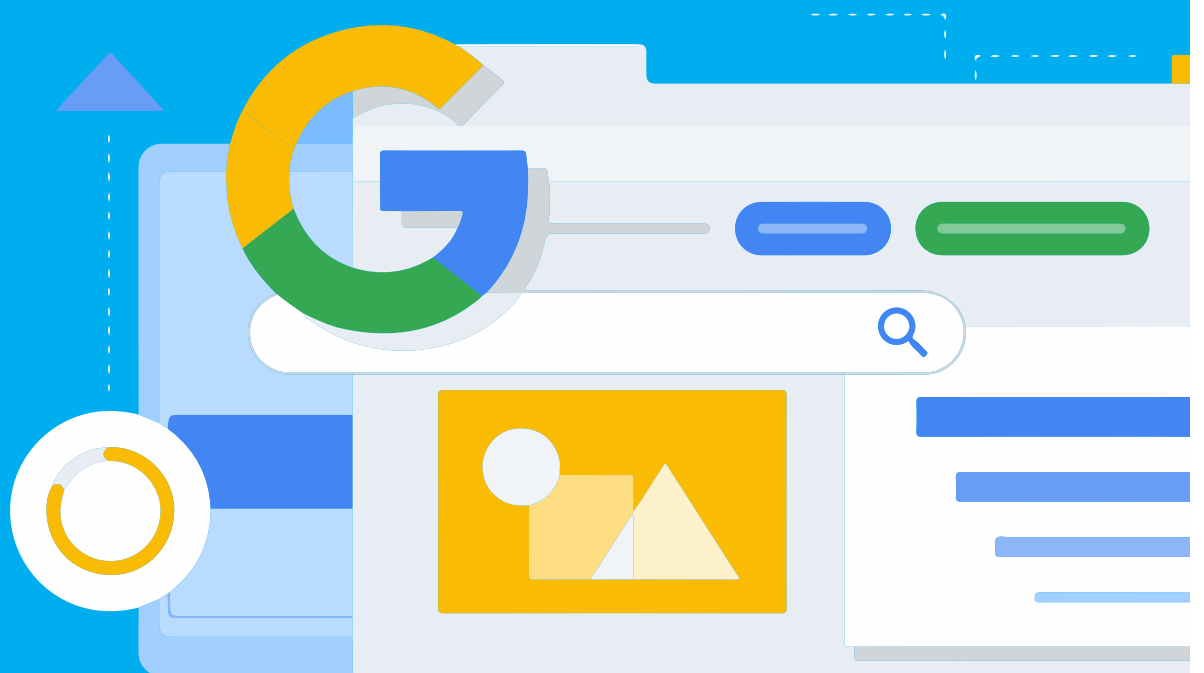


# Google's Search Quality Raters:

Here is what they say  
about High-Quality  
Pages and Content



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**G**oogle's search engine algorithm is notoriously secretive. In fact, the entire SEO industry is built on trying to figure out exactly what helps a website rank higher in the search results.

So, when Google released its "Search Quality Evaluator" guidelines back in 2015, marketers across the world were pleasantly surprised. Since then, Google has kept updating these [guidelines](#). Today, they're one of the most comprehensive and authoritative resources on SEO out there.

It's not like these guidelines tell you exactly what's in Google's search algorithm — of course not. But they provide very important insights into what Google sees as a "high-quality" webpage. And in the midst of so much speculation and conjecture, these guidelines are the most authentic and accurate source of information.

So in this post, we thought we'd break down Google's Search Quality Raters to tell you how to create a high-quality website that ranks up there.

