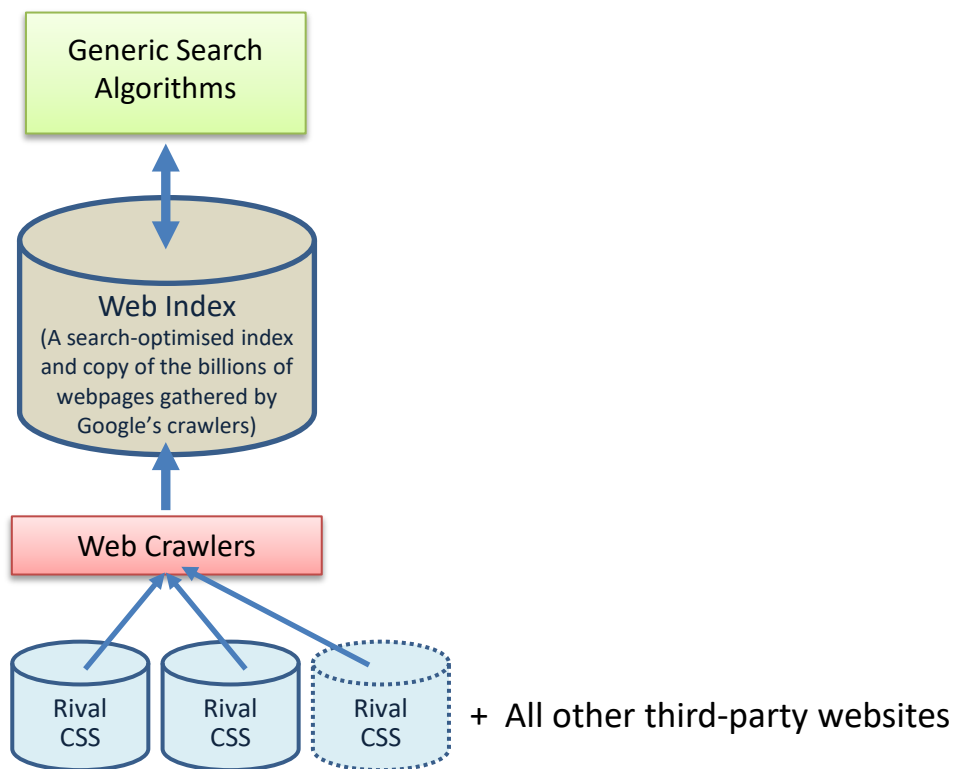
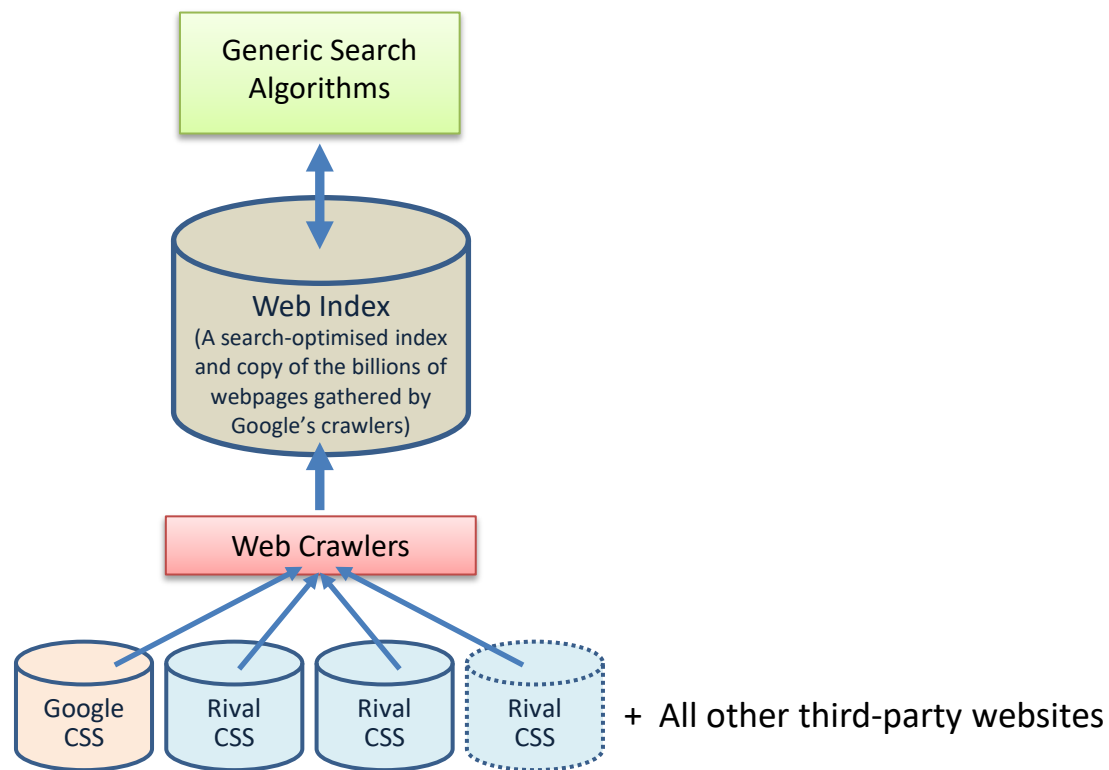


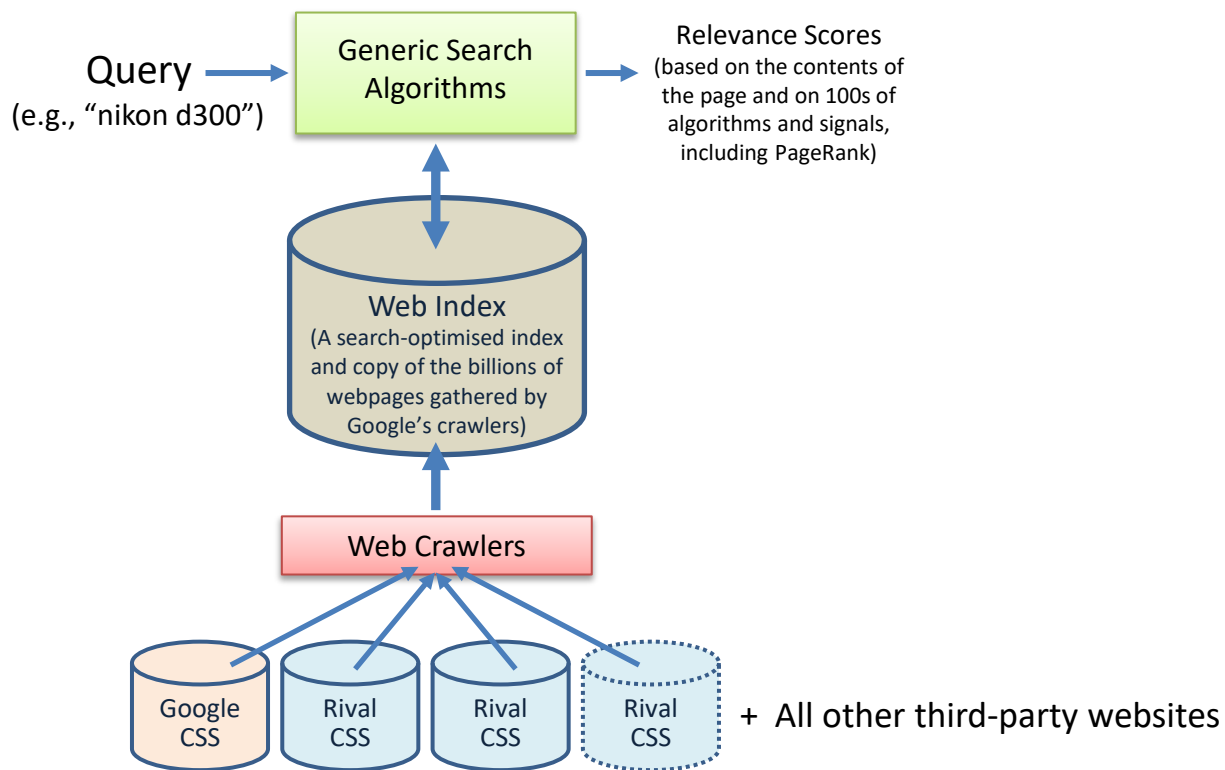
When Google decided to launch its own CSS (and other vertical search services), it understood that it could (and from the perspective of a dominant search engine, should) have done this...



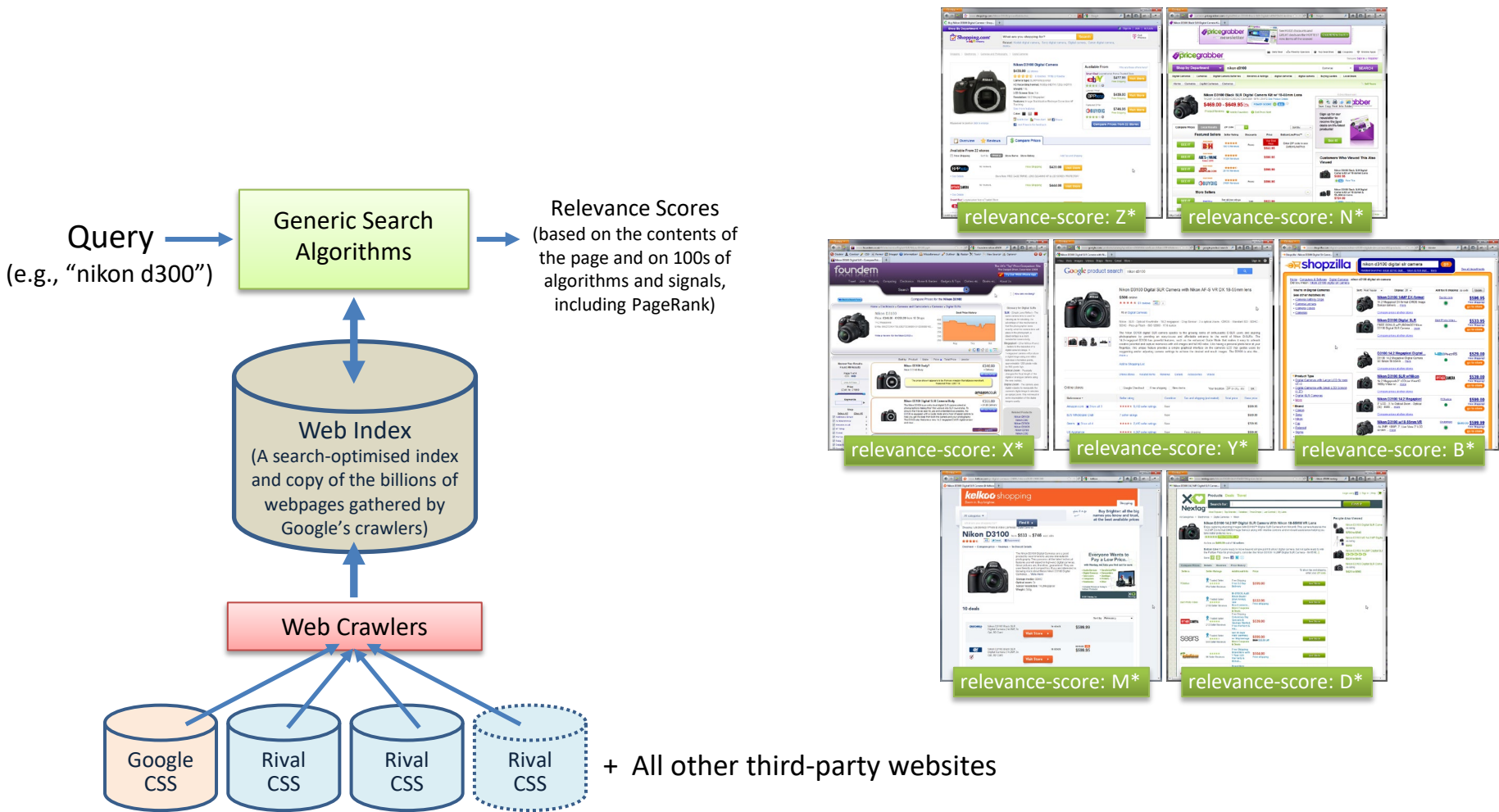
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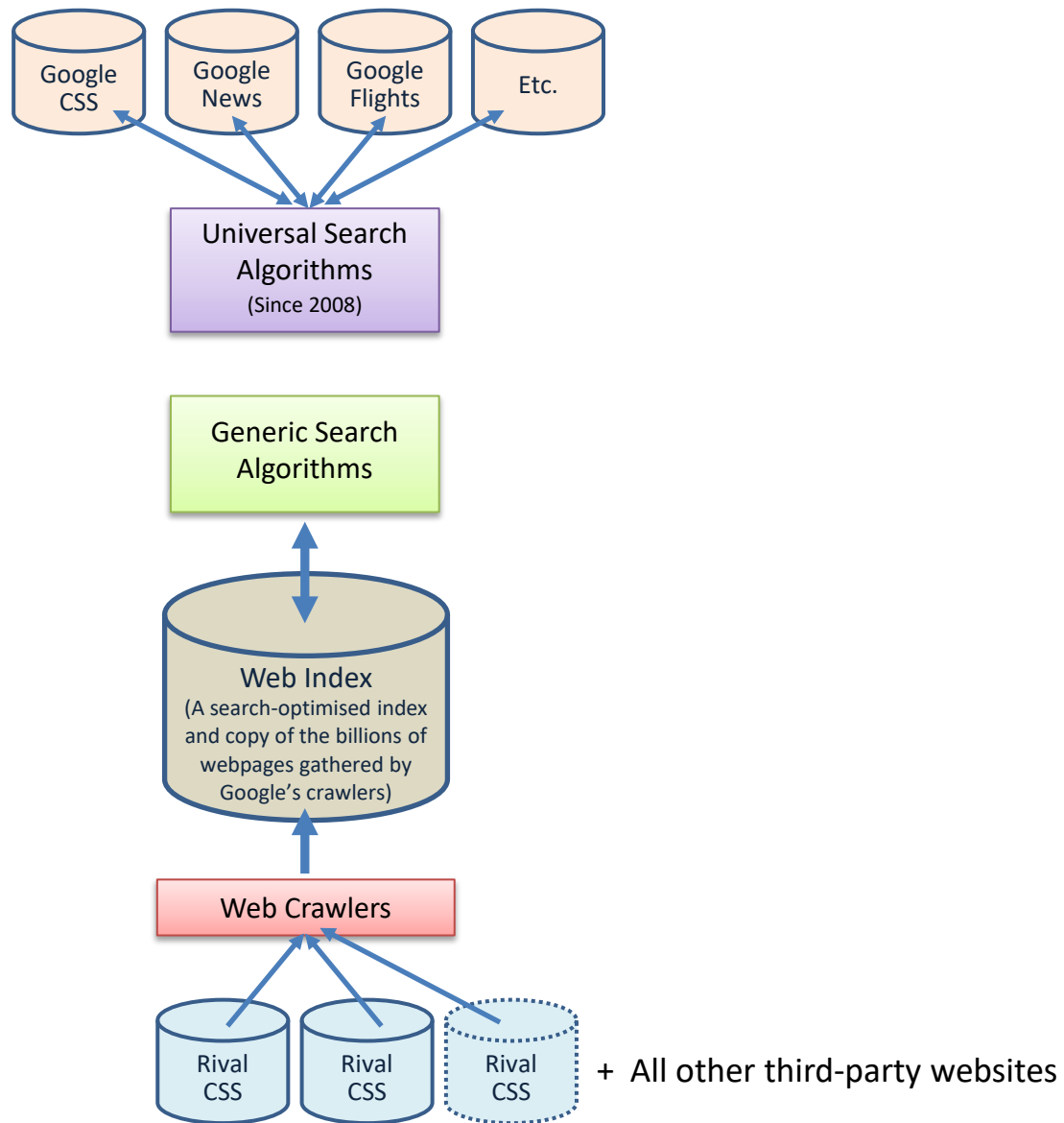
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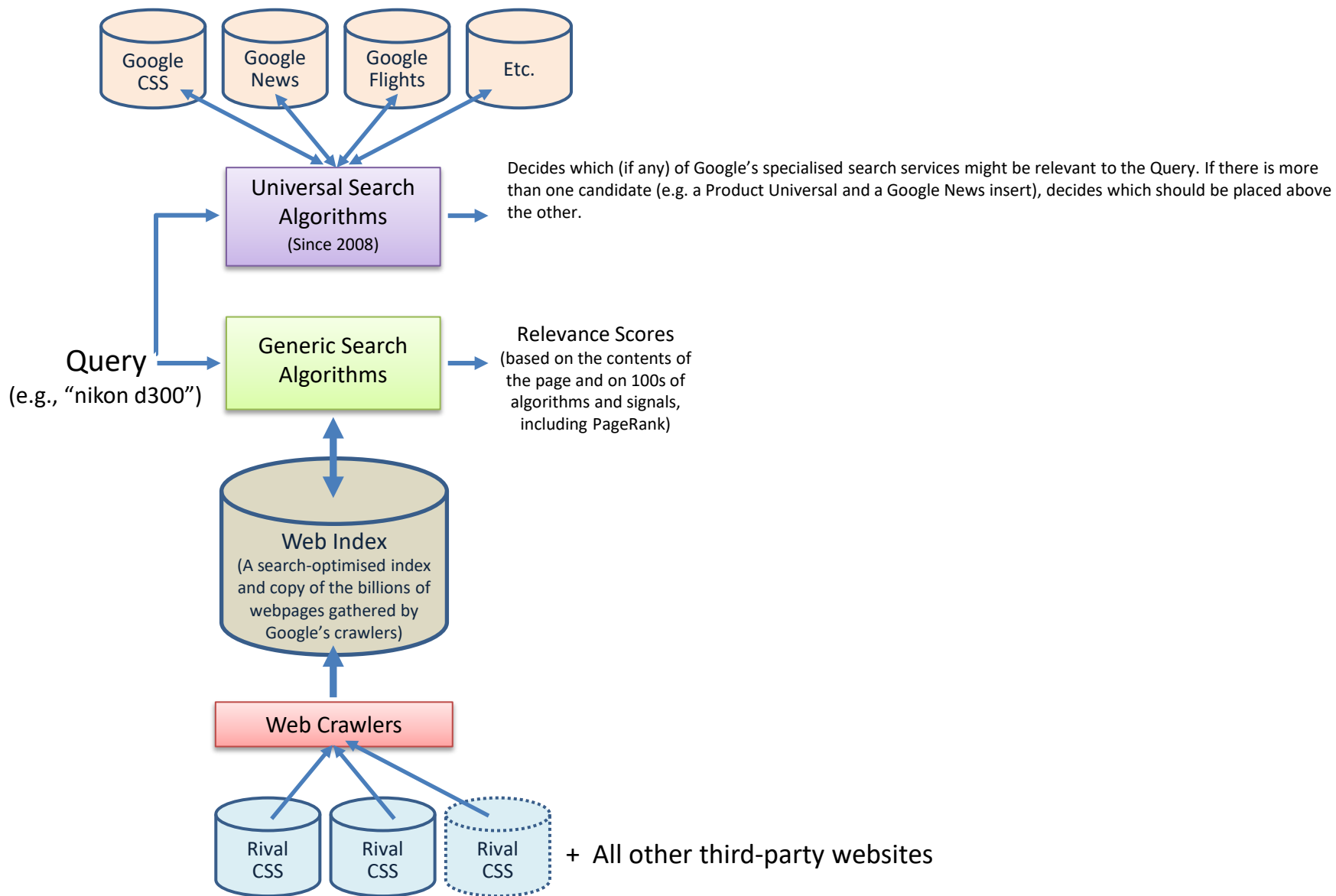
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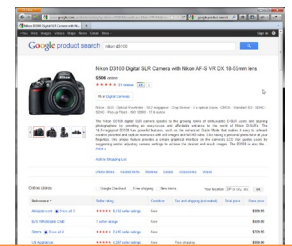
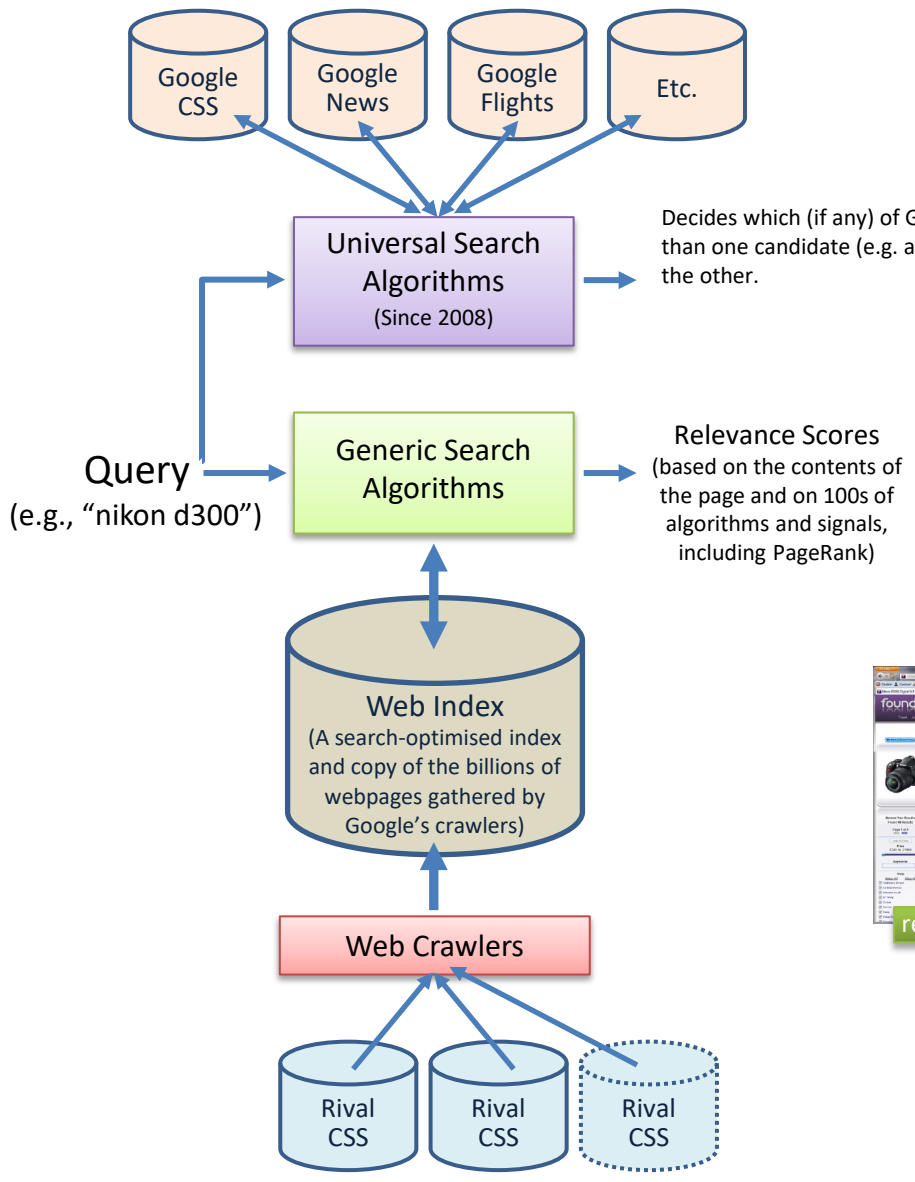
But instead, Google chose to do this:



