Produced in Native
| Google | Life of a Click (user-interaction) | Redacted |

*GOOG-DOJ-17668265.001*
The 3 Pillars of Ranking

- Body
  - What the document says about itself.
- Anchors
  - What the Web says about the document.
- User-interactions*
  - What users say about the document.

* : we may use "clicks" as a stand-in for "user-interactions" in some places.
User-interactions include clicks, attention on a result, swipes on carousels and entering a new query.
Redacted
User interaction signals

Interactions:
- read
- clicks
- scrolls
- mouse hovers

queries

Search

interactions

Results

results

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