# WHAT MAKES A HIGH-QUALITY PAGE?

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The first question is “[What does Google see as a high-quality page?](#)” For starters, there’s a basic definition:

- *The webpage has a “beneficial purpose” — in other words, it’s designed to benefit users*
- *It achieves that purpose well*

Apart from this fundamental definition, there are some main characteristics of a high-quality page:

## A satisfying amount of high-quality main content

What does this really mean? High-quality main content is one into which either time, effort, skill, or expertise has gone in. But the definition of high-quality main content depends on the nature and purpose of the webpage. So for instance:

- A news webpage should have information that's engaging, factually accurate, and comprehensive. There should also be a fair bit of expert consensus around it.
- For a satire webpage, factual accuracy isn't important. The content needs to be hilarious — that's the biggest determinant of its quality.
- A functional website — for instance, an e-commerce page — needs to be high on functionality. So a big indicator of quality would be how easy it is to actually purchase an item off the page.

Naturally, webpages which are more broad-based in their purpose would have to have more content than those that are narrower to be classified as high-quality.

For instance, this page about a [Siberian Husky](#) may not have a lot of content but would still be classified as high-quality main content because the topic itself is quite narrow. Similarly, this e-Commerce page is another example of high-quality main content

## Siberian Husky

From Wikipedia, the free encyclopedia

The **Siberian Husky** (Russian: *северный хаски*, "Siberian husky") is a medium-size, dense-coat working dog breed that originated in north-eastern Siberia. The breed belongs to the Spitz genetic family. It is recognizable by its thickly furred double coat, sickle tail, erect triangular ears, and distinctive markings. Huskies are an active, energetic, and resilient breed whose ancestors came from the extremely cold and harsh environment of the Siberian Arctic. Siberian Huskies were bred by the Chukchi of northeastern Asia to pull heavy loads long distances through difficult conditions. The dogs were imported into Alaska during the Nome Gold Rush and later spread into the United States and Canada. They were initially sent to Alaska and Canada as sled dogs but rapidly acquired the status of family pets and show dogs. Because of their efficiency as a working breed, most huskies are bred to be able to withstand long work days on little amounts of food. They can travel up to 88 miles per day.

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### History

The Siberian Husky, Samoyed, and Alaskan Malamute are all breeds directly descended from the original sled dog, which 2014 DNA analysis confirms is one of the direct breeds of dog.<sup>[3]</sup> The term "husky" is a corruption of the nickname "Eskimo" once applied to the Eskimo and subsequently to their dogs.<sup>[4]</sup> Breeds descending from the Eskimo dog (Qimngit) were once found throughout the Northern Hemisphere from Siberia to Canada, Alaska, Greenland, Labrador, and Hainan Island.<sup>[5]</sup> With the help of Siberian Huskies, entire tribes of people were able not only to survive, but to push both into new regions. Admiral Robert Peary of the United States Navy was aided by this breed during his expeditions in search of the North Pole.<sup>[6]</sup> Dogs from the Aradyi River and surrounding regions were imported into Alaska from 1900 (and for the next two decades) during the gold rush for use as sled dogs, especially in the "Alaska Sweepstakes," a 400-mile (657-km) distance dog sled race from Nurem, to Caribou, and back. Smaller, faster and more enduring than the 50- to 120-pound (45- to 54-kg) husking dogs then in general use, they immediately dominated the Nome Sweepstakes. Leonard Sepolta, the foremost breeder of Siberian Huskies of the time, participated in competitors from 1909 to the mid-1920s.<sup>[7]</sup> On February 3, 1925, Gunnar Kaasen was first in the 1925 serum run to Nome to deliver diphtheria serum from Nurem, over 600 miles to Nome. This was a group effort by several sled-dog teams and mushers, with the longest (91 miles or 146 km) and most dangerous segment of the run covered by Leonard Sepolta. The infamous Tail Sled Dog Race commemorates this famous delivery. The event is also loosely depicted in the 1995 animated film *Bato*, as the name of Gunnar Kaasen's lead dog in his sled team was Bato, although unlike the real dog, Bato the character was portrayed as half wolf in the film. In honor of this lead dog, a bronze statue was erected at Central Park in New York City. The plaque upon it is inscribed:

