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## **Editorial Guidelines for Ask.com**

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Ask Jeeves' mission is to deliver the most relevant answers to your everyday searches. We do this by providing a variety of results that match your search queries on [www.ask.com](http://www.ask.com). These results are generated through multiple methods - from hand-selected answers to results delivered using state-of-the-art search technology. Below are explanations for how we generate our search results, as well as definitions for some of the terms we use on our results page. If you have any questions about Ask Jeeves' editorial policy, please contact [Customer Service](#).

### **Automated Search Results**

Ask Jeeves delivers its primary search results using Teoma's search technology. These search results appear under the heading "*Web Results*". Teoma search technology uses sophisticated algorithms and Subject-Specific Popularity<sup>SM</sup> data to generate the most relevant and authoritative results on the Web. In some instances companies pay to have their Web sites included within Teoma's dataset, otherwise known as the Teoma Index. Like all Web sites, these sites are processed through Teoma's search algorithms and are not guaranteed placement in the results. This ensures that relevancy is the primary driver of results.

For more information about Teoma search, visit <http://www.teoma.com>.

### **Sponsored Links**

Results appearing under the heading "*Sponsored Web Results*" or "*Sponsored Web Result*" are provided by Google<sup>◆</sup>, a third party provider of pay for performance search listings. Google generates highly relevant sponsored results by allowing advertisers to bid for placement in this area based on relevant keywords. These results, which are powered by Google's advanced algorithms, are then distributed across the Internet to some of the

world's most popular and well-known Web sites, including Ask Jeeves. Results appearing under the heading "*Featured Sponsor*" are provided by Ask Jeeves' advertising partners. These partners purchase relevant search terms to appear as results in response to related queries.

### **Ask Jeeves Smart Answers**

Smart Answers utilize a combination of Ask Jeeves' proprietary algorithmic search and natural language technologies, and structured-data providing quicker access to contextually accurate information. These results appear at the top of the Ask Jeeves search results page and often present deep links to additional resources that can be found for free on the Web. Sites that these Smart Answer link to should meet the following guidelines:

- 1) Sites should load quickly and be polished, easy to read and easy to navigate.
- 2) Sites should be well maintained and updated regularly.
- 3) Sites should offer thorough and accurate information that provides information that is highly relevant to a user's search term(s).
- 4) Sites should offer additional links or information related to a user's search term(s).
- 5) Sites should demonstrate credibility by providing author and source citations and contact information.
- 6) E-commerce sites - Ask Jeeves applies additional standards for e-commerce sites. When you ask a question that may involve buying products or services, Ask Jeeves works to direct you to quality online shopping sites. These additional guidelines for e-commerce sites are listed below:

- (a) Sites should provide secure transactions (preferably by SSL/SET)
- (b) Sites should disclose policies for customer privacy, returns, exchanges and other customer concerns
- (c) Sites should offer many types of the product being sought, relevant brands and/or an appropriate range of products
- (d) Sites should provide adequate product information
- (e) Sites should offer customer service by phone, preferably 24 hours a day
- (f) Sites should be widely reputable and credible, as determined by PriceGrabber, the Better Business Bureau Online, the Public Eye, other media or Ask Jeeves' in-house experience

In the course of searching for great information, Ask Jeeves has established paid partnerships with web sites that may be included within the Smart Answer resource links. Ask Jeeves applies its Editorial Guidelines to such web sites, regardless of any financial affiliation.

### **Picture Search and Weather Results**

Ask Jeeves' pictorial results that appear under the heading "*Choose a picture below or browse more pictures,*" are provided by Picsearch<sup>®</sup>, a third party provider of picture search. Ask Jeeves' weather results are provided by CustomWeather<sup>®</sup>.

### **Adult Content**

Ask.com receives millions of searches each day, some of which are sexual in nature. To ensure that our users only receive sexually explicit content when they ask for it and when they are 18 years of age or older, Ask.com presents a filtering alert and filters sexually explicit search results. In addition to alerting the user about the nature of the content, the filter also offers options to:

- View the adult content; and.
- Once viewing the adult content, returning to the filtered results.

By viewing the adult content an end user agrees that they: are over the age of 18 and have the legal right to possess adult content; 2. understand that the material may involve language, content, images, sounds and themes of an adult or controversial nature; 3. will not provide access to any of the materials in these Web pages to any persons under 18 years old or to any persons who do not have the legal right to access adult materials; 4. understand that all content reflects the views of the Web site authors and are not the views of Ask Jeeves, Inc., and that Ask Jeeves, Inc. has no obligation to delete content that you may find offensive; 5. agree that you will not hold Ask Jeeves, Inc. responsible for any materials located on these Web pages.

[P.G.Wodehouse](#)

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