

Produced in Native

Eric Lehman - /tick-201686987/docs/elehman/Eric Lehman  
Life of a Click -- V2\_1AIA90gIFF739\_Pc72MPalzAR0xKDoHp\_\_5pZJ0\_ixUk.pptx  
**Redacted**

Ex. No.  
UPX0004  
1:20-cv-03010-APM

GOOG-DOJ-17668265

**REDACTED FOR PUBLIC FILING & ABRIDGED**



Life of a Click (user-interaction)

**Redacted**

**GOOG-DOJ-17668265.001**

**REDACTED FOR PUBLIC FILING & ABRIDGED**

## 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.

Google

Metrics

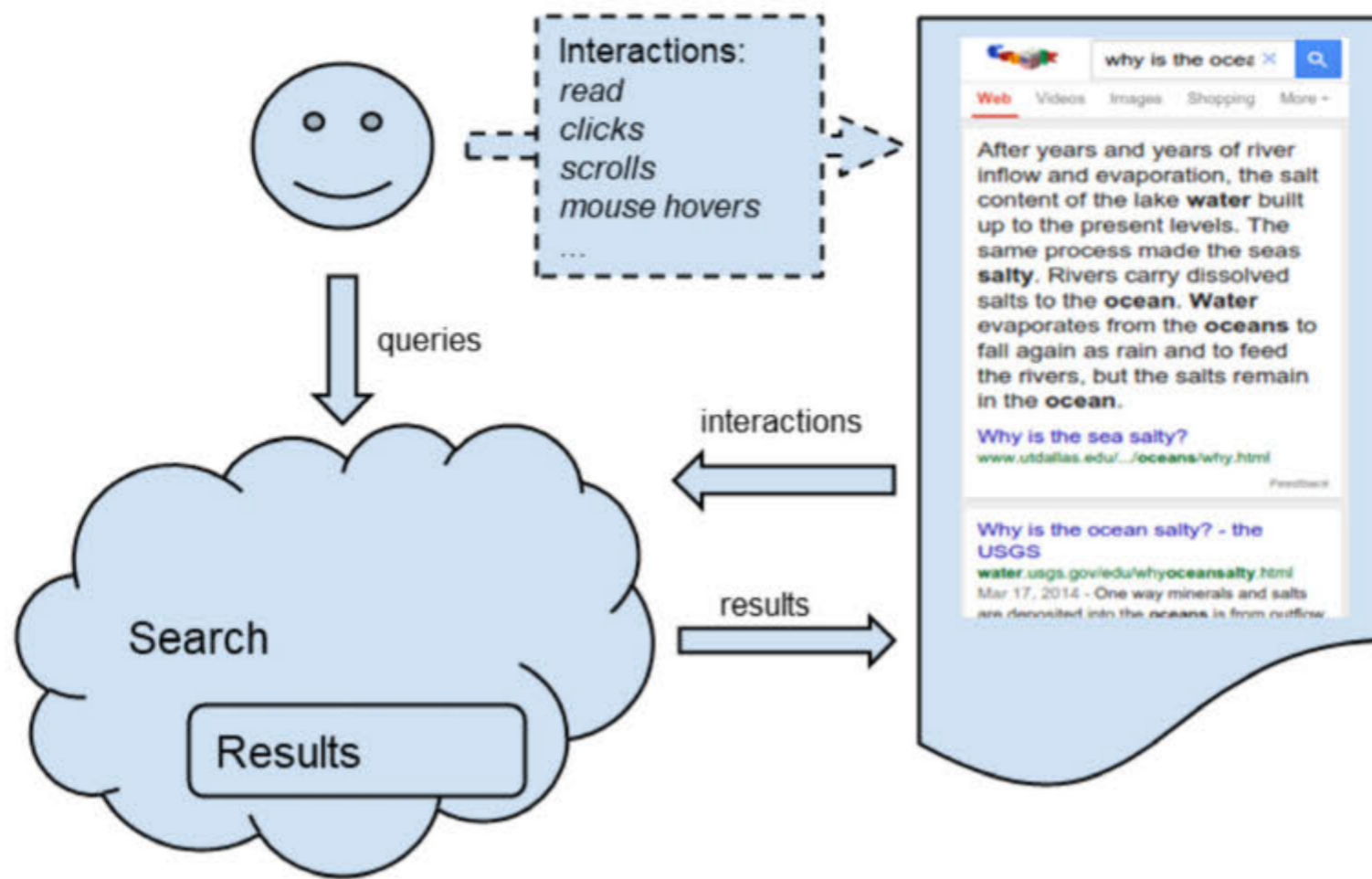
Web ranking components

# Redacted

GOOG-DOJ-17668265.003

REDACTED FOR PUBLIC FILING & ABRIDGED

# User interaction signals



# Redacted

**GOOG-DOJ-17668265.005**

**REDACTED FOR PUBLIC FILING & ABRIDGED**

# Redacted

**GOOG-DOJ-17668265.006**

**REDACTED FOR PUBLIC FILING & ABRIDGED**

# Redacted



Redacted



Redacted

Google Confidential and Proprietary

**GOOG-DOJ-17668265.008**

**REDACTED FOR PUBLIC FILING & ABRIDGED**

Redacted

# Redacted

Google

Confidential + Proprietary

**GOOG-DOJ-17668265.010**

**REDACTED FOR PUBLIC FILING & ABRIDGED**

Summary

# Redacted

Google

Confidential + Proprietary

**GOOG-DOJ-17668265.068**

**REDACTED FOR PUBLIC FILING & ABRIDGED**