Dedicated to the indomitable spirit of the sled dogs that relayed antitoxin six hundred miles over rough ice, across treacherous waters, through Arctic blizzards from Nurem to the relief of sickened Nome in the winter of 1925. Endurance Fidelity Intelligence<sup>[8]</sup>

In 1930 the last Siberians were exported as the Soviet government closed the borders of Siberia to external trade. The same year saw recognition of the Siberian Husky by the American Kennel Club. Nine years later, the breed was first registered in Canada. Today's Siberian Huskies registered in North America are largely the descendants of the 1930 Siberia imports and of Leonard Sepolta's dogs. Sepolta owned a kennel in Nurem before moving to New England, where he became partners with Elizabeth Richter. The two co-owned the Poland Springs kennel and began to race and exhibit their dogs all over the Northeast.

As the breed was beginning to come to prominence, in 1935 *May Fair* Admiral Robert E. Byrd brought about 50 Siberian Huskies with him on an expedition in which he hoped to jump around the 15,000-mile coast of Antarctica. Many of the dogs were named at Chase Rowley in New Hampshire. Called *Operation Husky*, the historic trip proved the worth of the Siberian Husky due to its compact size and greater speeds.<sup>[9]</sup> Siberian Huskies also served in the United States Army's Arctic Search and Rescue Unit of the Air Transport Command during World War II.<sup>[10]</sup>

### Description

**Coat** [edit source]  
The Siberian Husky's coat is thicker than most other dog breeds,<sup>[11]</sup> comprising two layers: a dense undercoat and a longer topcoat of short, straight guard hairs. It protects the dogs effectively against harsh Arctic winters, but the coat also reflects heat in the summer. It is able to withstand temperatures as low as −50 to −60 °C (−58 to −76 °F). The undercoat is often absent during shedding. Their thick coats require weekly grooming.<sup>[12]</sup> In hot areas a husky's coat can naturally change so the dog can adapt to hot temperatures.

Siberian Huskies come in a variety of colours and patterns, usually with white paws and legs, facial markings, and tail tip. The most common coats are black and white, then less common copper-red and white, grey and white, pure white, and the rare "Agouti" coat, though many individuals have brindish or piebald spotting. Striking masks, spectacles, and other facial markings occur in wide variety. Male coat patterns are not allowed.

**Eyes** [edit source]  
The American Kennel Club describes the Siberian Husky's eyes as "an almost shape, moderately spaced and set slightly obliquely". The eyes of a Siberian Husky are ice-blue, dark blue, amber, or brown. In some individual dogs, one eye may be brown and the other blue (complete heterochromia), or one or both eyes may be "part-colored," that is, half brown and half blue (partial heterochromia). All of these eye-color combinations are considered acceptable by the American Kennel Club.

**Nose** [edit source]  
Show-quality dogs are preferred to have neither pointed nor square noses. The nose is black in grey dogs, tan in black dogs, blue in copper-colored dogs, and may be light tan in white dogs. In some instances, Siberian Huskies can exhibit what is called "snow nose" or "winter nose." This condition is called hypopigmentation in animals. "Snow nose" is acceptable in the show ring.<sup>[13]</sup>

**Tail** [edit source]  
Siberian Husky tails are heavily furred; these dogs will often curl up with their tails over faces and noses in order to provide additional warmth. The tail should be expressive, held low when the dog is relaxed, and curved upward in a "sickle" shape when excited or interested in something. It should be symmetrical, and not curved or deviated to the side, nor should it ever curl so much as to wrap the back.<sup>[14]</sup>

**Size** [edit source]  
The breed standard indicates that the males of the breed are ideally between 21 and 25.5 inches (53 and 65 cm) tall at the withers and weighing between 45 and 58 pounds (20 and 27 kg). Females are smaller, growing to between 20 to 22 inches (51 to 56 cm) tall at the withers and weighing between 35 to 50 pounds (16 to 23 kg).<sup>[15]</sup>