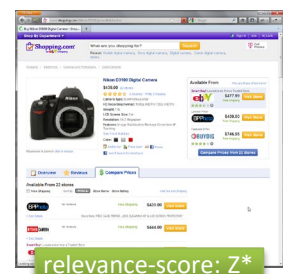
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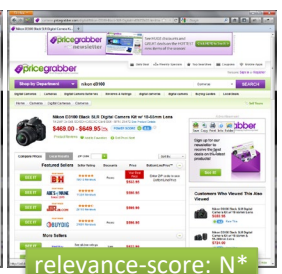
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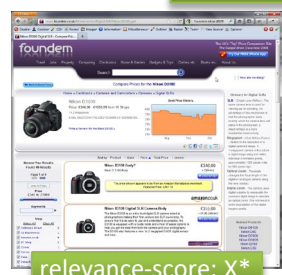
relevance compared to other Google services: A*



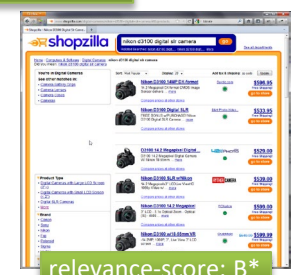
relevance-score: Z*



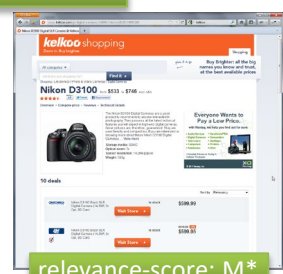
relevance-score: N*



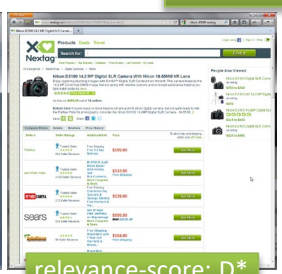
relevance-score: X*



relevance-score: B*



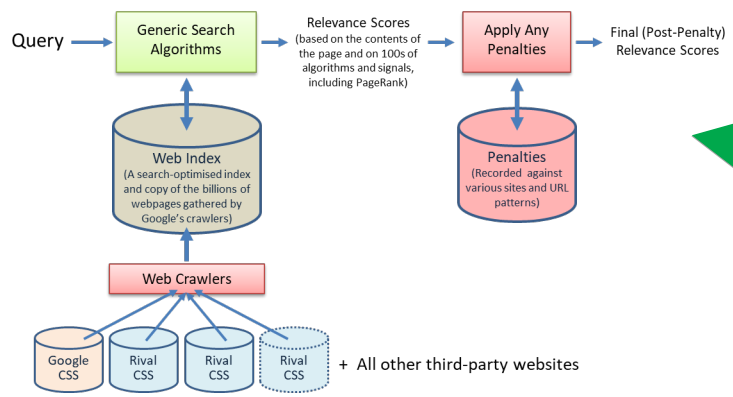
relevance-score: M*



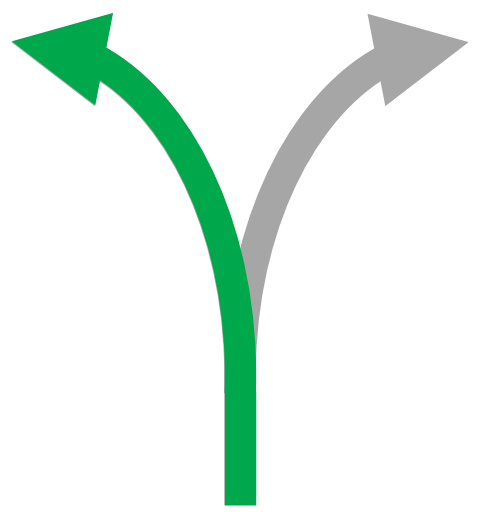
relevance-score: D*

We suggest that the effort to identify the most likely counterfactual to Google's Conduct should start here, at the fork in the road that actually occurred (circa 2004-2006):

Rather than employing the obvious, straightforward, pro-competitive and, for everyone but Google, objectively better mechanism afforded by its pre-existing general search algorithms...



Lawful
(and Good for Users)

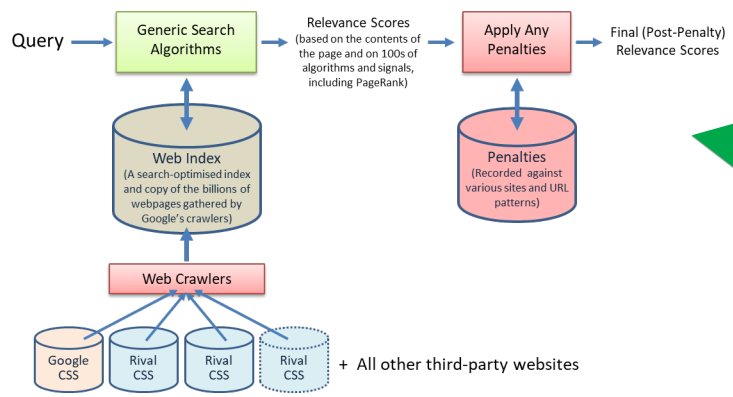


circa
2004-2006

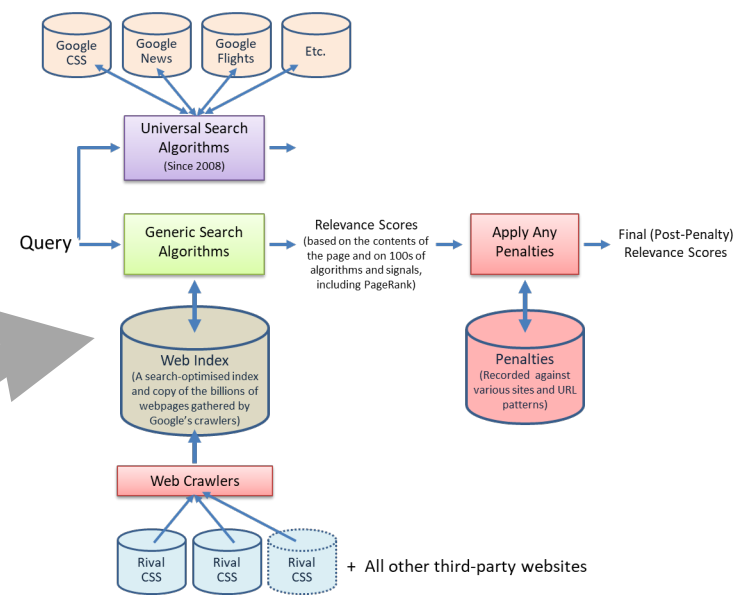
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Rather than employing the obvious, straightforward, pro-competitive and, for everyone but Google, objectively better mechanism afforded by its pre-existing general search algorithms...

Google chose to develop and deploy a separate, and plainly anti-competitive, mechanism for driving traffic to its own CSS and other specialised search services...



Lawful
(and Good for Users)

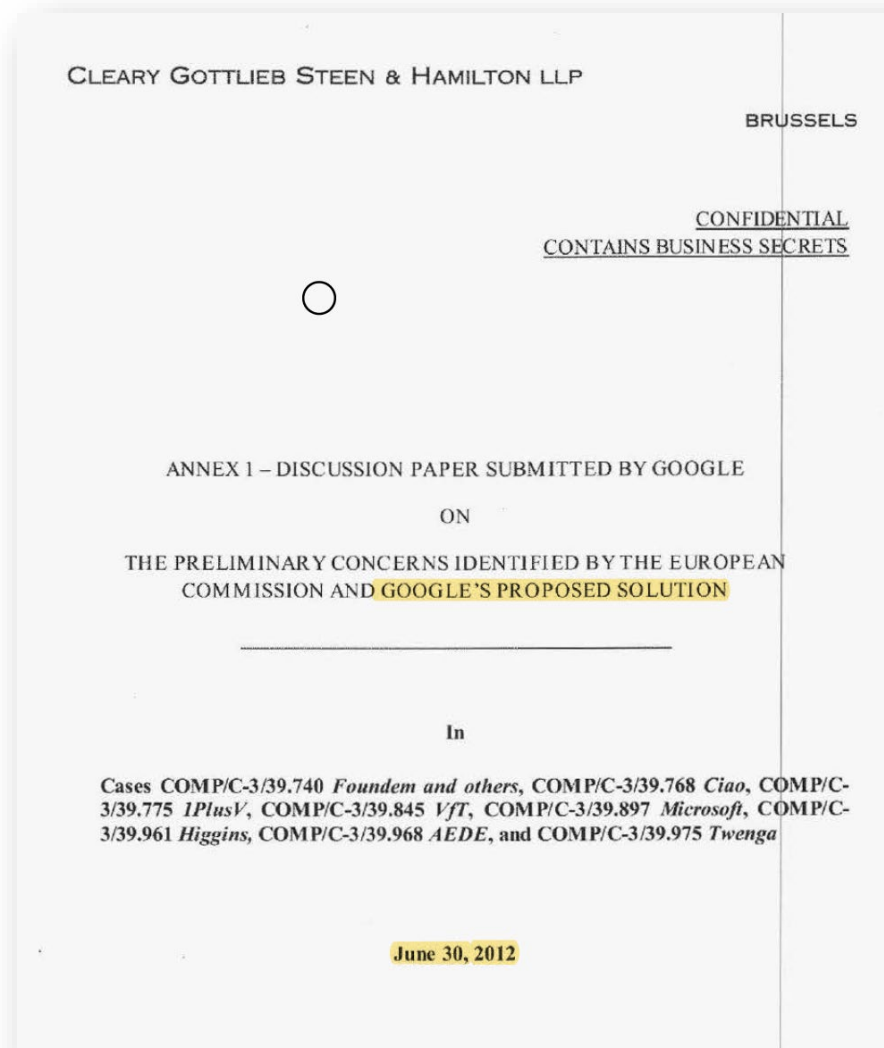


Unlawful
(and Bad for Users)

circa
2004-2006

Also...

This “Discussion Paper” from Google to the Commission (which came to light following a FOI request to the US FTC), shows that in June 2012 Google understood that deep-linked CSS results based solely on their web search rank is what would be required to “remedy” their Conduct:



Also...

This “Discussion Paper” from Google to the Commission (which came to light following a FOI request to the US FTC), shows that in June 2012 Google understood that deep-linked CSS results based solely on their web search rank is what would be required to “remedy” their Conduct:

“For each relevant query, Google will algorithmically select for display three qualifying sites based on their Web Search rank for that query (excluding duplicates).”

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CONTAINS BUSINESS SECRETS



ANNEX 1 – DISCUSSION PAPER SUBMITTED BY GOOGLE

ON

THE PRELIMINARY CONCERNS IDENTIFIED BY THE EUROPEAN
COMMISSION AND GOOGLE’S PROPOSED SOLUTION

In

Cases COMP/C-3/39.740 *Foundem and others*, COMP/C-3/39.768 *Ciao*, COMP/C-3/39.775 *1PlusV*, COMP/C-3/39.845 *VfT*, COMP/C-3/39.897 *Microsoft*, COMP/C-3/39.961 *Higgins*, COMP/C-3/39.968 *AEDE*, and COMP/C-3/39.975 *Twenga*

June 30, 2012

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CLEARY GOTTlieb STEEN & HAMILTON LLP

“For each relevant query, Google will algorithmically select for display three qualifying sites based on their Web Search rank for that query (excluding duplicates).”

“These links will lead, to the extent possible, directly to result pages of the alternative vertical search site for the query that the user entered on Google (rather than merely to the home page of the site where the user would have to re-enter the query). For example, if the user entered the query [restaurants Brussels] in Google, the links will lead to the result pages of rival vertical search sites for that query.”

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CLEARY GOTTlieb STEEN & HAMILTON LLP

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“These links will lead, to the extent possible, directly to result pages of the alternative vertical search site for the query that the user entered on Google (rather than merely to the home page of the site where the user would have to re-enter the query). For example, if the user entered the query [restaurants Brussels] in Google, the links will lead to the result pages of rival vertical search sites for that query.”

By relying on the Web Search rank of vertical search sites for the query that the user entered on Google, the proposed solution reduces query latency, minimizes the risk of irrelevant results, and offers the most efficient engineering method for addressing the Commission's preliminary concerns.”

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“Because rival sites will be selected algorithmically different sites can appear for different types of queries (e.g., [restaurants Brussels], [plumbers Brussels]) and new sites may surface as they gain in relevance.”

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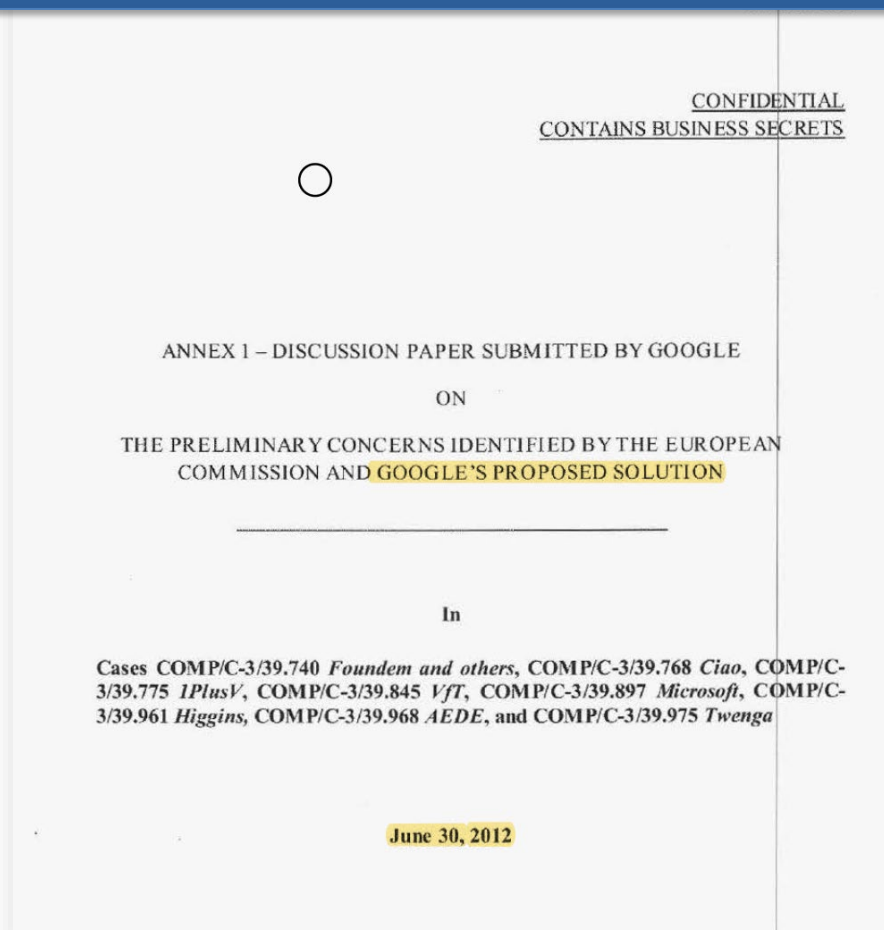
Cases: COMP/03/39 740, Foundem and others, COMP/03/39 768, Google, COMP/03/39 769

“The mechanism for the operation of the solution is well defined and based on existing Web Search algorithms”

June 30, 2012

In other words, this “Discussion Paper” from Google to the Commission demonstrates that in June 2012:

1. Google understood that “*the solution*” to its unlawful Conduct required the restoration of relevance-based CSS search results that link directly to the most relevant page of the most relevant CSS; and
2. Google knew that this “*well defined*” solution would be trivial to implement (because it is “*based on existing Web Search algorithms*”) and represents “*the most efficient engineering method*” for bringing an end to its Conduct.



