Hi,

I would like to see the following changes to the way search engines operate,

1. Search engines should not force promoted results by default. It should be opt in to see promoted/advertising material. It is a search engine not a website for product purchases.

2. Search results should show the most relevant result first. An example is sometimes when I search for a phone website that I may use eg 'Dodo mobile' the results will have 10 other mobile providers shown before my search result. This is not promoting competition as I didn't search 'mobile providers' it is promoting paid advertising which forces new buisness to be left behind.
A simple search option "are you looking for mobile providers" would be much more reasonable to promote a new search and would increase competition fairly.

3. Search engines should rank human created content higher in a case by case basis and results containing known generated data should be opt in to be shown in search results. A website that is known to automatically generate content should not be shown in search results unless people opt into the service. This will allow for human content which can take hours of work and years of expertise to create to not be flooded out of search by generated content. A search provider such as google has the power to track content creation trends and determine by the volume of data if a website is generating content.

Thank you for your consideration,

Sincerely,
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