**Behavior** [edit source]  
The Husky has been described as a behavioral representative of the domestic dogs *fire* bear, exhibiting a wide range of its ancestors' behavior.<sup>[16]</sup> They are known to howl rather than bark.<sup>[17]</sup> If the dog is well trained when it's young, it can make a great family pet. The frequency of howled Siberian Huskies, especially for racing purposes, is rather high, as attributed through the history of the breed in North America. They are affectionate with people of all ages. Huskies will obey if required to, but their natural tendency is to be cooperative rather than obedient, and they prefer to be companions rather than menial pets.<sup>[18][19]</sup> A fifteen-minute daily obedience training class will save you! for Siberian Huskies.<sup>[20]</sup> Siberians need consistent training and do well with a positive reinforcement training program. They rank 48th in Stanley Cohen's *The Intelligence of Dogs*, being of average working/obedience intelligence. They tend to run because they were at first bred to be sled dogs. They were historically bred to be working and companion animals by the Chukchi people, and should always be gentle in nature. The Chukchi people use Siberian huskies to look after their children.<sup>[21]</sup>

**Intelligence** [edit source]  
 This section **does not cite any references or sources**. Please help improve this section by adding citations to reliable sources. Unsourcesd material may be challenged and removed. (September 2012)

Siberian Huskies are highly intelligent, which allows them to excel in obedience trials, though many clubs would like to keep the Husky's instinct by doing sled racing. However, because of their intelligence, they can easily become bored and may stop listening to commands. Many dog trainers usually attempt to avoid this behavior by keeping them busy with new activities. Also due in part to their intelligence, Siberian Huskies tend to be very observant of the actions of people around them and have been known to mimic common household activities such as turning on lights with their paws and gnawing doors with their teeth. Some undesirable behaviors they can exhibit include jumping on furniture (and eating the food inside), climbing fences or digging tunnels in the backyard to escape. These behaviors can be prevented if the dog is given enough activity to occupy it. Huskies require both mental and physical stimulation for optimum health.

**Health** [edit source]  
Huskies, with proper care, have a typical lifespan ranging from twelve to fifteen years.<sup>[22]</sup> Health issues in the breed are mainly genetic, such as seizures and defects of the eye (juvenile cataracts, corneal dystrophy, canine glaucoma and progressive retinal atrophy) and congenital lay-down paralysis.<sup>[23]</sup> Hip dysplasia is not often found in this breed, however, as with many medium or large-sized canines, it can occur.<sup>[24]</sup> The Orthopedic Foundation for Animals currently has the Siberian Husky ranked 158th out of a possible 160 breeds at risk for hip dysplasia, with only two percent of tested Siberian Huskies showing dysplasia.<sup>[25]</sup>

Siberian Huskies used for sled racing may also be prone to other ailments, such as gastric disease,<sup>[26]</sup> hemorrhoids or bronchopulmonary ailments ("cux asthma"),<sup>[27]</sup> and gastric erosions or ulcers.<sup>[28]</sup>

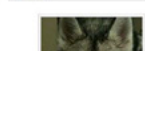
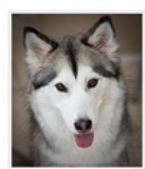
**Siberian Husky**



A black and white male Siberian Husky

**Other names:** Chukotka, Chukotka  
**Nicknames:** Husky, leon, Sle  
**Country of origin:** Siberia, Russia

**Temperament:** [view]  
**Weight:** Male: 45–65 pounds (20–27 kg)  
Female: 35–55 pounds (16–25 kg)  
**Height:** Male: 21–23.5 inches (53–59 cm)  
Female: 20–22 inches (51–56 cm)  
**Coat:** Thick double coat - thick undercoat and soft outer coat  
**Color:** All colors from black to white along with a spectrum of color  
**Litter size:** 6–11 puppies  
**Life span:** 12–15 years [view]  
**Classification and standards:** [view]  
**Dog:** [view] **Canine social hierarchy:** [view]



because it has everything you need to know to make an informed purchase decision — user reviews, shipping and returns information, item details, product specifications etc.