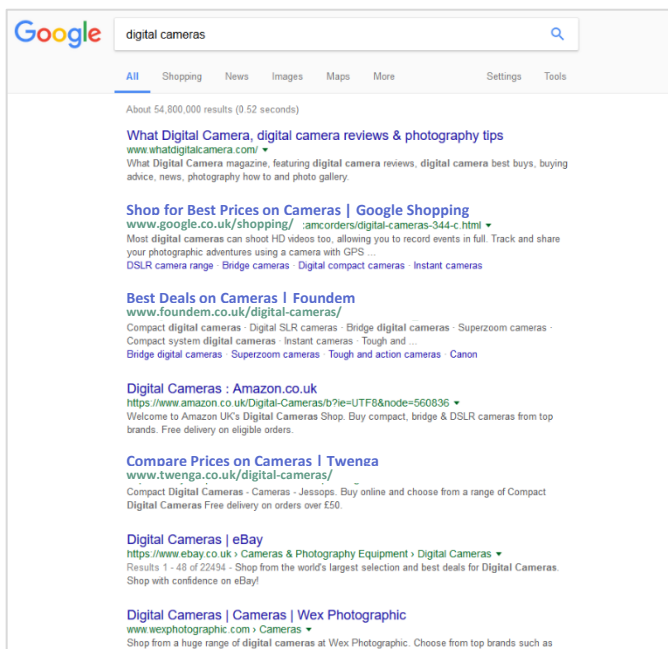
Google's Counterfactual Conduct

Option 1: **Relevance-Based CSS Results Selected and Ranked by Google's General Search Algorithms**

- In this counterfactual, Google identified, ranked, and displayed all CSS-related search results (those from its own and competing CSSs) based solely on their relevance to each particular query.
- And while Google might have devised some kind of complicated, feed-based mechanism for this purpose, it is far more likely that Google simply employed its existing, and more than capable, generic search algorithms.
- That is, in this counterfactual, Google did not:
 - Develop a separate mechanism (e.g., Universal Search) for selecting and displaying its own CSS; or
 - Deploy penalty algorithms targeted at characteristics inherent to all CSSs (including its own).
(Or, if Google did deploy these penalties, then it did so in a way that protected the legitimate CSSs that would otherwise be inadvertently demoted by them).
- Instead, Google simply crawled, indexed, and ranked its own CSS in exactly the same way that it did competing CSSs and all other websites.

What Would a Relevance-Based Counterfactual/Remedy Look Like?

10 blue links?

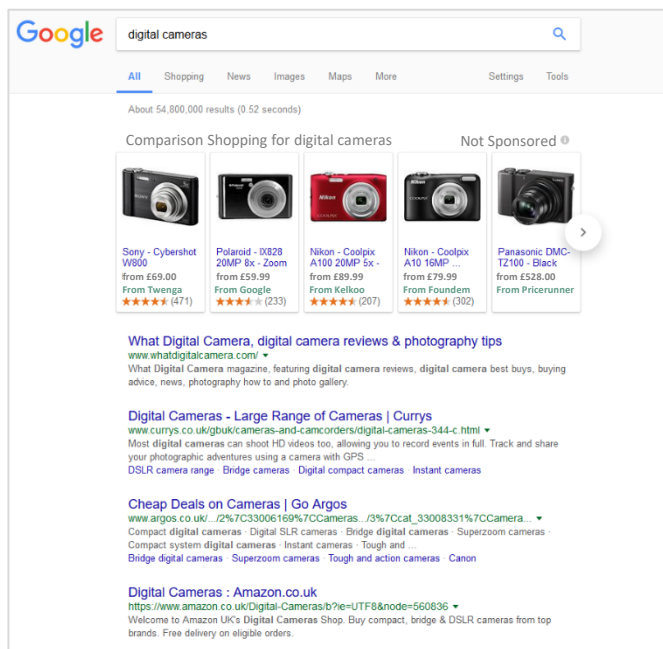
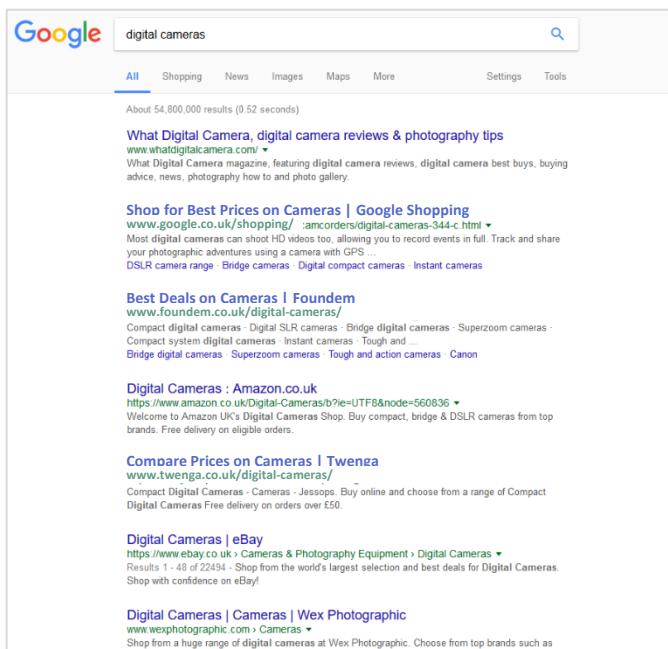


- CSS Results drawn from all CSSs (Google's own and competitors)
- Placed/Ranked solely by their likely relevance to the user's specific query

What Would a Relevance-Based Counterfactual/Remedy Look Like?

10 blue links?

Grouped Together in a Box?



- CSS Results drawn from all CSSs (Google's own and competitors)
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- All CSS results (Google's and competitors') grouped together in a box at the top of the page...

What Would a Relevance-Based Counterfactual/Remedy Look Like?

10 blue links?

Google digital cameras

About 54,800,000 results (0.52 seconds)

[What Digital Camera, digital camera reviews & photography tips](#)
www.whatdigitalcamera.com/

[Shop for Best Prices on Cameras | Google Shopping](#)
www.google.co.uk/shopping/

[Best Deals on Cameras | Foundem](#)
www.foundem.co.uk/digital-cameras/

[Digital Cameras : Amazon.co.uk](#)
https://www.amazon.co.uk/Digital-Cameras/b?e=UTF8&node=560836

[Compare Prices on Cameras | Twenga](#)
www.twenga.co.uk/digital-cameras/

[Digital Cameras | eBay](#)
https://www.ebay.co.uk/Cameras & Photography Equipment

[Digital Cameras | Cameras | Wex Photographic](#)
www.wexphotographic.com/Cameras

Grouped Together in a Box?

Google digital cameras

About 54,800,000 results (0.52 seconds)

Comparison Shopping for digital cameras Not Sponsored

| | | | | |
|---|---|---|--|----------------------------------|
| | | | | |
| from £69.00 From Twenga ★★★★★ (471) | from £59.99 From Google ★★★★★ (233) | from £89.99 From Kelkoo ★★★★★ (207) | from £79.99 From Foundem ★★★★★ (302) | from £528.00 From Pricerunner |

[What Digital Camera, digital camera reviews & photography tips](#)
www.whatdigitalcamera.com/

[Digital Cameras - Large Range of Cameras | Currys](#)
www.currys.co.uk/gbuk/cameras-and-camorders/digital-cameras-344-c.html

[Cheap Deals on Cameras | Go Argos](#)
www.argos.co.uk/

[Digital Cameras : Amazon.co.uk](#)
https://www.amazon.co.uk/Digital-Cameras/b?e=UTF8&node=560836

Scattered Throughout the Page?

Google digital cameras

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[What Digital Camera, digital camera reviews & photography tips](#)
www.whatdigitalcamera.com/

[Compare Prices on Digital Cameras at Foundem](#)
www.foundem.co.uk/digital-cameras

[Cheap Deals on Cameras | Go Argos](#)
www.argos.co.uk/

[Sony Cyber-shot W800 - Compare Prices | Twenga](#)
www.twenga.co.uk/

[Compact Digital Cameras - Jessops](#)
https://www.jessops.com/Cameras/Compact-Digital-Cameras

[Nikon - Coolpix A100 20MP 5x | Google Shopping](#)
www.google.co.uk/Shopping

[Digital Cameras | Cameras | Wex Photographic](#)
www.wexphotographic.com/Cameras

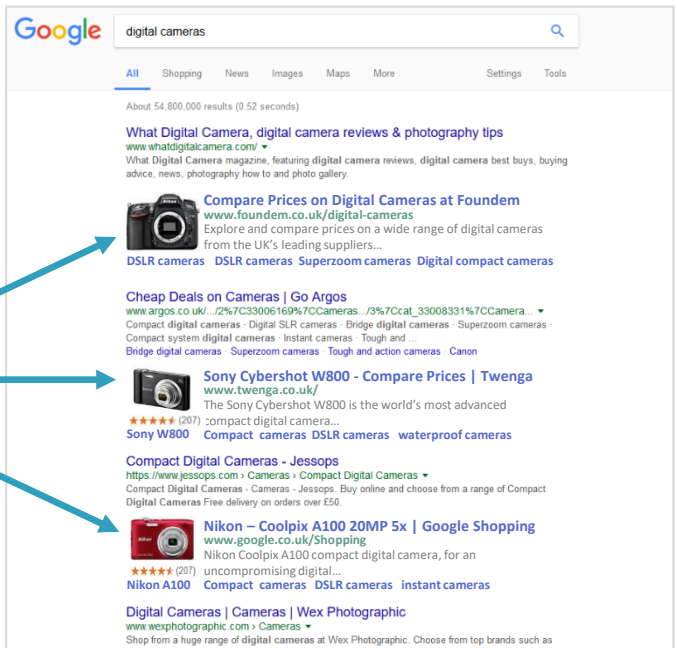
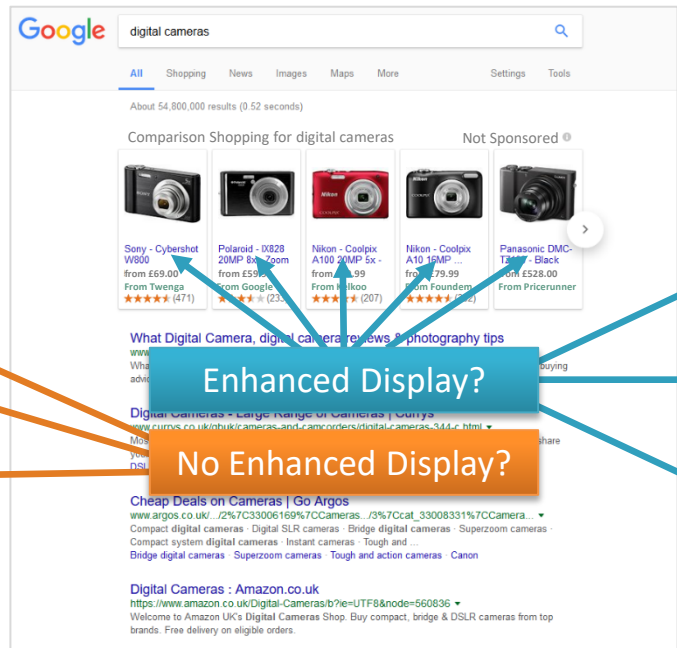
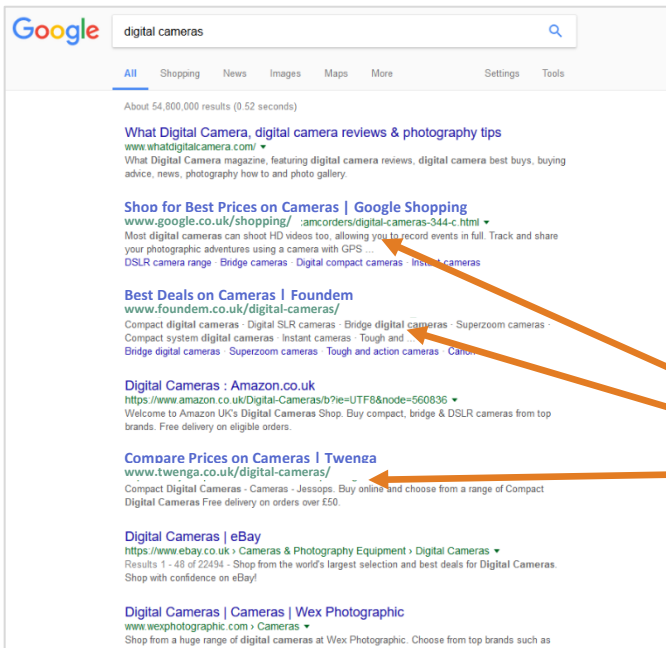
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- ...or interspersed throughout the page according to each CSS's specific relevance to the specific user query

What Would a Relevance-Based Counterfactual/Remedy Look Like?

10 blue links?

Grouped Together in a Box?

Scattered Throughout the Page?



Enhanced Display?
No Enhanced Display?

- CSS Results drawn from all CSSs (Google's own and competitors)
- Placed/Ranked solely by their likely relevance to the user's specific query
- All CSS results (Google's and competitors') grouped together in a box at the top of the page...
- ...or interspersed throughout the page according to each CSS's specific relevance to the specific user query
- Whether or not these relevance-based CSS results feature enhanced display features is up to Google

What Would a Relevance-Based Counterfactual/Remedy Look Like?

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What Digital Camera, digital camera reviews & photography tips
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 What Digital Camera magazine, featuring digital camera reviews, digital camera best buys, buying advice, news, photography how to and photo gallery.

Shop for Best Prices on Cameras | Google Shopping
[www.google.co.uk/shopping/...amc.orders/digital-cameras-344-c.html](#)
 Most digital cameras can shoot HD videos too, allowing you to record events in full. Track and share your photographic adventures using a camera with GPS ...
 DSLR camera range Bridge cameras Digital compact cameras Instant cameras

Best Deals on Cameras | Foundem
[www.foundem.co.uk/digital-cameras/](#)
 Compact digital cameras Digital SLR cameras Bridge digital cameras Superzoom cameras Compact system digital cameras Instant cameras Tough and ...
 Bridge digital cameras Superzoom cameras Tough and action cameras Canon

Digital Cameras : Amazon.co.uk
[https://www.amazon.co.uk/Digital-Cameras/b?e=UTF8&node=560636](#)
 Welcome to Amazon UK's Digital Cameras Shop. Buy compact, bridge & DSLR cameras from top brands. Free delivery on eligible orders.

Compare Prices on Cameras | Twenga
[www.twenga.co.uk/digital-cameras/](#)
 Compact Digital Cameras - Cameras - Jessops. Buy online and choose from a range of Compact Digital Cameras Free delivery on orders over £50.

Digital Cameras | eBay
[https://www.ebay.co.uk/Cameras/Photography-Equipment/Digital-Cameras](#)
 Results 1 - 48 of 22434 - Shop from the world's largest selection and best deals for Digital Cameras. Shop with confidence on eBay!

Digital Cameras | Cameras | Wex Photographic
[www.wexphotographic.com/Cameras](#)
 Shop from a huge range of digital cameras at Wex Photographic. Choose from top brands such as

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Comparison Shopping for digital cameras Not Sponsored

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 DSLR cameras DSLR cameras Superzoom cameras Digital compact cameras

Cheap Deals on Cameras | Go Argos
[www.argos.co.uk/.../2%7C33006169%7CCameras.../3%7Ccat_33008331%7CCamera...](#)
 Compact digital cameras Digital SLR cameras Bridge digital cameras Superzoom cameras Compact system digital cameras Instant cameras Tough and ...
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Sony Cybershot W800 - Compare Prices | Twenga
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 The Sony Cybershot W800 is the world's most advanced
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 Sony W800 Compact cameras DSLR cameras waterproof cameras

Compact Digital Cameras - Jessops
[https://www.jessops.com/Cameras/Compact-Digital-Cameras](#)
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Nikon - Coolpix A100 20MP 5x | Google Shopping
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 Nikon Coolpix A100 compact digital camera, for an
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 Nikon A100 Compact cameras DSLR cameras instant cameras

Digital Cameras | Cameras | Wex Photographic
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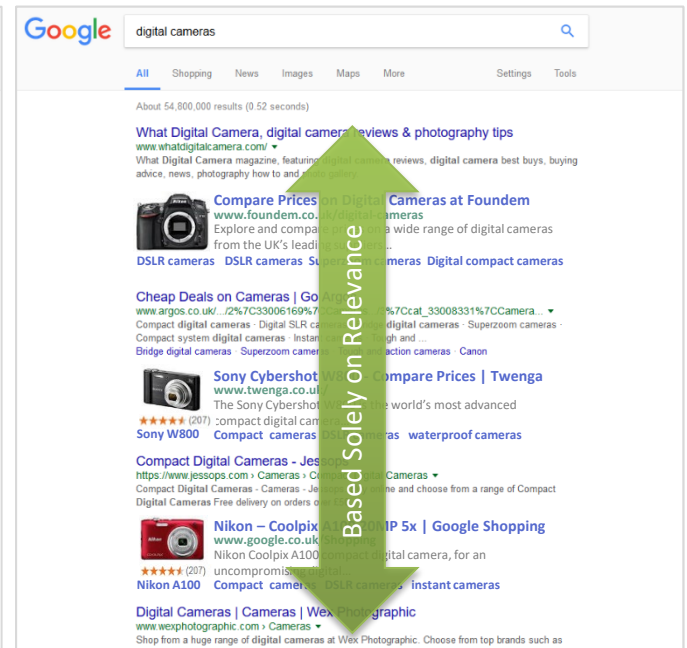
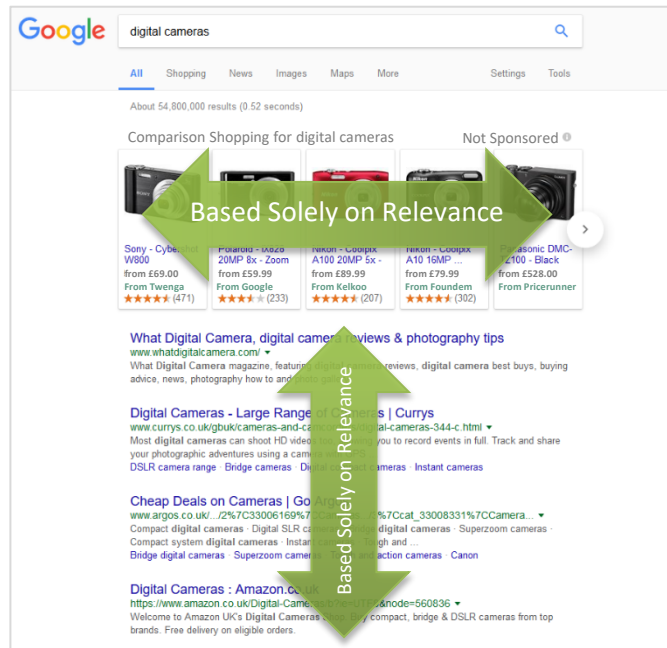
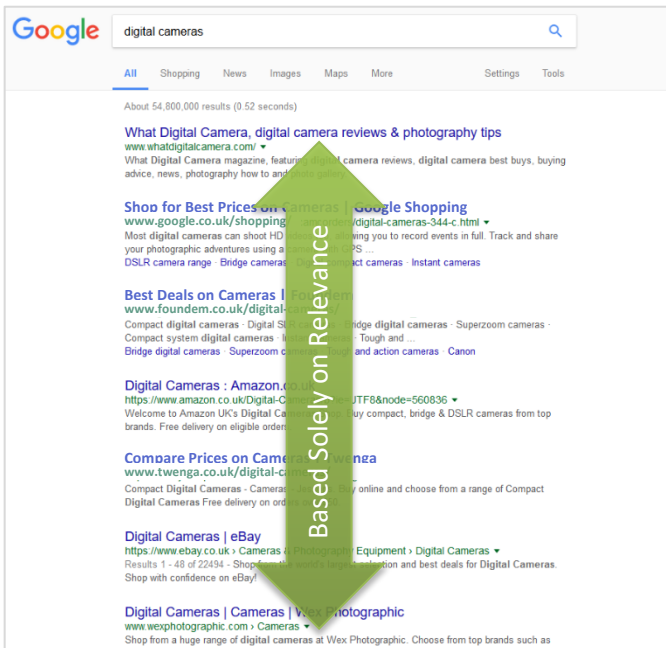
In fact, all of the details of what it would look like are entirely up to Google, so long as:

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Grouped Together in a Box?

Scattered Throughout the Page?

