result that contains road maps for European countries.
- True False | A Wikipedia article that defines the word "map" and discusses many kinds of maps, the history of maps, and the study of maps.
- True False | The Yahoo! Maps website at <http://maps.yahoo.com/>.
- True False | A satellite map of the U.S. that shows current weather conditions.

□ 5. Which of the following is true about Main Content (MC)? Select all that apply.

- True False | Main Content should be created with time, effort, and expertise, and should not be copied from another source.
- True False | Main Content (MC) may include links on the page.
- True False | Main Content (MC) does not include features like search boxes.
- True False | High quality Main Content (MC) allows the page to achieve its purpose well.

1. Which of the following is true about Needs Met rating tasks? Select all that apply.

- True False | Every result has both Needs Met and Page Quality (PQ) sliders.
- True False | Same as... duplicate results will sometimes be pre-identified for you.
- True False | You should always assign the Needs Met rating before assigning the page quality (PQ) rating.
- True False | Some results do not have an obvious link to a landing page.

2. Which part of the result block should you evaluate to determine the Needs Met rating for that result?

- True False | You always need to evaluate both the block and the landing page.
- True False | For a Special Content Result Block, you only need to evaluate the content inside the block and nothing else.
- True False | For a Web Search Result Block, in most cases you should evaluate just the content inside the block.
- True False | For a Special Content Result Block, evaluate the content inside the block. You may also need to evaluate the landing page as well in some cases.

3. Which of the following is true? Select all that apply.

- True False | All queries have only one intent: Know, Do, Website, or Local intent.
- True False | The intent of a Do query is to accomplish a goal or engage in an activity on a phone.
- True False | The intent of a Website query is to find information.
- True False | Wikipedia pages should get high ratings for all user intents because information is always helpful.

4. Which of the following queries can have a Fully Meets result? Select all that apply.

True False | [adobe], English (US)

True False | [country music], English (US)

True False | [hawaiian photographers], English (US)

True False | [new york times online], English (US)

5. Which of the following should get a Didn't Load flag? Select all that apply.

True False | A page with a malware warning.

True False | A page which has a web server error message as the Main Content (MC) and no other content (no navigation links, no home link, no Supplementary Content (SC), no Ads).

True False | A page with customized 404 error message and a link to the website's homepage.

True False | A completely blank page.

1. Which of the following queries have non-local intent? Select all that apply.

- True False | [super bowl MVP]
- True False | [pictures of madonna]
- True False | [facebook]
- True False | [poems by robert frost]

2. Which of the following is true about Page Layout? Select all that apply.

- True False | The Main Content (MC) should be immediately visible when users visit the landing page.
- True False | Supplementary Content (SC) is usually an important part of a webpage (but is not required for a page to receive a High or even Highest rating).
- True False | If Ads are disguised as Main Content (MC) with the intent of deliberately disguising users, the page should get a page quality (PQ) rating of Low or Lowest.
- True False | Most webpages need navigation links so that users can find out more about the website.

3. Which of the following is an example of a query with an explicit location? Select all that apply.

- True False | [walmart boston]
- True False | [libraries in san francisco]
- True False | [coffee shops nearby]
- True False | [best buy New York]

4. Which of the following should get a Page Quality (PQ) rating of Low or Lowest? Select all that apply.

- True False | A page with a mismatch between the location of the page and the rating location; for example, an English (UK) page for an English (US) rating task.
- True False | A file type other than a webpage, for example: a PDF, a Microsoft Word document, or a PNG file.
- True False | A page that gets a Didn't Load flag.
- True False | Pages with an obvious problem with functionality or errors in displaying content.

5. Which of the following is true? Select all that apply.

- True False | Most queries have Fully Meets results.
- True False | www.crocheting.com is Fully Meets for the query [crocheting].
- True False | <http://www.un.org/fr/> is Fully Meets for the query [united nations], French (FR).
- True False | www.britneyspears.com is Fully Meets for the query [britney spears images].

1. What factor(s) should be considered when determining whether a business is too far based on the query and user location? Select all that apply.

True False | Type of business/entity.

True False | User location.

True False | Your judgment.

True False | User intent.

2. Which of the following is true? Select all that apply.

True False | All foreign language results should be rated Fails to Meet.

True False | Pages with porn should get the Porn flag even if the query is looking for porn results.

True False | Porn results should never get Highly Meets or Fully Meets ratings.

True False | Porn, Foreign Language, Didn't Load, and Hard to Use flags depend on the query. In other words, you must think about the query when assigning these flags.

3. Which of the following is true about spelling suggestion result blocks?

True False | The Fully Meets rating should be assigned when the spelling suggestion matches the query intent.

True False | Spelling suggestions are always helpful for users.

True False | If the spelling suggestion would obviously be helpful for users, you can base your rating on the spelling suggestion without clicking through to the landing page.

True False | Spelling suggestions that are trivial and make little difference to the query or the results on the landing page of the suggestion should get a Needs Met rating of Slightly Meets.

4. Which of the following is true about Website Reputation? Select all that apply.

True False | Two negative reviews and no positive reviews is enough to consider the website to have a negative reputation.

True False | Reputation information can come from many sources, including encyclopedia articles, awards such as the Pulitzer Prize, and recommendations by professional societies.

True False | Website reputation is an important part of page quality (PQ) rating. Reputation can justify the Highest rating and the Lowest rating.

True False | Not all customer reviews are reliable or believable. Some reviews are fake.

5. Which of the following is true? Select all that apply.

True False | The homepage of the Harvard University site is <http://www.harvard.edu/>.

True False | The homepage of the Harvard University site is <http://www.harvard.edu/admissions/>.

True False | The homepage of the Harvard Medical School site is <http://hms.harvard.edu/>.

True False | <http://hms.harvard.edu/contact-us/> is a subpage on the Harvard Medical School site.

1. Which of the following is true about the Purpose of the Page and the Page Quality (PQ) rating? Select all that apply.

True False | Harmful or malicious pages should always get a page quality (PQ) rating of Lowest.

True False | Pages with an informational or educational purpose should always be given higher page quality (PQ) ratings than entertainment or gossip pages.

True False | There is no relationship between the purpose of the page and the page quality (PQ) rating.

True False | If you cannot determine the purpose of the page after extensive effort, the page quality (PQ) rating should be Lowest.

2. For the query [boston italian food], English (US), which of the following results can receive a Fully Meets rating? Select all that apply.

True False | A result block that shows a very satisfying list of popular and prominent restaurants serving Italian food in Boston.

True False | The homepage of the most-highly rated Italian restaurant in Boston.

True False | A result block that has a prominent link to the official website of a highly-rated Italian restaurant in Boston, along with local information (e.g., directions, phone number).

True False | A result block that shows the phone in process of calling the most-highly rated Italian restaurant in Boston.

3. Which of the following is true? Select all that apply.

True False | A satisfying and complete result for a broad information query can be Fully Meets.

True False | For a Know Simple query, a Fully Meets rating can be given if the result block does not display the answer, but it is at the very top of the landing page.

True False | A common interpretation for a non-local entity query can have a Fully Meets rating.

True False | For a specific local restaurant query to get a Fully Meets rating, the result block must have both a prominent link to the official website (if one exists) and also location information such as a phone number or driving directions.



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help