*“High-quality main content is one into which either time, effort, skill, or expertise has gone in”*

## Clear and satisfying website information

Building trustworthiness is a big part of creating a high-quality webpage, and clear information is a big part of that. How much information is required depends on the nature of the webpage.



### **YMYL (Your Money or Your Life) pages**

These are webpages that tend to have a direct impact on either your financial situation, your health or your safety. So these pages naturally require a lot of details — who is the owner of the website, detailed customer service information, and so on.

### **Non-YMYL pages**

These pages usually need less information — an email address may be sufficient in some cases.

So based on the purpose of your website, make sure you're giving users all the possible information they need to be able to trust you and make a more informed decision.

## Positive reputation

Online reputation management is a big part of SEO. The guidelines say that a positive reputation definitely helps when it comes to classifying page quality as “high”. Having said that, the reputation is not as important as factors like quality of main content. Which means that a page which doesn’t have a positive reputation can also be marked as a high-quality page.

Having said that, a negative reputation is a big no-no. Having a negative reputation will automatically disqualify a webpage from having a high-quality ranking. That’s why a large part of online reputation management will involve mitigating negative reputation. Here are some of the most common ways your webpage can acquire a negative reputation:

### **Negative press:**

This is especially tricky if the content is long-form as opposed to a small paragraph or mention somewhere. The severity of the damage also depends on the Domain Authority of the news site.

### **Government notices:**

Government sites are considered trustworthy and tend to rank high — so a Government notice can be bad news.

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*A negative reputation is a big no-no. Having a negative reputation will automatically disqualify a webpage from having a high-quality ranking.*

---

### **Bad reviews on neutral sites:**

These can really damage your reputation, especially when they start to gain traction, and people post one after another.

### **Bad reviews on the website:**

These are easier to manage but should still be few and far between.

### **Litigation, criminal records, tax default:**

These usually appear on reputed government sites. They also contain a lot of text which leads to a higher ranking.

### **Negative mentions on social media:**

Reddit threads and Facebook groups tend to rank high since they fulfil the purpose they are created for. Negative reviews here means your reputation is likely to take a hit.

Both news articles and opinion articles tend to rank very high riding on the reputation of the site on which they are published. However, reputation for different sites is measured differently. For instance, an article on a humour website could also rank highly because of the website's reputation for creating humorous content. In other words, your reputation is built in the context of your website's overall purpose. If you're an entertainment website, you won't be measured against stringent factual accuracy, whereas a news website would.