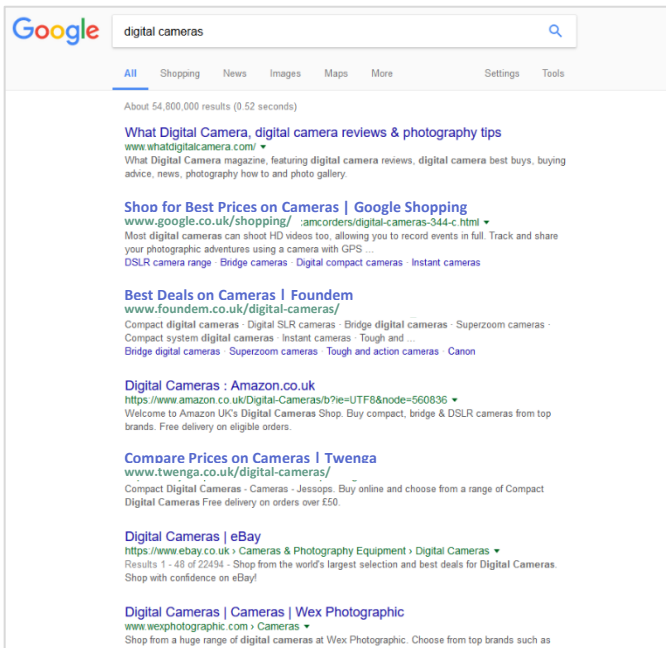


In fact, all of the details of what it would look like are entirely up to Google, so long as:

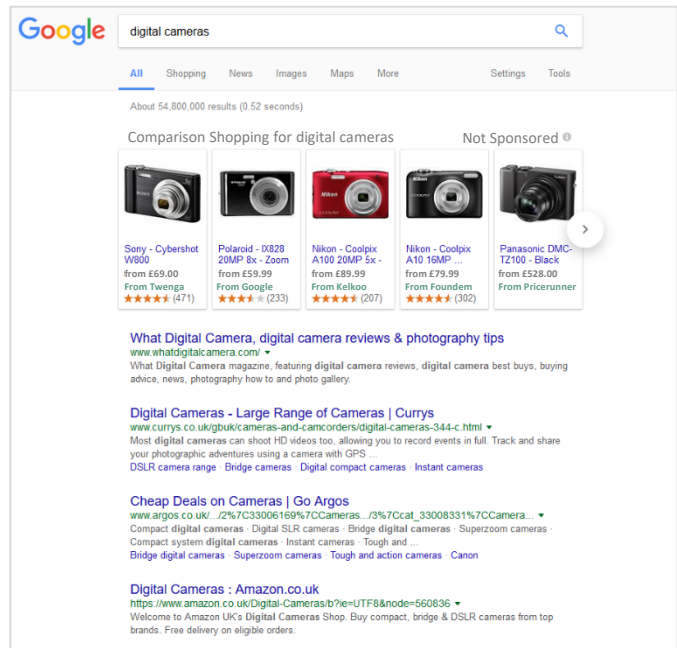
- No self-preferencing—selection and placement based entirely on likely relevance to the user’s query
- No anti-competitive penalties (by design or effect)

What Would a Relevance-Based Counterfactual/Remedy Look Like?

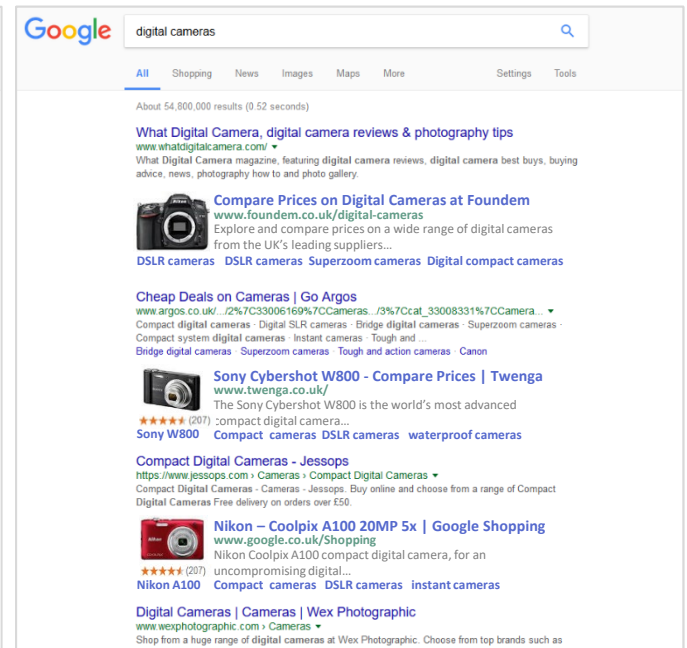
10 blue links?



Grouped Together in a Box?



Scattered Throughout the Page?



Google could implement any of the above examples in a matter of days, by simply entrusting the selection and placement of all appropriate specialised (and other) search results to its core crawling, indexing, and ranking algorithms (minus anti-competitive penalties). Particularly as, in the years since we first pointed out* that a straightforward meta-tag schema would allow Google's web crawlers to collect all of the structured data required to replicate Google's enhanced display features for competitors' services as well as its own, Google has now developed, published, and deployed just such a meta-tag schema...

* See our June 2012 Remedy Proposals Paper: http://www.foundem.co.uk/Foundem_Remedy_Proposals.pdf

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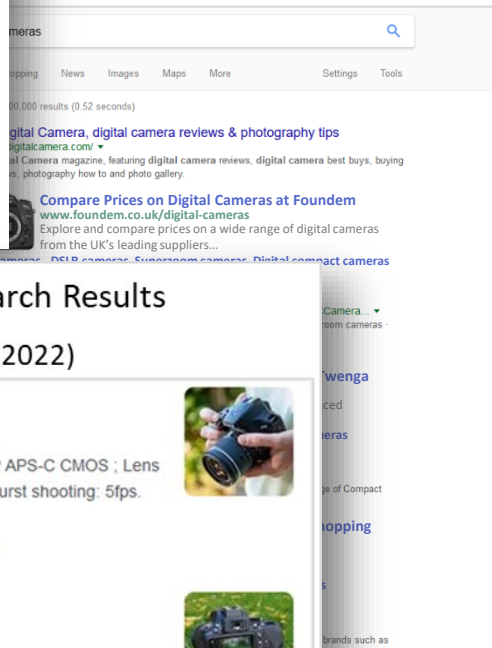
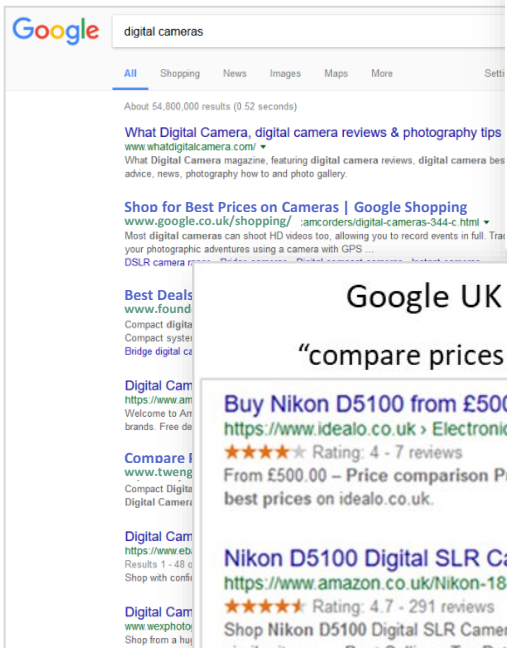
```

<div itemscope itemtype="http://schema.org/Product">
  <span itemprop="brand">ACME</span> <span itemprop="name">Executive Anvil</span>
  

  <span itemprop="aggregateRating" itemscope itemtype="http://schema.org/AggregateRating">
    Average rating: <span itemprop="ratingValue">4.4</span>, based on
    <span itemprop="ratingCount">89</span> reviews
  </span>

  <span itemprop="offers" itemscope itemtype="http://schema.org/AggregateOffer">
    from <span itemprop="lowPrice">119.99</span> to
    <span itemprop="highPrice">199.99</span>
    <meta itemprop="priceCurrency" content="USD" />
  </span>
</div>
    
```

ed Throughout the Page?



Google UK Results Pages Featuring Examples of Meta-Tag-Enhanced Generic Search Results

“compare prices nikon d5100” (September 2017)

“nikon d3500” (April 2022)

Buy Nikon D5100 from £500.00 – Compare Prices on idealo.co.uk
<https://www.idealco.uk> > Electronics > Photography > Digital Cameras > DSLRs >
 ★★★★★ Rating: 4 - 7 reviews
 From £500.00 – Price comparison Price comparison for D5100 1. Find product information and the best prices on idealo.co.uk.

Nikon D5100 Digital SLR Camera with 18-55mm VR Lens Kit: Amazon ...
<https://www.amazon.co.uk/Nikon-18-55mm-Lens-Kit.../dp/B004U4UHTQ> >
 ★★★★★ Rating: 4.7 - 291 reviews
 Shop Nikon D5100 Digital SLR Camera with 18-55mm VR Lens Kit (16.2MP) 3 inch ... Compare with similar items ... Best Selling • Top Rated • Lowest Price.

Best deals on Nikon D5100 DSLR Camera - Compare prices on ...
<https://pricespy.co.uk> > Camera & Photo > DSLR Cameras > Nikon D5100 >
 ★★★★★ Rating: 8.8/10 - 8 votes
 Announced in 2011, the Nikon D5100 is slightly smaller than the D5000 and is the first Nikon DSLR camera with built-in High Dynamic Range HDR mode.

<https://www.techradar.com> > Reviews > Cameras >
Nikon D3500 review | TechRadar
 24 Mar 2022 — Nikon D3500 review: features ; Sensor: 24.2MP APS-C CMOS ; Lens mount: Nikon F ; Screen: 3.0-inch fixed display, 921,000 dots ; Burst shooting: 5fps.
 ★★★★★ Rating: 4
 Build, handling and autofocus · Performance and image quality



<https://www.digitalcameraworld.com> > Reviews >
Nikon D3500 review | Digital Camera World
 25 Nov 2021 — The D3500 isn't just Nikon's cheapest and simplest DSLR, it's also its lightest, weighing just 415g, body only, and that's with the battery and ...
 ★★★★★ Rating: 4 · Review by Rod Lawton
 Specifications · Key features · Build and handling · Performance



Google
 selected
 index

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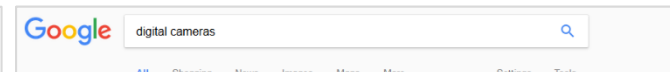
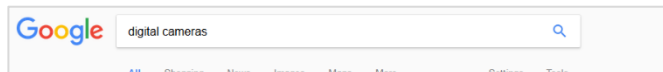
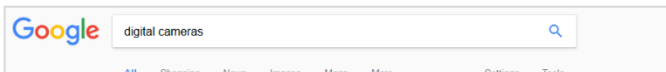
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What Would a Relevance-Based Counterfactual/Remedy Look Like?

10 blue links?

Grouped Together in a Box?

Scattered Throughout the Page?



This Relevance-Based Counterfactual Based on Google's Pre-Existing General Search Algorithms:

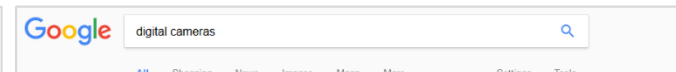
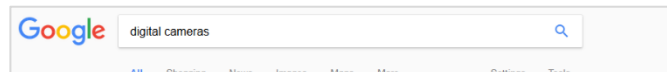
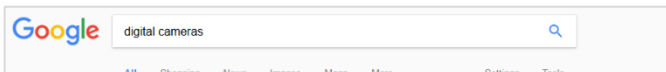
- Removes both elements of the abuse
- Firmly rooted in the real world where Google chose the anti-competitive path instead
- Lawful according to all findings of the Decision (including recitals 539 and 630).
- Pro-Competitive (restores competition on the merits)
- Trivial to implement
- Beneficial for users (increasing the relevance of their results and restores their ability to easily compare products and prices);
- Remains highly profitable for Google (albeit significantly and appropriately less so than its unlawful Conduct).
- There is no alternative scenario that meets all of the requirements for a “remedy”

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However:

- Because applying Google's general search algorithms to all CSSs (including Google's own) is (and always has been) the obvious remedy and counterfactual to Google's Conduct...
- Google has, in our view, gone to great lengths to conceal it from regulators, while simultaneously making any relevance-based remedy seem technically impossible.
- But, in common with most or all of the misleading obfuscations Google has devised and deployed over the years, these obfuscations and red herrings unravel when subjected to expert scrutiny...

For Example: Google's Incorrect Claim that its CSS Cannot be Crawled

- In 2012, we began to hear that—as part of Google's efforts to defend its self-dealing Universal Search mechanism—Google had claimed to both the EC and FTC that it simply wasn't possible for it to crawl (and thereby search) its own CSS in the same way that it did all other websites, including third-party CSSs.
- According to Google, the comparison-shopping results from its CSS were not comprised of static, pre-existing webpages (that could be crawled), but were instead generated dynamically in response to user queries (and “thus” could not be crawled).
- And in June 2013, we had our first official glimpse of this disingenuous Google claim.
- In the lead up to our first CMC, Google wanted to insert the following text into the mutually-agreed case summary:

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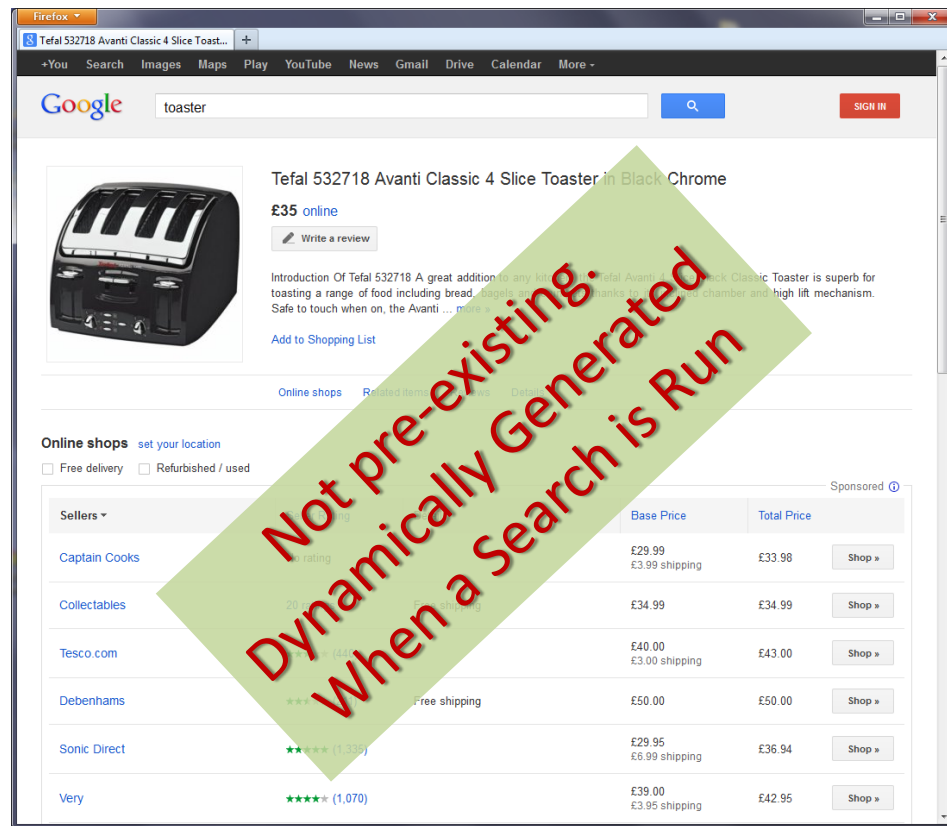
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- What Google neglected to mention is that:
 - a) All CSSs generate their results pages dynamically in response to queries; and
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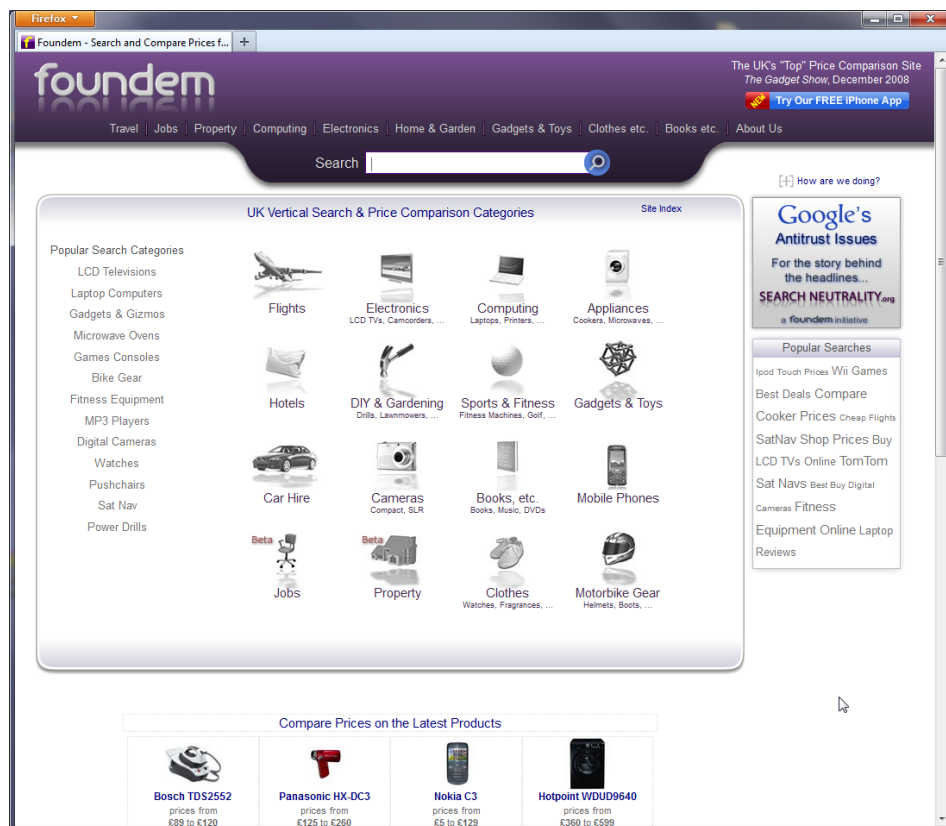
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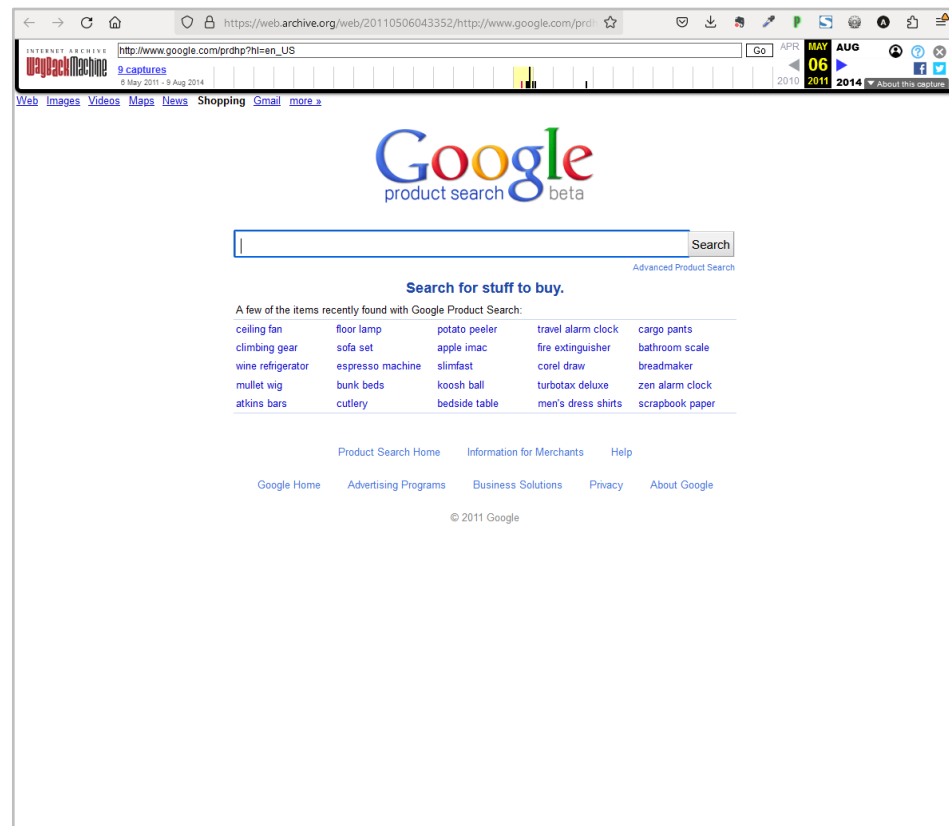
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Foundem's CSS Since June 2006