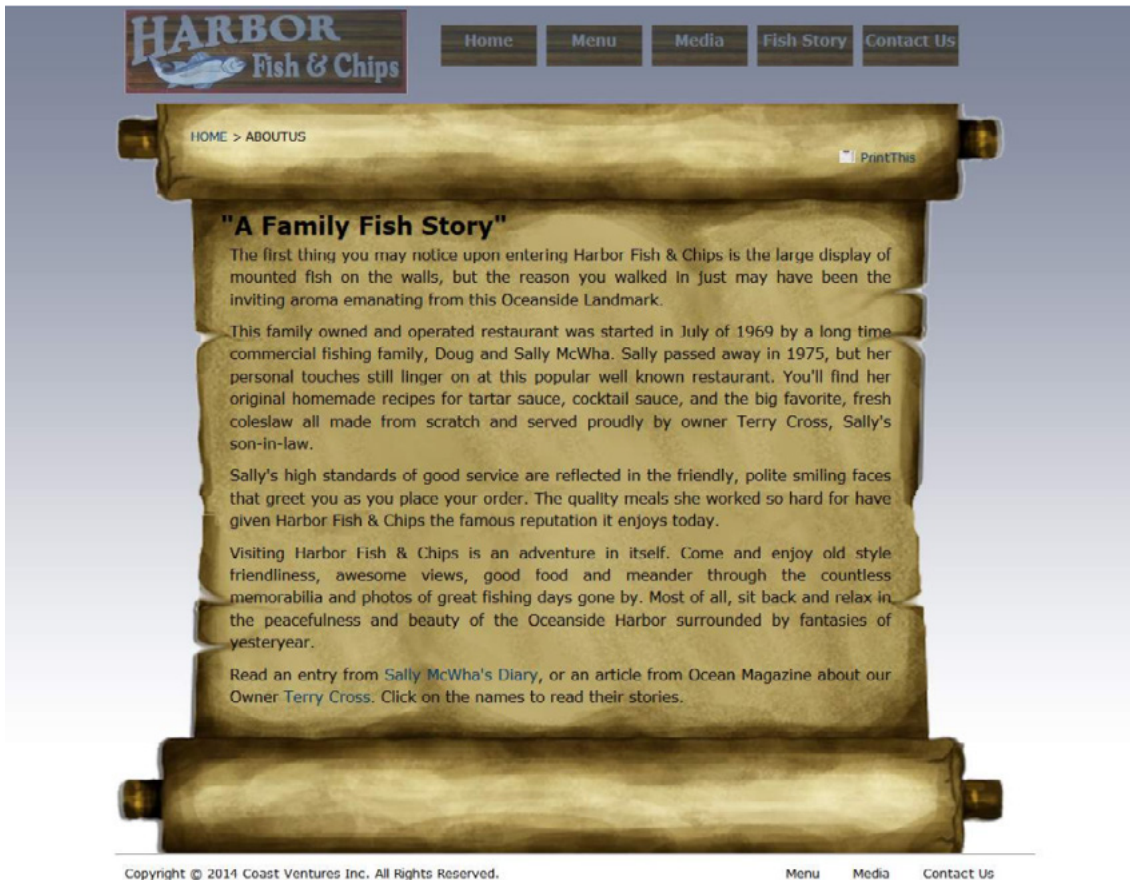


## The E-A-T Level

Finally, a website will only have a high-quality rating if it has a high level of E-A-T (Expertise- Authoritativeness-Trustworthiness). Again, building expertise for a website depends entirely on the purpose of its creation.

For instance, a forum for satire would be judged based on the reputation of the satirists participating. A page around scientific information, on the other hand, should represent a scientific consensus on a particular topic (provided it exists).

Here's an example of a local fish-and-chips restaurant that gets a high-quality rank simply on account of E-A-T.



Here's a bathroom decor page which also gets this high-quality rank largely on account of the high E-A-T vis-a-vis the purpose of the page.

Visit our other websites: [Crate&Barrel](#)

The Land of Nod

Search   [Gift Registry](#) [My Wish List](#) [Order Tracking](#) [Cart \(0\)](#)

[Sign In](#) [Email Signup](#) [Gift Card](#) [Stores](#) [Contact Us](#) 800.933.9904

[KIDS ROOMS](#) | [NURSERY & GEAR](#) | [TOYS & GIFTS](#) | [FURNITURE](#) | [CUSTOMER FAVORITES](#) | [SALE](#)

**Bathroom Décor** [home](#) > [kids rooms](#) > [bath](#) > [bathroom décor](#)

Sort (default)

- KIDS ROOMS
  - Furniture
  - Bedding
  - Storage & Shelving
  - Playroom
  - Rugs
  - Wall Art
  - Room Décor
  - Lighting
  - Curtains & Valances
  - Bath
- Bathroom Décor**
  - Step Stools & Potty Seats
  - Robes & Hooded Towels
  - Towels & Washcloths
  - Bath Safety & Accessories
  - Bath Toys
  - Soaps & Lotions
  - Bathroom Storage
  - All Bath
  - Kid Seating
  - Meal Time
- NURSERY & GEAR
- TOYS & GIFTS
- FURNITURE
- NEW
- CUSTOMER FAVORITES
- SALE

**Brush Your Teeth Wall Art**  
★★★★★  
Be the first to write a review  
\$89.00

**Wash Your Hands Wall Art**  
★★★★★  
Be the first to write a review  
\$89.00

**Plenty of Fish in the Sea Shower Curtain**  
★★★★★  
Be the first to write a review  
\$39.00

**Chance of Flowers Shower Curtain**  
★★★★★  
Be the first to write a review  
\$39.00

**Stripes in the Shower Curtain**  
★★★★★  
Be the first to write a review  
\$39.00

**EVA Shower Curtain Liner**  
★★★★★  
Be the first to write a review  
\$9.95

**Fabric Curtain Liner**  
★★★★★  
Be the first to write a review  
\$12.95

**Rub-A-Dub Chenille Nub Bath Mat**  
★★★★★  
Be the first to write a review  
\$19.00 each

**Do You Know the Muffin Mat?**  
★★★★★  
Be the first to write a review  
\$19.00 each

**Now! Cut and Dry Bath Mat**  
★★★★★  
Be the first to write a review  
\$24.00

**Chrome Shower Curtain Ring Set**  
★★★★★  
Be the first to write a review  
\$7.95

**Can I Have a Drink of Water?**  
★★★★★  
Be the first to write a review  
\$4.95

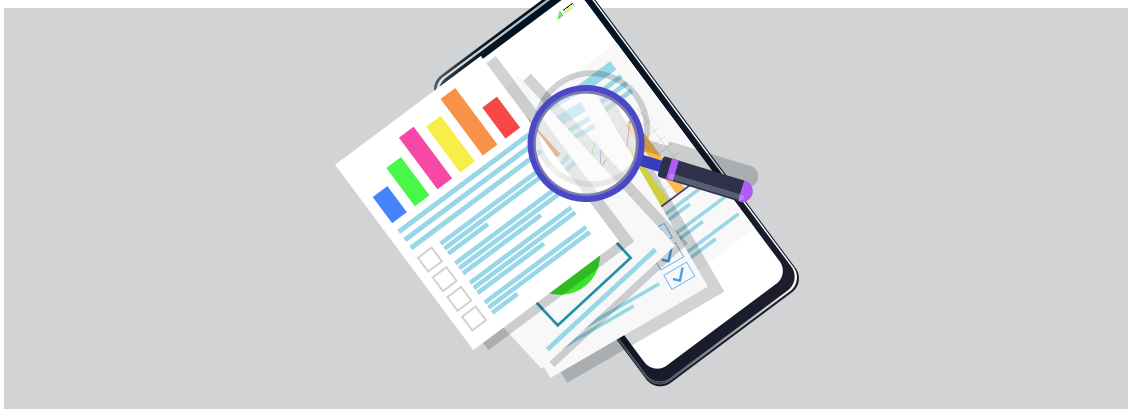
**Squeaky Clean Soap Dish**  
★★★★★  
Be the first to write a review  
\$4.95

**Squeaky Clean Pump Bottle**  
★★★★★  
Be the first to write a review  
\$7.95

**All Smiles Toothbrush Holder**  
★★★★★  
Be the first to write a review  
\$5.95

## Mobile Experience

According to Google, there are 27.8 billion more queries from mobile than the desktop. Google has now made its entire algorithm mobile-first. So Google ranks web pages based only on the mobile versions of the website. This happens even when the search itself is happening from a laptop or desktop.