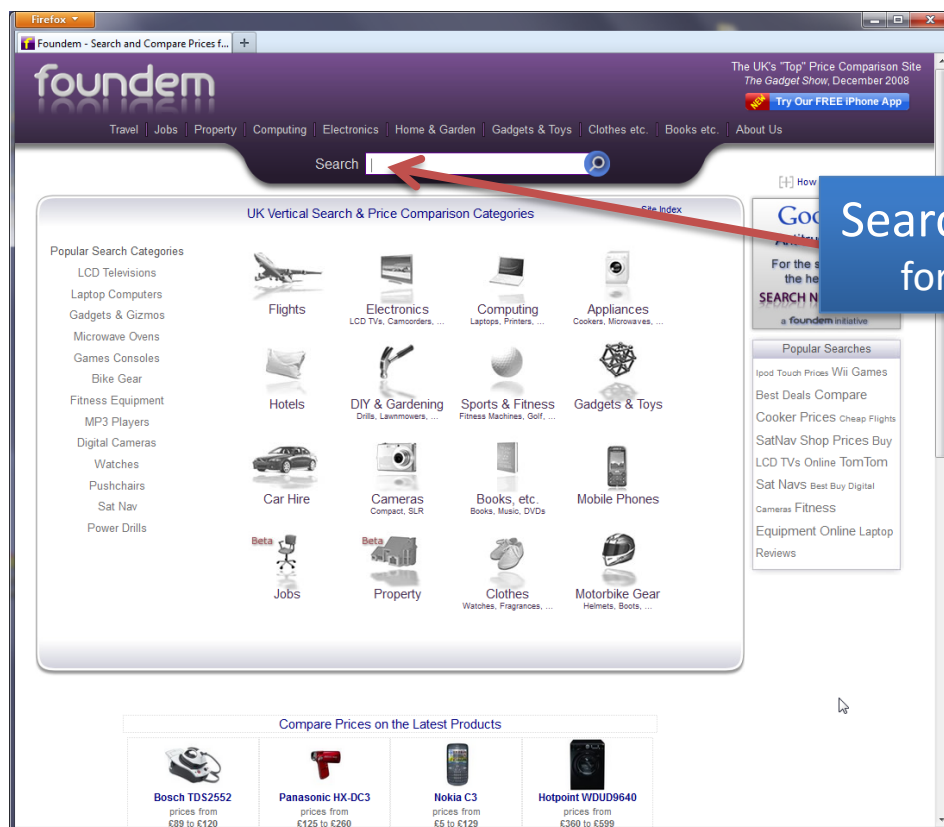


Google's CSS Circa 2011

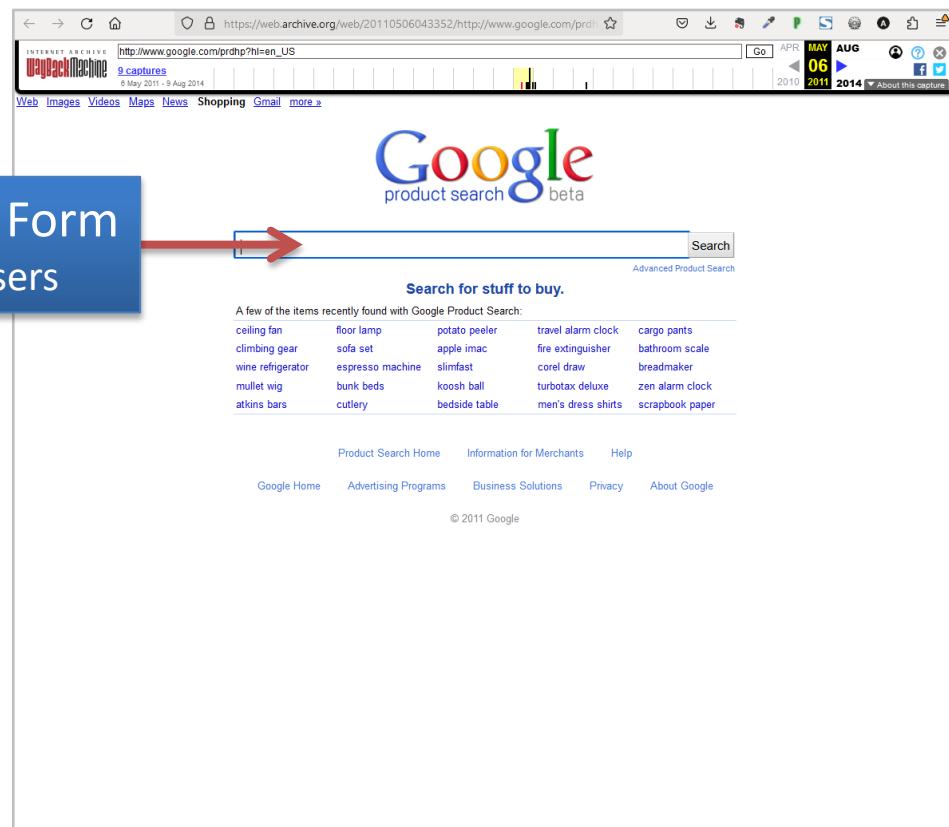
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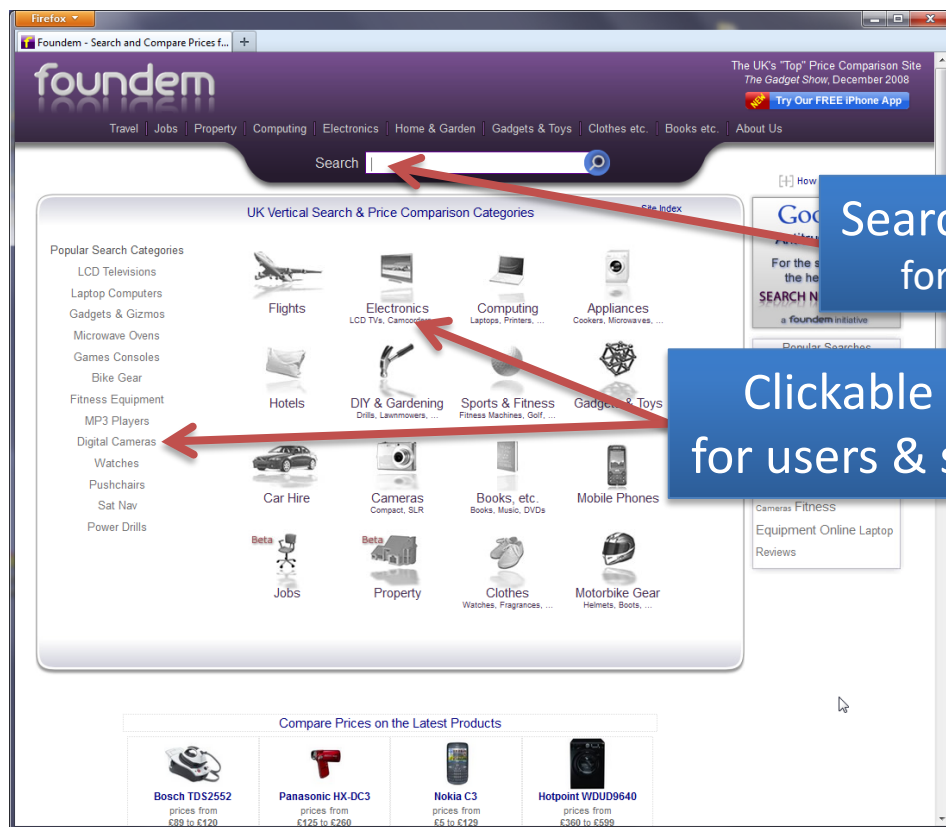


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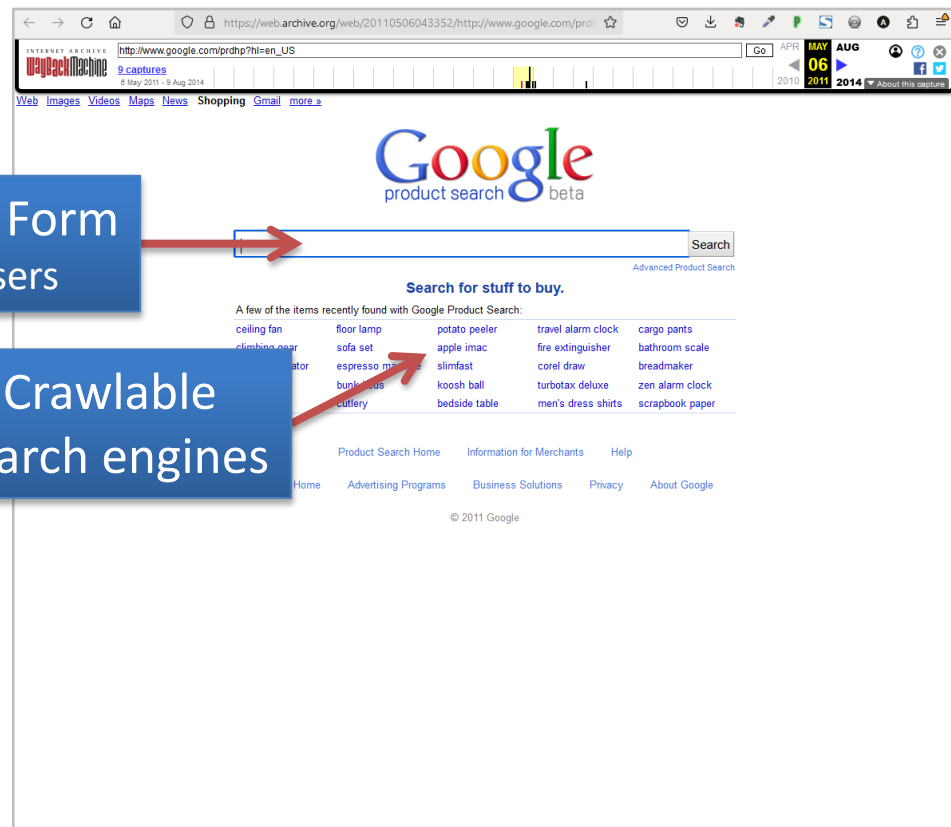
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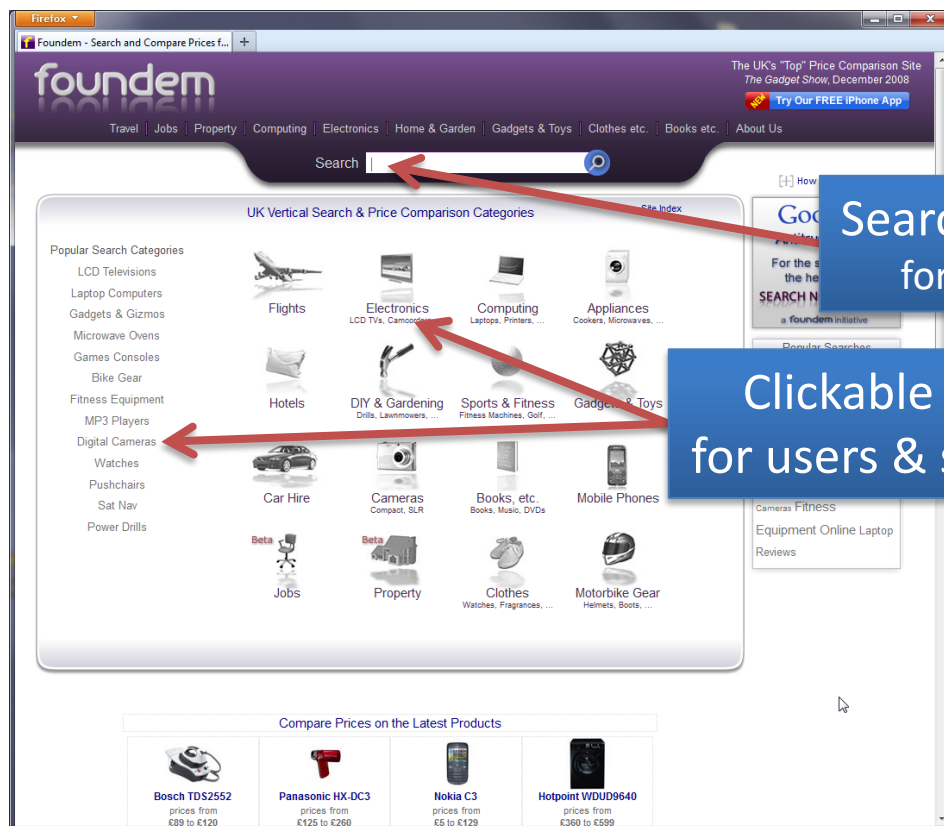


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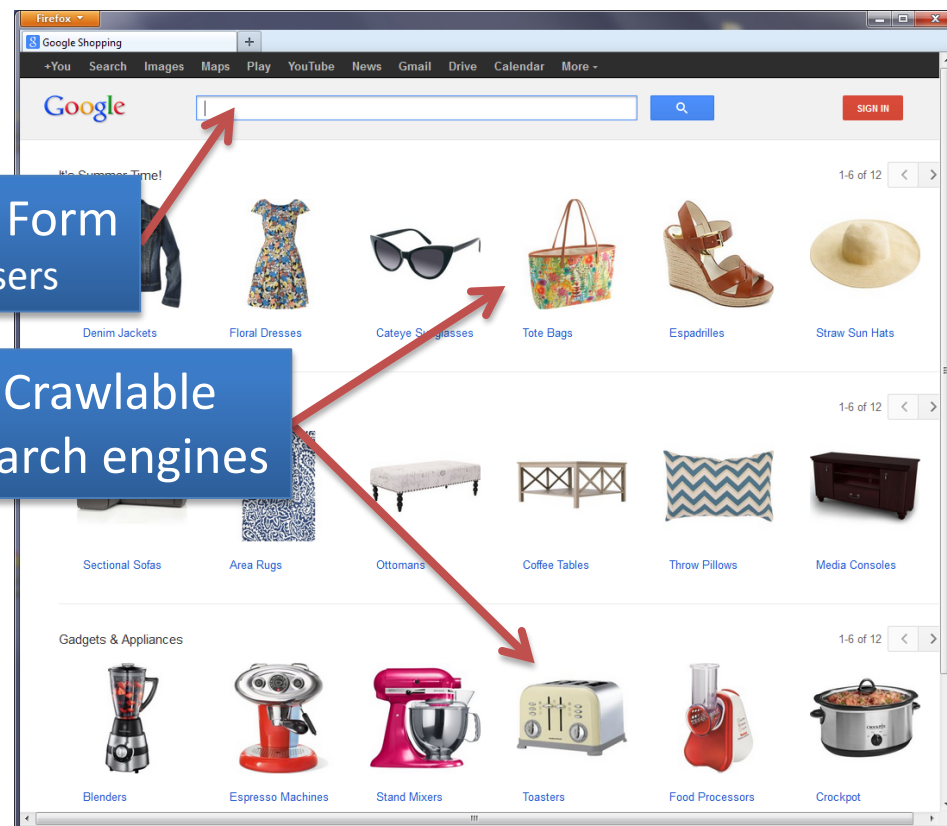
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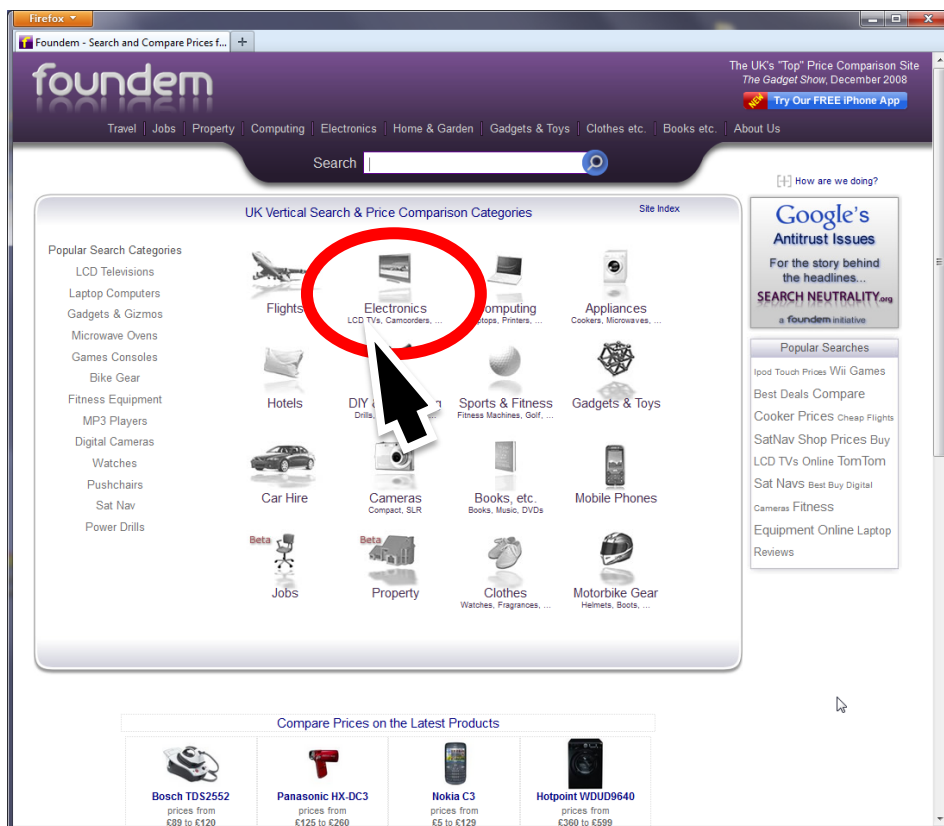


Google's CSS Circa 2012 Onwards

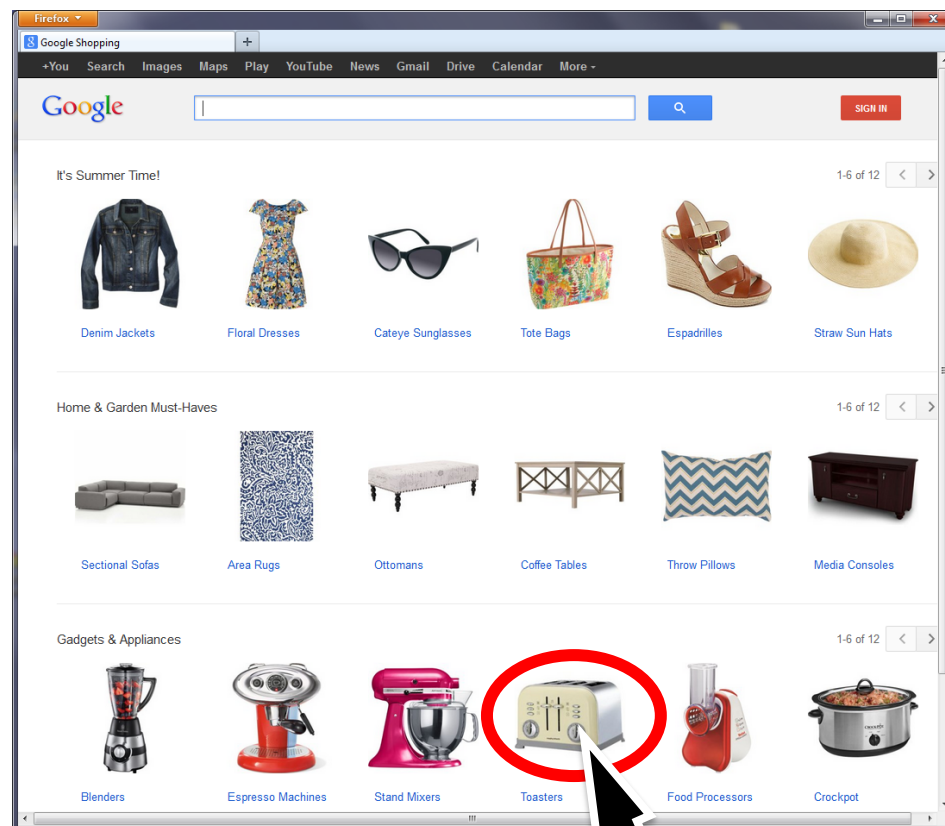
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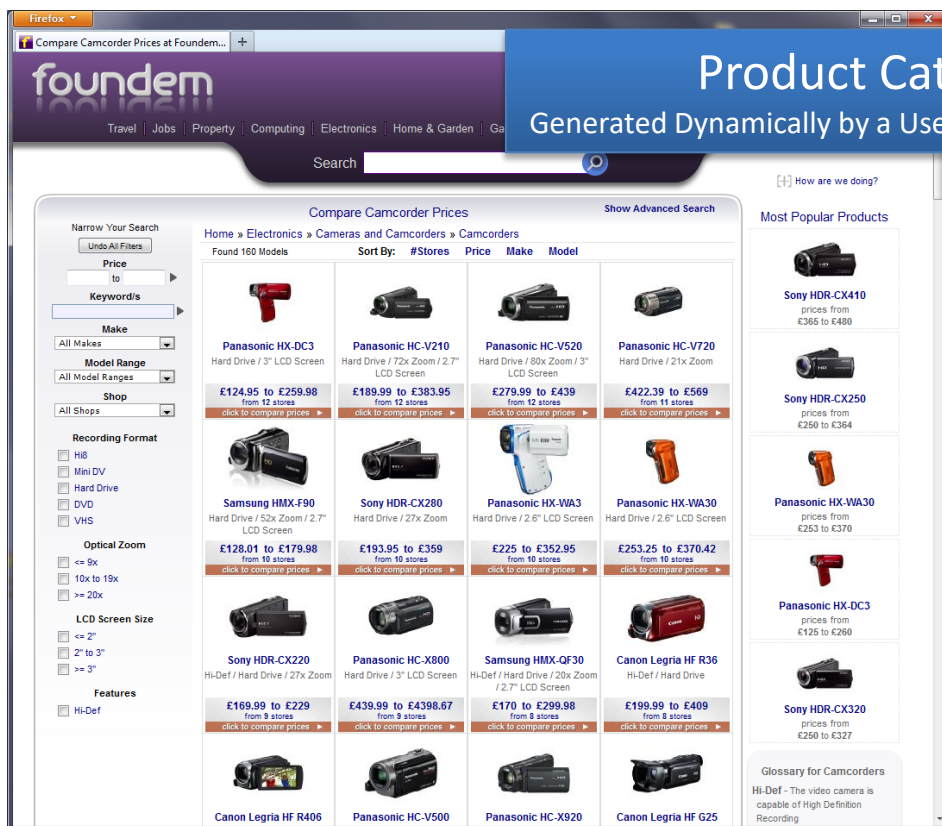


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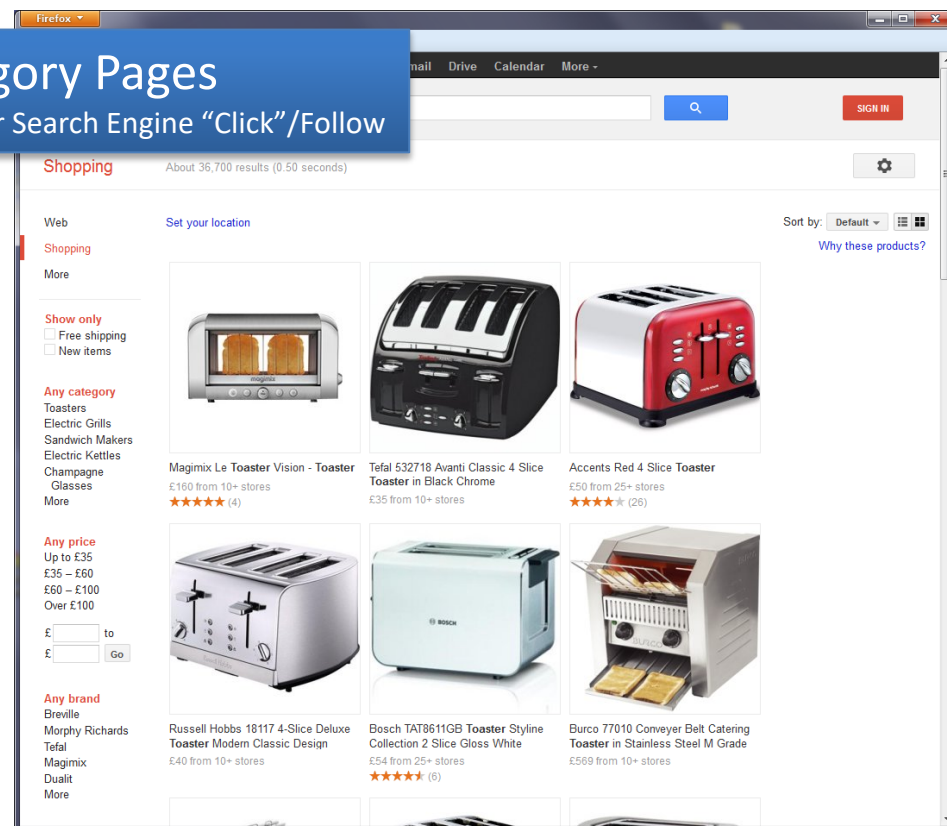
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Foundem's CSS Since June 2006

Product Category Pages Generated Dynamically by a User or Search Engine "Click"/Follow

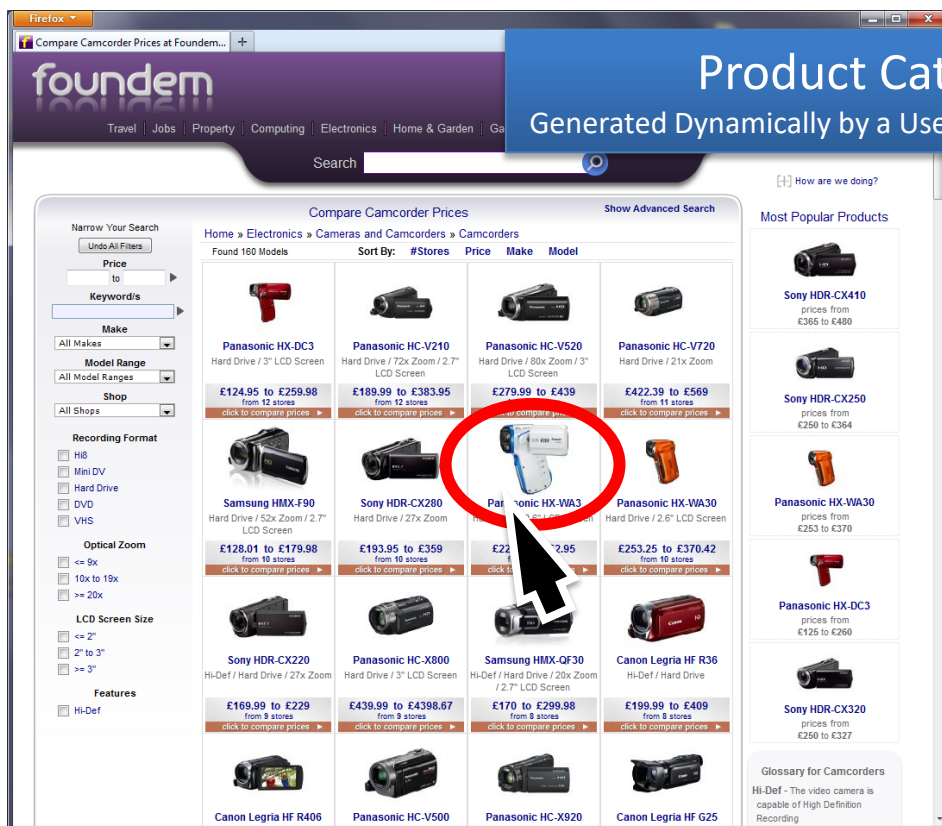


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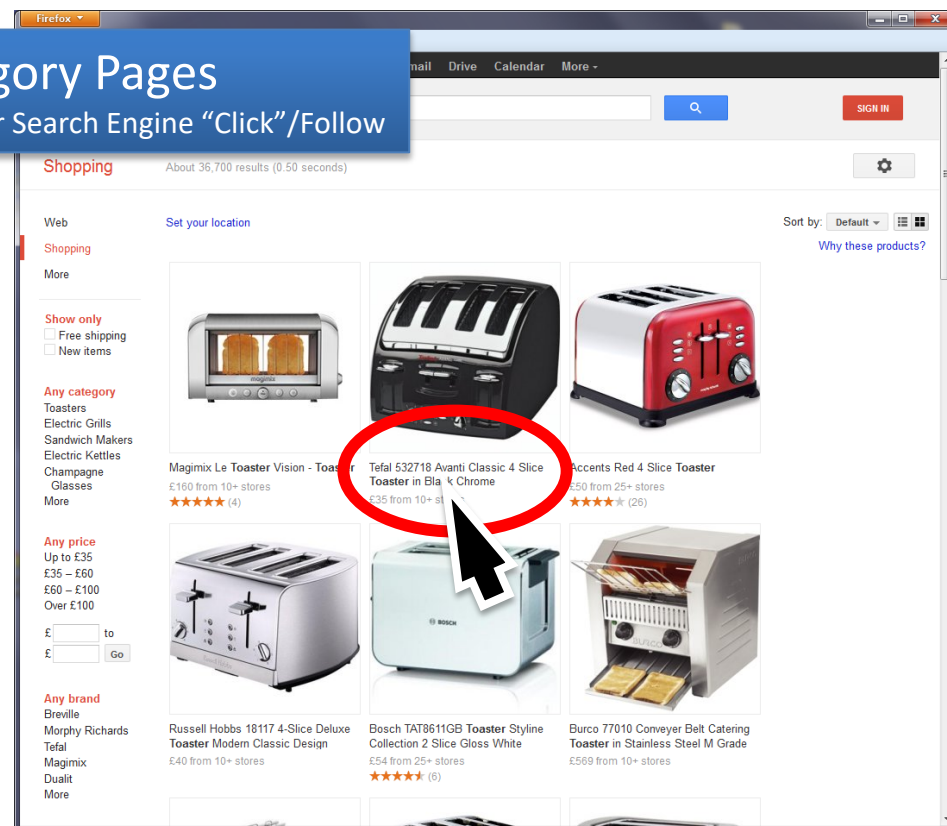
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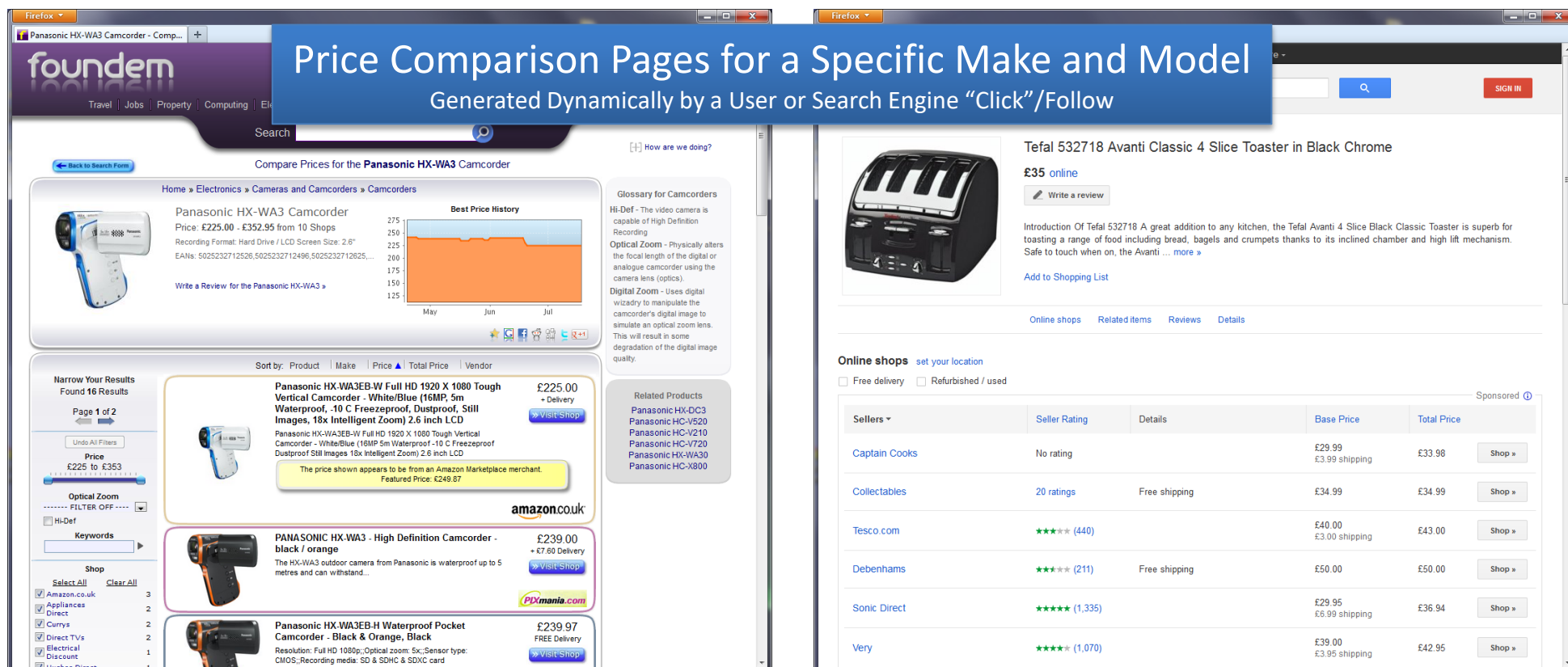


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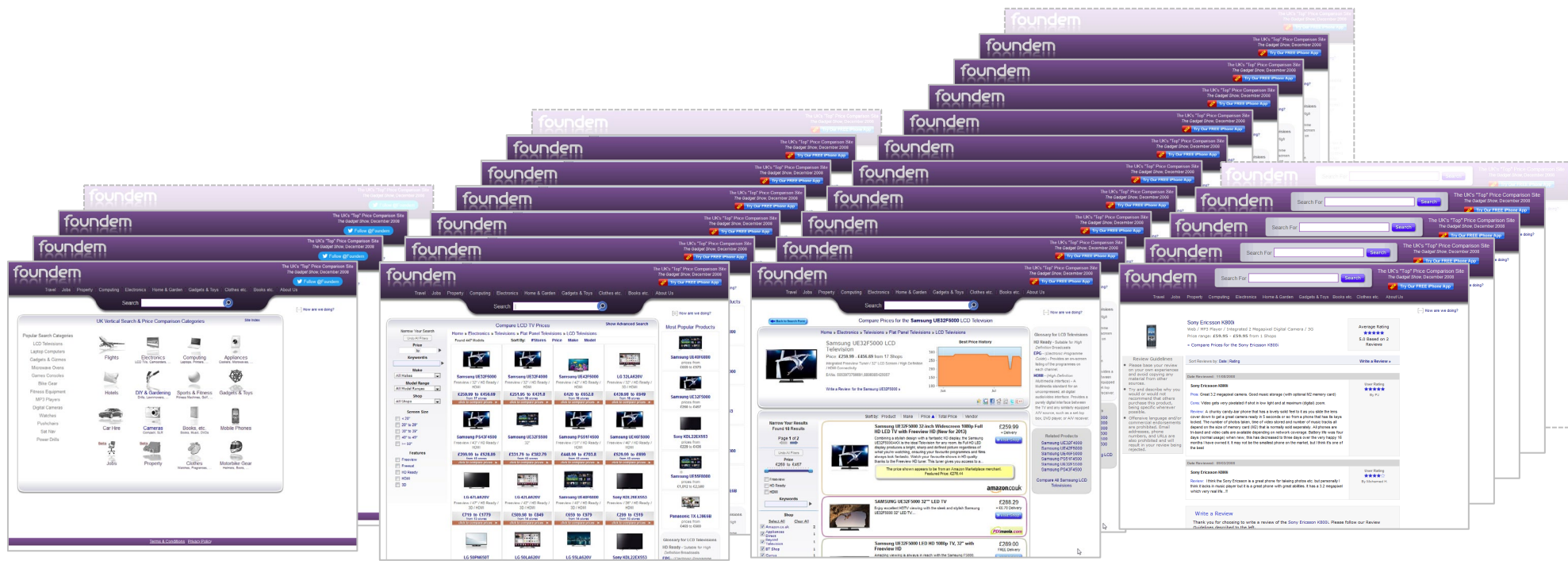
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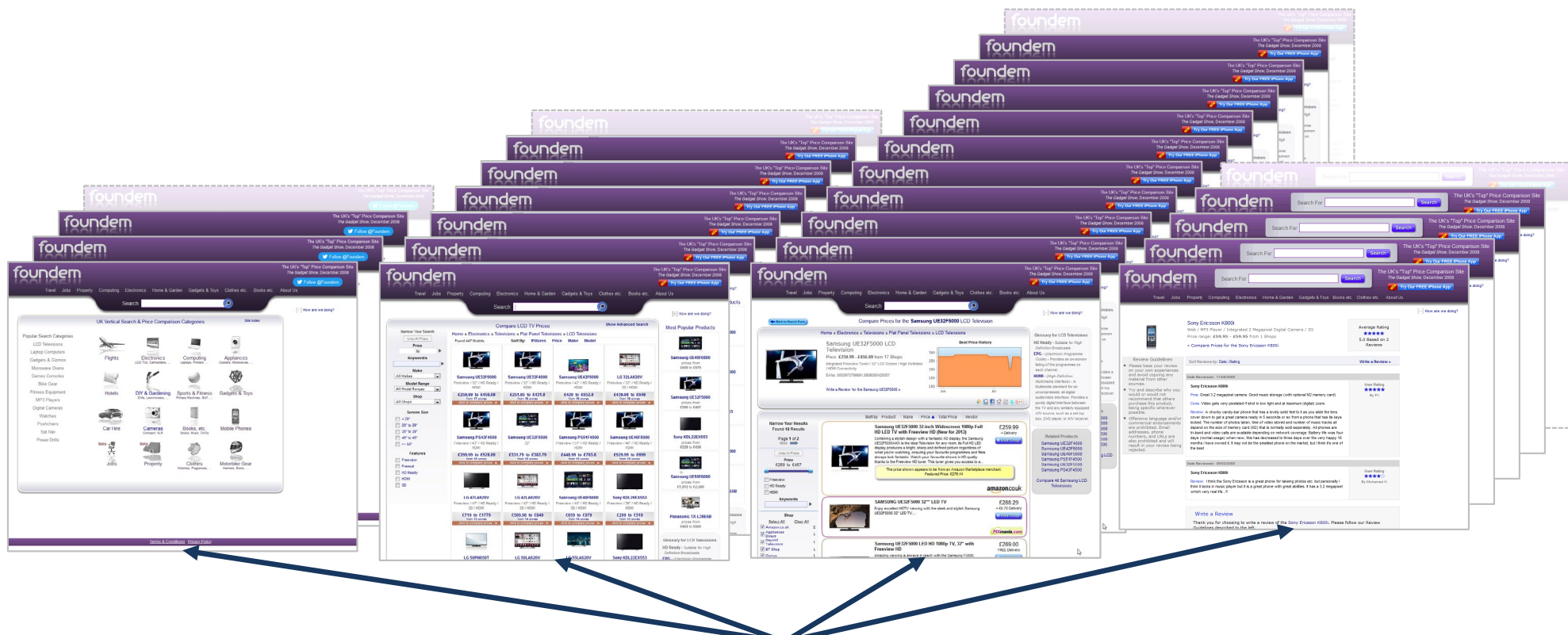
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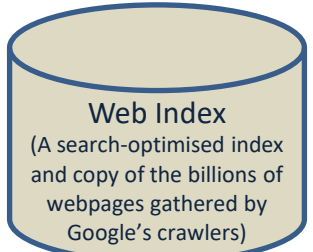
Google's Web Crawlers