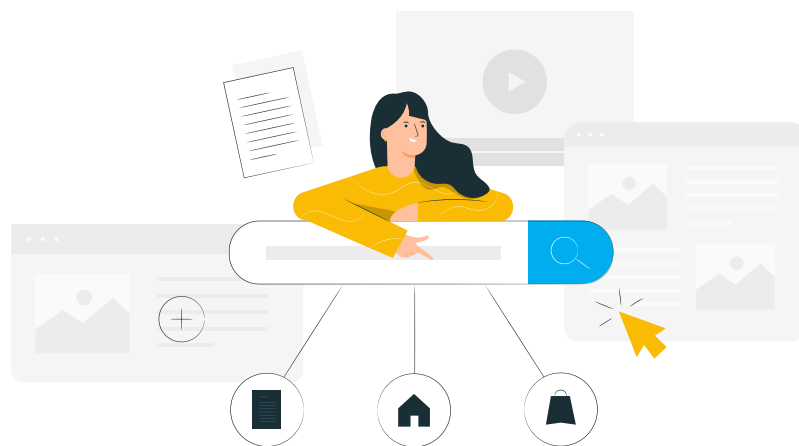


So what does this mobile-first shift mean for marketers? It means that the mobile experience has become more important than ever before. Your website has to be perfectly mobile optimized—in terms of loading speed, navigation, user interface, design, and user experience. A perfectly optimized mobile experience would include:

- *Loading resources on mobile devices*
- *Fast loading speed*
- *Internal links and redirects that work*
- *All content is visible on the mobile version of the site*
- *A user experience that optimized across devices*

## Search Intent

Search Intent is one of the things that probably tops the list of Google’s Search Quality parameters. Search intent is how effectively a piece of content fulfils the search intent of the user. Search intent is of many different types — informational, commercial, navigational, and transactional.



But what does it really imply? Let’s say you want to make an eggplant recipe that’s quick. So you search for “eggplant recipe”. If the first search result is an eggplant recipe that’s delicious but takes over an hour to prepare, you’ll go back and look at another result. If this recipe takes 10 minutes, chances are you’ll roll with it. And over time, this is the recipe that will climb to the top of the search results. That’s exactly why you need to craft your content in a way that will specifically satisfy the search intent behind the targeted keywords.

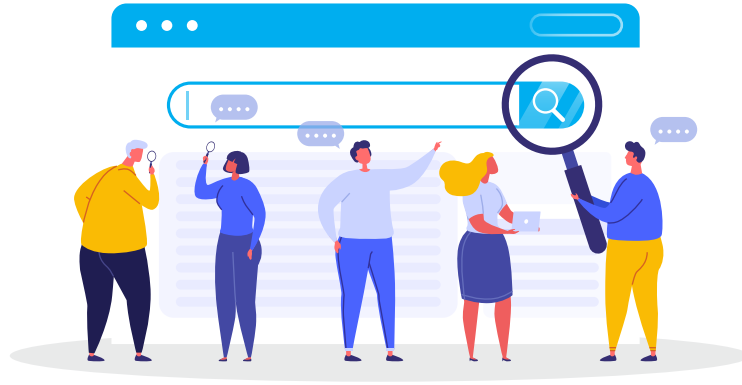
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***“Search intent is how effectively a piece of content fulfils the search intent of the user.”***

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## Needs Met

Another popular metric that Google uses is how well a particular piece of content meets the needs of the person who is searching. It uses 3 main parameters to discern this:



### **CTR (Click Through Rate)**

What percentage of users click through to a particular page after typing a particular search query.

### **Pogo sticking**

This refers to a process where a user clicks on a result, clicks on the back button, clicks on a different result, clicks the back button again, and so on. This is a clear indicator that the user isn't able to find what they're looking for.

### **Dwell time**

This is considered in addition to pogo sticking. So if someone presses the back button eventually, but if they stay there for a few minutes before they do, then this is a signal that they have probably found useful information.

# THE BOTTOM LINE

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The Search Quality Evaluator guidelines are by no means the only thing to keep in mind during SEO. Having said that, they come straight from the horse's mouth. Which means that these guidelines are the bare minimum that every website needs to work towards. As long as you tackle each aspect of achieving a high-quality rating, and stay with it consistently, you should soon be able to see a marked difference in your rankings.

# NEED A LITTLE EXPERT HELP TO GET STARTED?

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**Contact us today and discuss  
what you have on your mind!**



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SOHNA ROAD, SEC -49,  
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