Web Index
 (A search-optimised index
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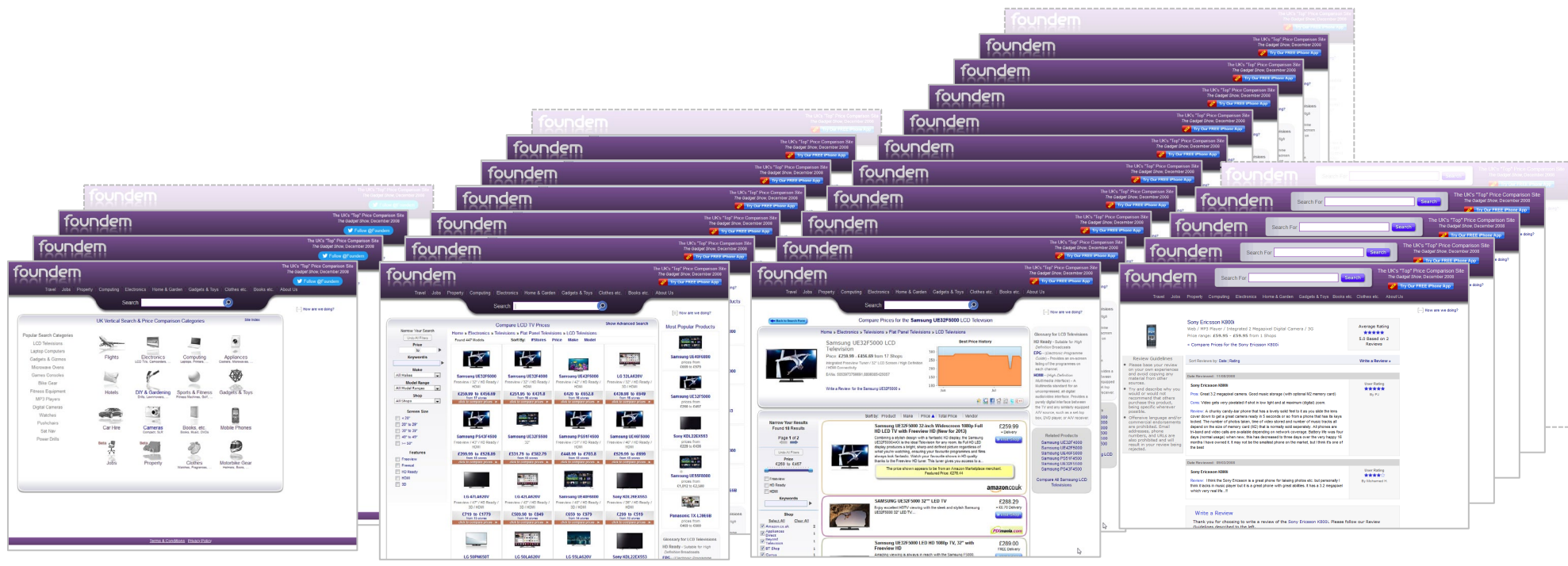
Google’s Web Crawlers



- Google’s web crawlers regularly visit CSSs, following links through their product topologies, triggering searches and gathering their dynamically-generated result pages along the way.
- Each of these gathered result pages—those for product-categories, such as “Digital Cameras”, “Fridge-Freezers”, and those for specific makes and models, such as “Canon EOS 90D”, and “Samsung S95D OLED”—are then analysed, indexed, and stored in Google’s web index, ready to be efficiently searched in a matter of milliseconds.*
- As a result, Google’s web index already contains everything Google needs to allow it to identify the most relevant page of the most relevant CSS for any specific user query in a matter of milliseconds.

* NB: When a CSS designs its product-specific filters (such as make, screen-size, price-range, and so on) to be user- and search-engine-clickable, then this results in various refinements of these pages, such as “Nikon Digital Cameras”, or “Microwave Ovens under £100”, to also be crawled, indexed, and searchable by Google’s search engine.

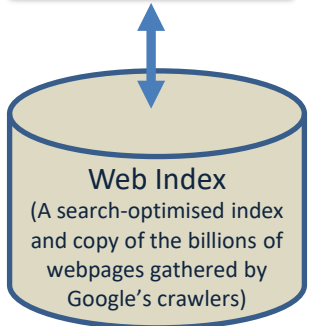
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“compare prices samsung ue32f5000”

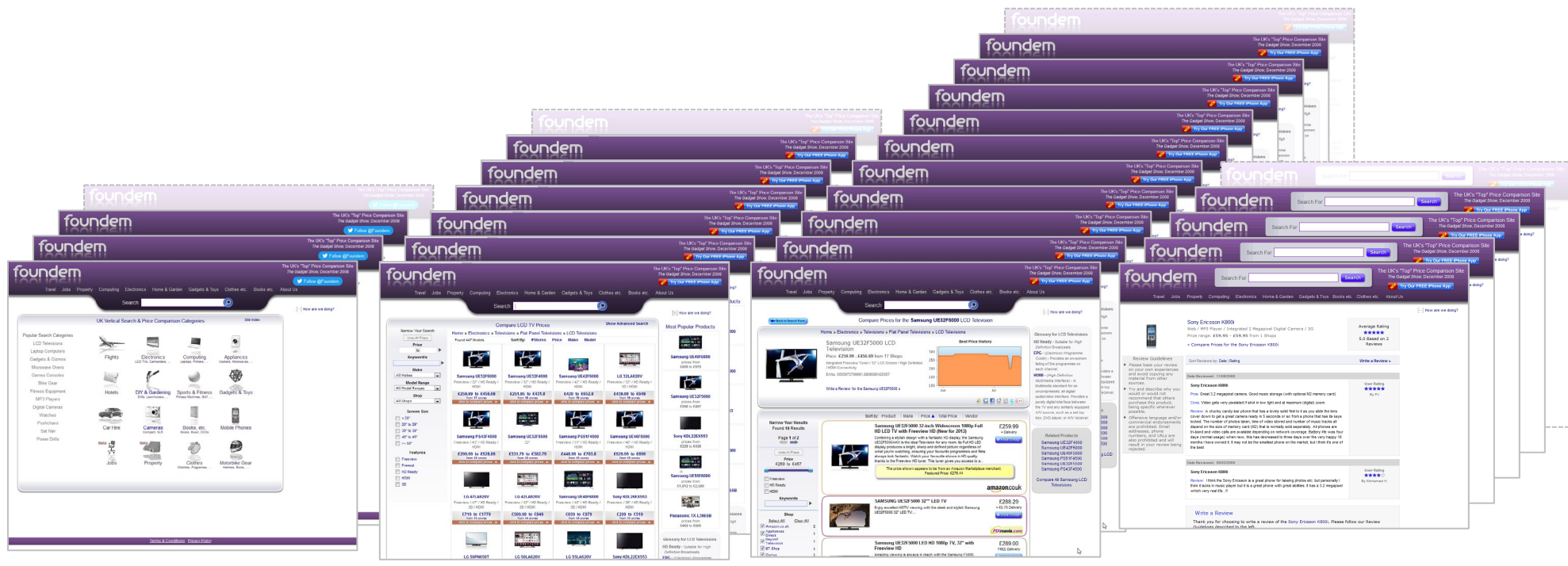


Generic Search Algorithms



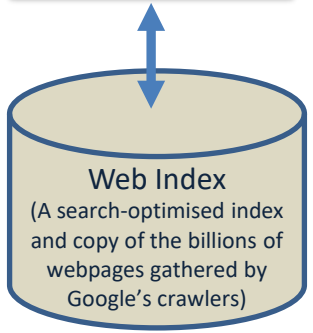
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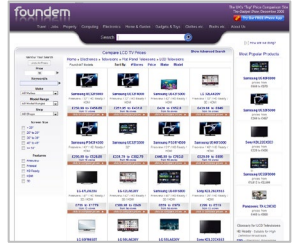
Generic Search Algorithms



Very Relevant (e.g., relevance score: 0.95)

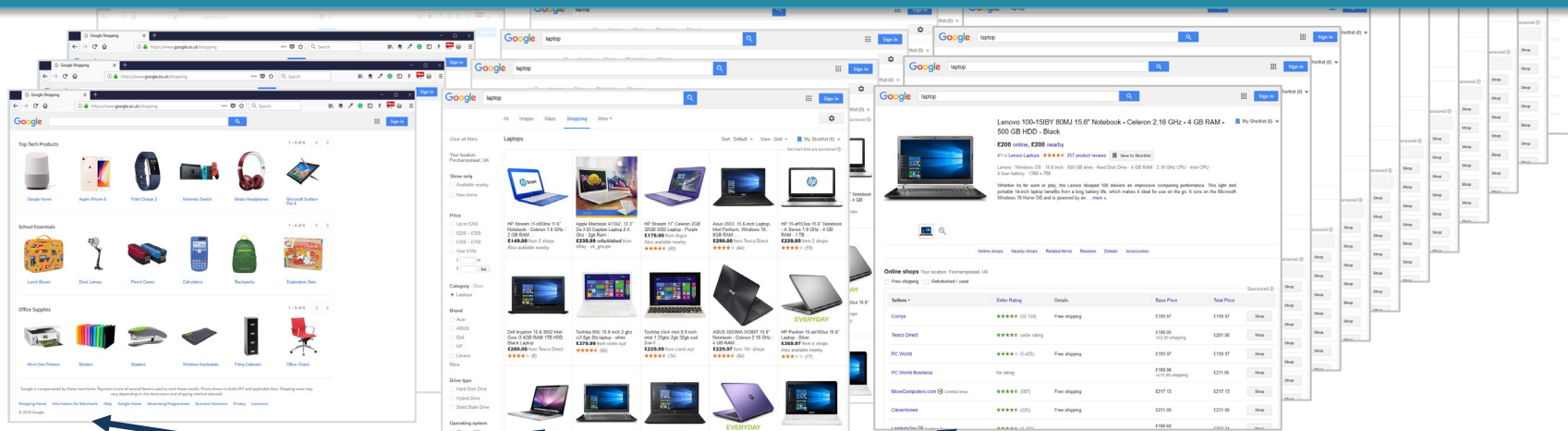


Quite Relevant (e.g., relevance score: 0.20)

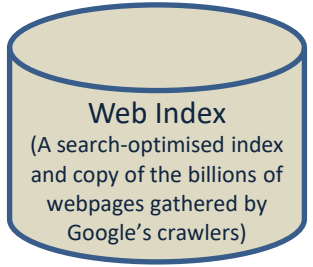


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And the only thing preventing Google from crawling, indexing, and searching its own CSS are the measures that Google deploys to explicitly prevent this from happening...

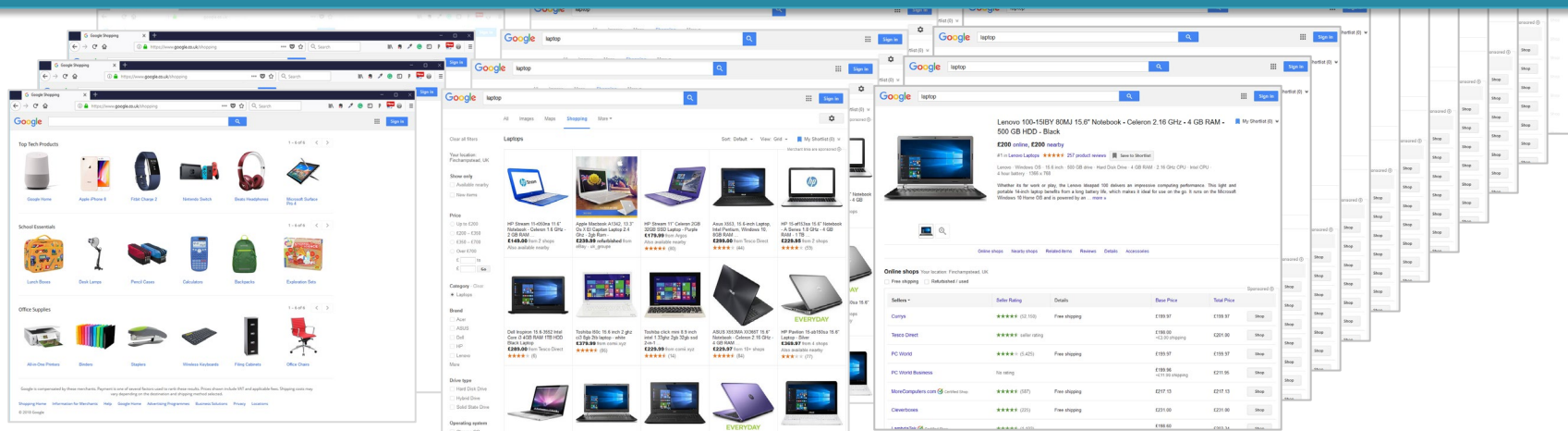


Google's Web Crawlers

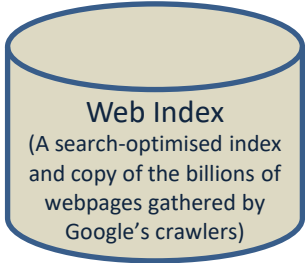


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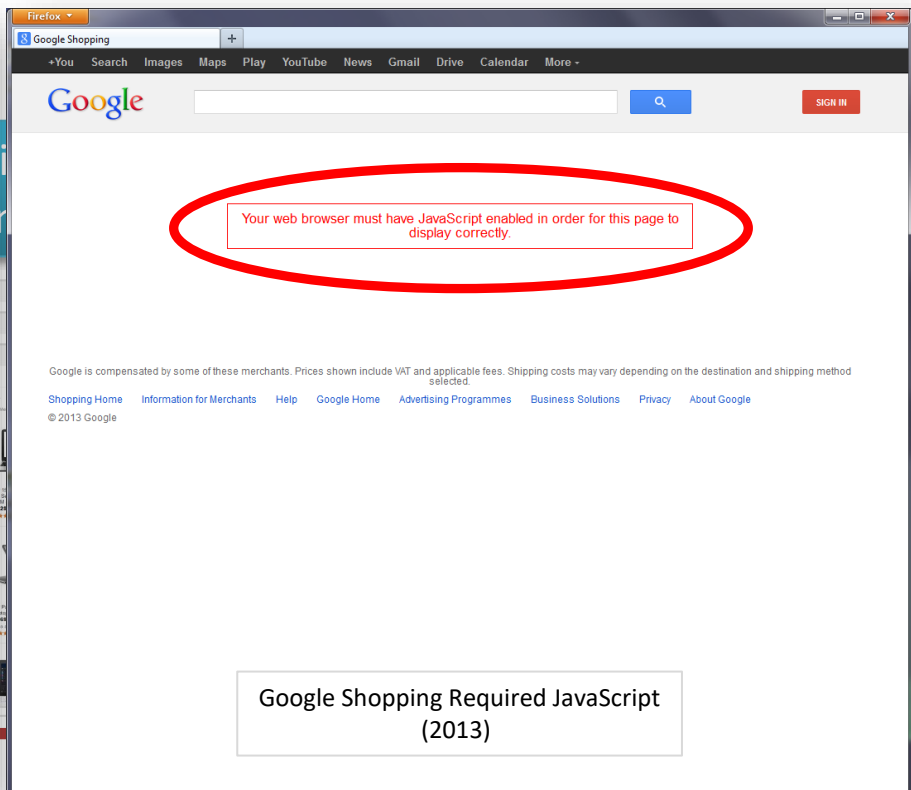
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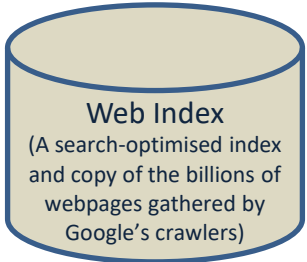
```
Firefox - [https://www.google.co.uk/robots.txt]
https://www.google.co.uk/robots.txt
Disallow: /search
Disallow: /sdch
Disallow: /groups
Disallow: /images
Disallow: /feed/feeds
Allow: /catalogs/about
Allow: /catalogs/p?
Disallow: /catalogues
Disallow: /news
Allow: /news/directory
Disallow: /nwhp
Disallow: /setnewsprefs?
Disallow: /index.html?
Disallow: /?
Allow: /?hl=
Disallow: /?hl=*
Disallow: /addurl/image?
Disallow: /pagead/
Disallow: /relpage/
Disallow: /relcontent
Disallow: /imgres
Disallow: /imglanding
Disallow: /sbd
Disallow: /keyword/
Disallow: /u/
Disallow: /univ/
Disallow: /cobrand
Disallow: /custom
Disallow: /advanced_group_search
Disallow: /google-site
Disallow: /preferences
Disallow: /setprefs
Disallow: /swr
Disallow: /url
Disallow: /default
Disallow: /m?
Disallow: /m/
Disallow: /vml?
Disallow: /vml/?
Disallow: /vml/search?
Disallow: /xhtml?
Disallow: /xhtml/?
Disallow: /xhtml/search?
Disallow: /xhtml/search?
Disallow: /xhtml?
Disallow: /imode?
Disallow: /imode/?
Disallow: /imode/search?
Disallow: /jsky?
Disallow: /jsky/?
Disallow: /jsky/search?
Disallow: /pda?
Disallow: /pda/?
Disallow: /pda/search?
```

Google.co.uk's robots.txt file (2013)

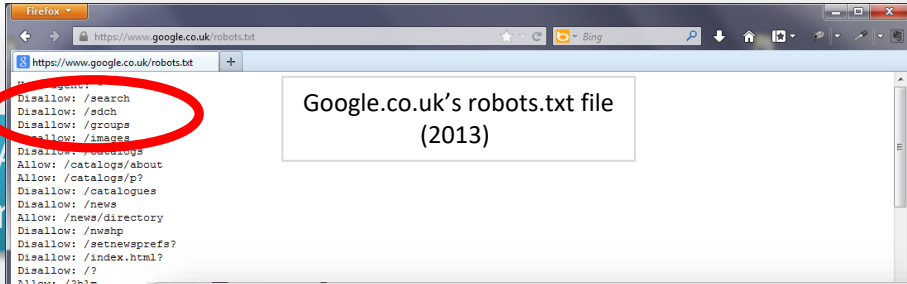


Google Shopping Required JavaScript (2013)

Google's Web Crawlers

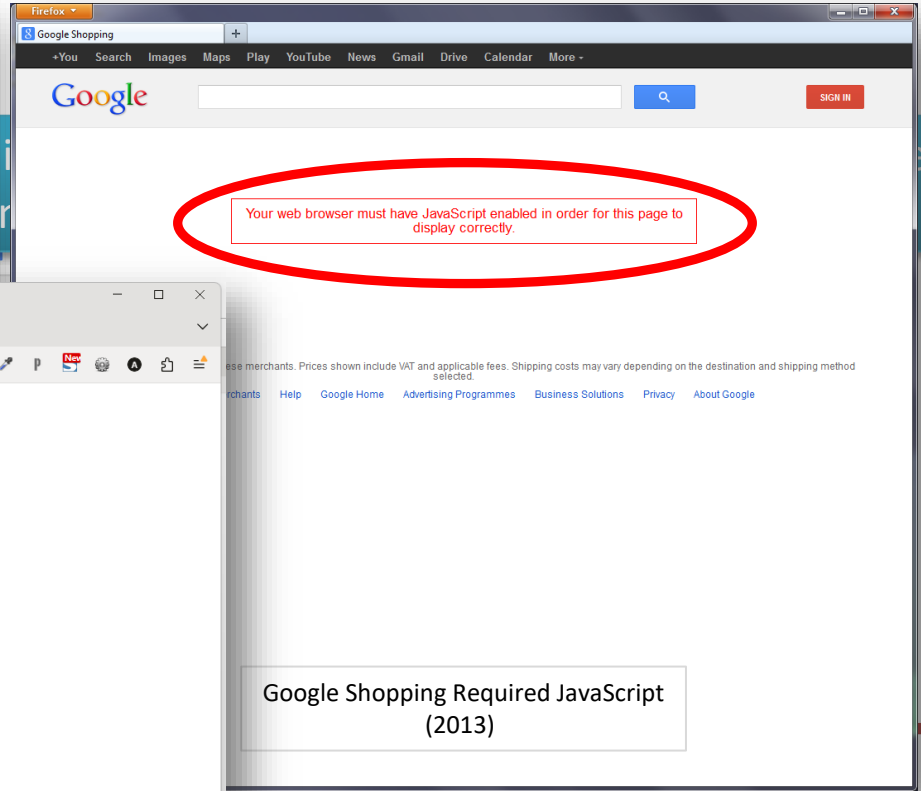


For Example: Google's Incorrect Claim that its CSS Cannot be Crawled

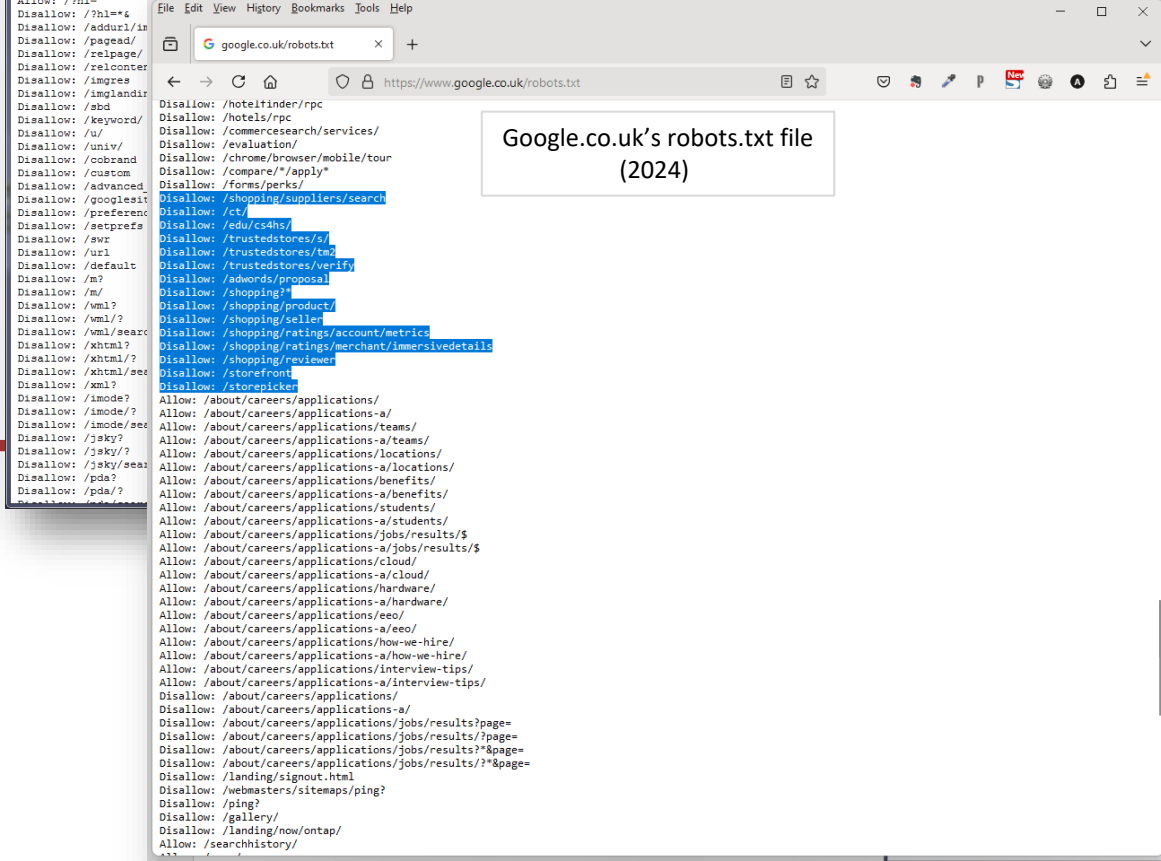


```
Disallow: /search
Disallow: /sdch
Disallow: /groups
Disallow: /images
Disallow: /podcasts
Allow: /catalogs/about
Allow: /catalogs/p?
Disallow: /catalogues
Disallow: /news
Allow: /news/directory
Disallow: /nwhsp
Disallow: /setnewsprefs?
Disallow: /index.html?
Disallow: /?
Allow: /?hl=*
Disallow: /?hl=*
Disallow: /addurl/in
Disallow: /pagead/
Disallow: /relpage/
Disallow: /relcount/
Disallow: /imgres
Disallow: /imglandir
Disallow: /sbd
Disallow: /keyword/
Disallow: /u/
Disallow: /univ/
Disallow: /coobrand
Disallow: /custom
Disallow: /advanced
Disallow: /googlelist/
Disallow: /preferences
Disallow: /setprefs
Disallow: /swr
Disallow: /url
Disallow: /default
Disallow: /m?
Disallow: /m/
Disallow: /vml?
Disallow: /vml/?
Disallow: /vml/search
Disallow: /xhtml?
Disallow: /xhtml/
Disallow: /xhtml/see
Disallow: /xml?
Disallow: /imode?
Disallow: /imode/?
Disallow: /jsky?
Disallow: /jsky/see
Disallow: /pda?
Disallow: /pda/see
```

Google.co.uk's robots.txt file (2013)



Google Shopping Required JavaScript (2013)

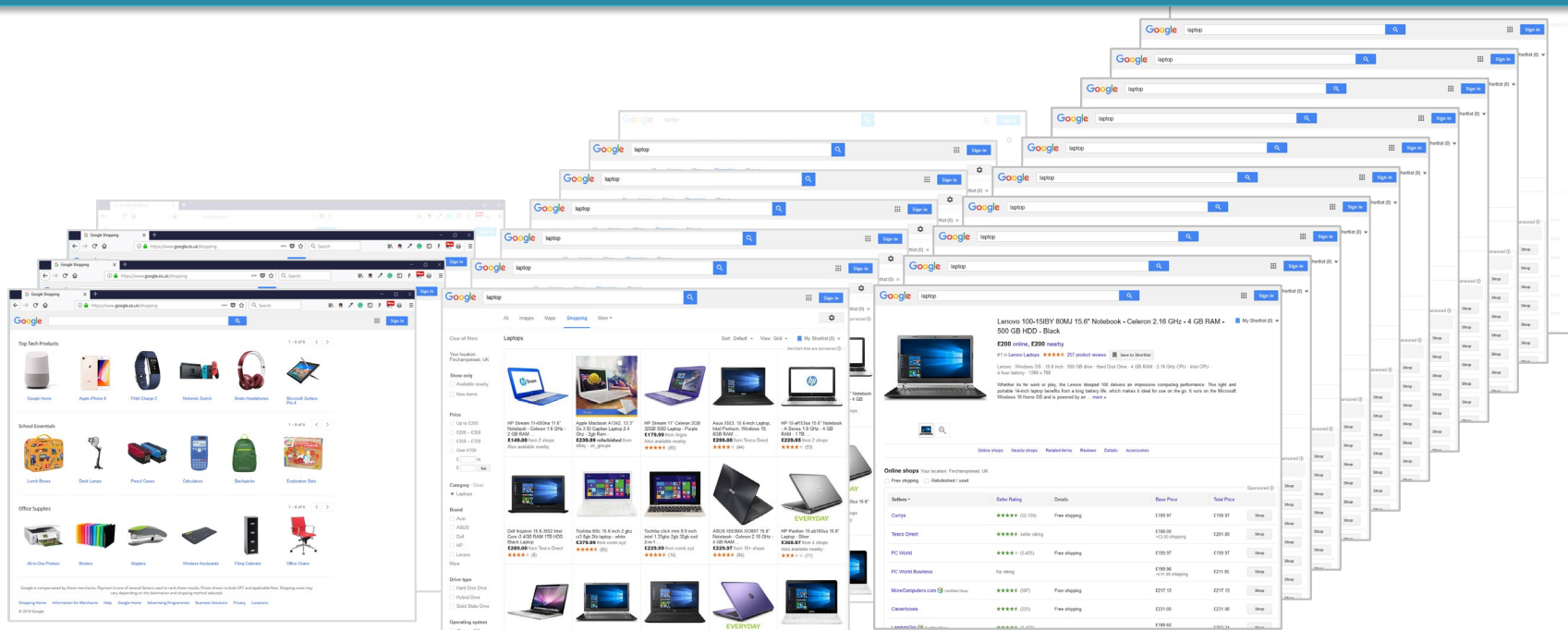


```
Disallow: /hotelfinder/rpc
Disallow: /hotels/rpc
Disallow: /commercesearch/services/
Disallow: /evaluation/
Disallow: /chrome/browser/mobile/tour
Disallow: /compare/*/*apply*
Disallow: /forms/perks/
Disallow: /shopping/suppliers/search
Disallow: /ot/
Disallow: /edu/cs4hs/
Disallow: /trustedstores/s/
Disallow: /trustedstores/ta/
Disallow: /trustedstores/verify
Disallow: /adwords/proposal
Disallow: /shopping/
Disallow: /shopping/product/
Disallow: /shopping/seller/
Disallow: /shopping/ratings/account/metric/
Disallow: /shopping/reviewer/
Disallow: /storefront/
Disallow: /store/nicker
Allow: /about/careers/applications/
Allow: /about/careers/applications-a/
Allow: /about/careers/applications/teams/
Allow: /about/careers/applications-a/teams/
Allow: /about/careers/applications/locations/
Allow: /about/careers/applications-a/locations/
Allow: /about/careers/applications/benefits/
Allow: /about/careers/applications-a/benefits/
Allow: /about/careers/applications/students/
Allow: /about/careers/applications-a/students/
Allow: /about/careers/applications/jobs/results/$
Allow: /about/careers/applications-a/jobs/results/$
Allow: /about/careers/applications/cloud/
Allow: /about/careers/applications-a/cloud/
Allow: /about/careers/applications/hardware/
Allow: /about/careers/applications-a/hardware/
Allow: /about/careers/applications/eeo/
Allow: /about/careers/a/applications-a/eeo/
Allow: /about/careers/applications/how-we-hire/
Allow: /about/careers/applications-a/how-we-hire/
Allow: /about/careers/applications/interview-tips/
Allow: /about/careers/applications-a/interview-tips/
Disallow: /about/careers/applications/
Disallow: /about/careers/applications-a/
Disallow: /about/careers/applications/jobs/results?page=
Disallow: /about/careers/applications/jobs/results/?page=
Disallow: /about/careers/applications/jobs/results?*page=
Disallow: /about/careers/applications/jobs/results/?*page=
Disallow: /landing/signout.html
Disallow: /webmasters/sitemaps/ping?
Disallow: /ping?
Disallow: /gallery/
Disallow: /landing/now/ontap/
Allow: /searchhistory/
```

Google.co.uk's robots.txt file (2024)

Google's crawlers)

Because, without these artificial barriers...

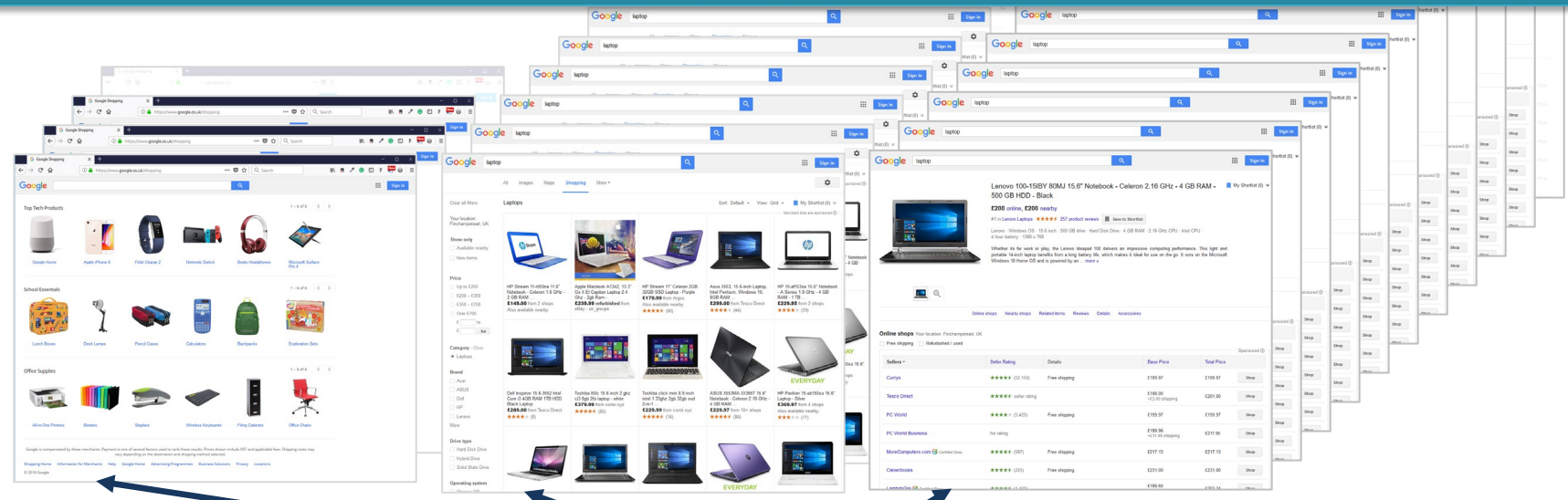


Google's Web Crawlers

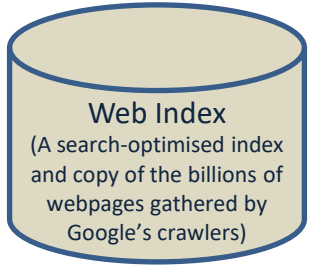
Web Index
(A search-optimised index and copy of the billions of webpages gathered by Google's crawlers)

Because, without these artificial barriers...

Google's web crawlers would visit, trigger and gather all of Google's own CSS results pages in the same way they do everyone else's...



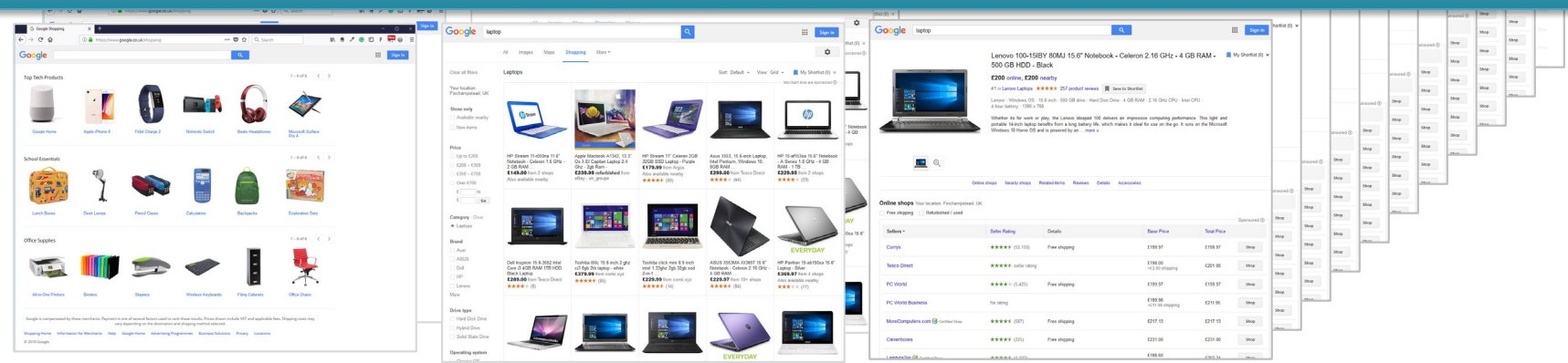
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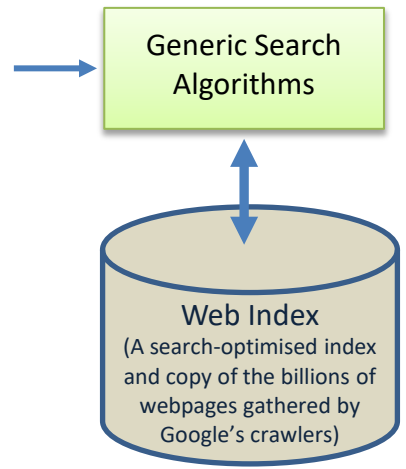
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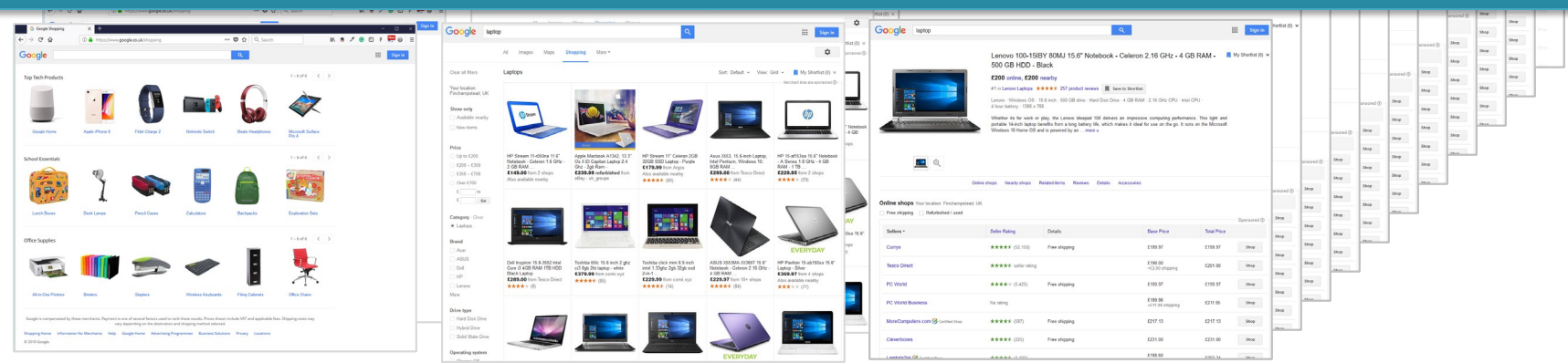
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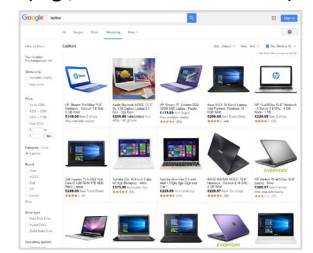
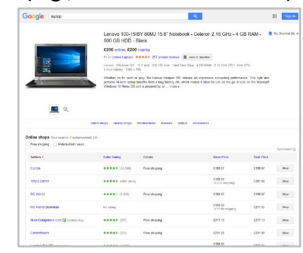
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Generic Search Algorithms

Very Relevant (e.g., relevance score: 0.90)

Quite Relevant (e.g., relevance score: 0.23)

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 - And Instead, as we've just seen, Google could simply expose its own CSS to the same web crawlers and generic search algorithms that Google uses to index, search, and rank everyone else's service.

END