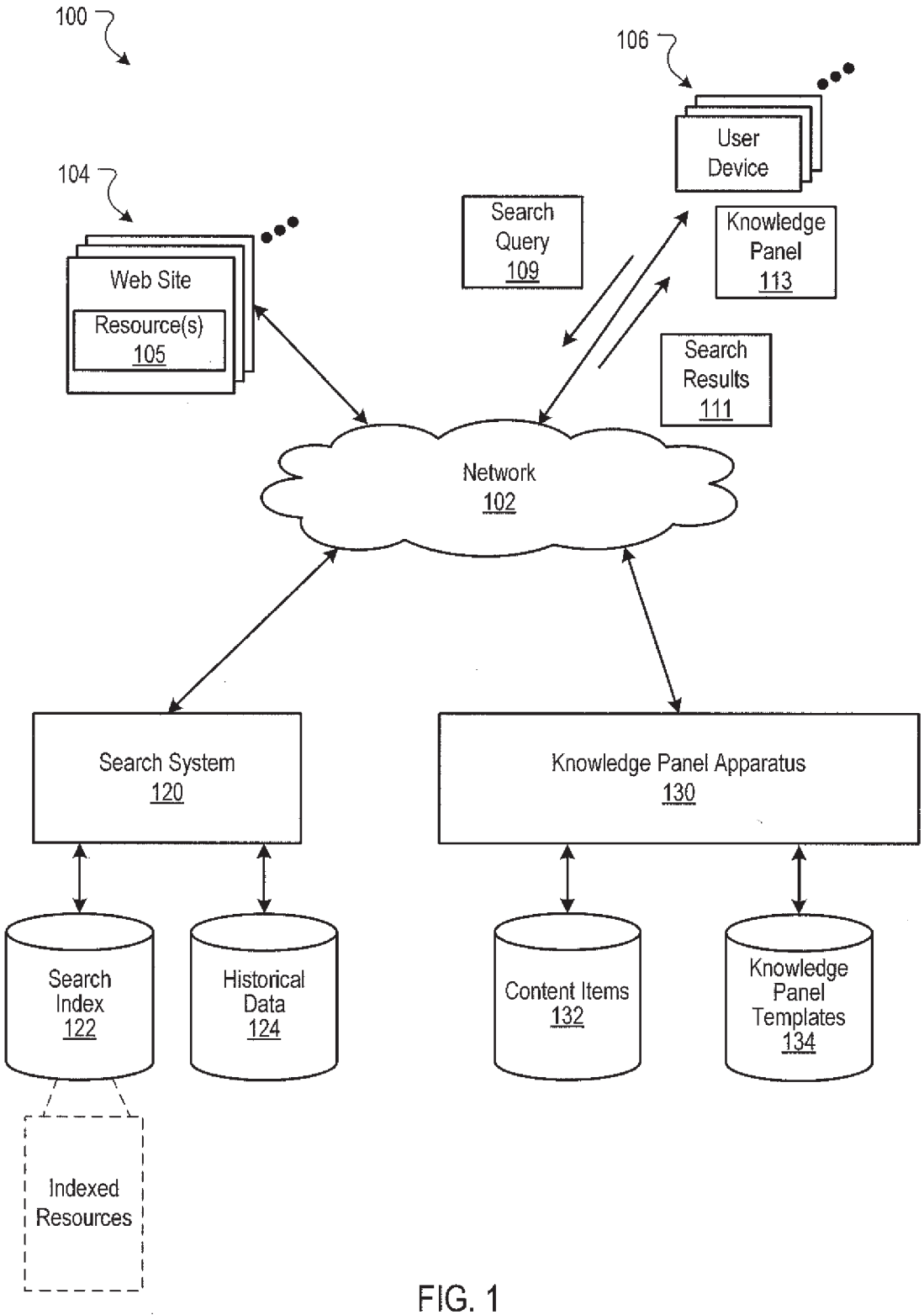
100
106
User Device
104
Search Query 109
Knowledge Panel 113
Web Site
Resource(s) 105
Search Results 111
Network 102
Search System 120
Knowledge Panel Apparatus 130
Search Index 122
Historical Data 124
Content Items 132
Knowledge Panel Templates 134
Indexed Resources

FIG. 1

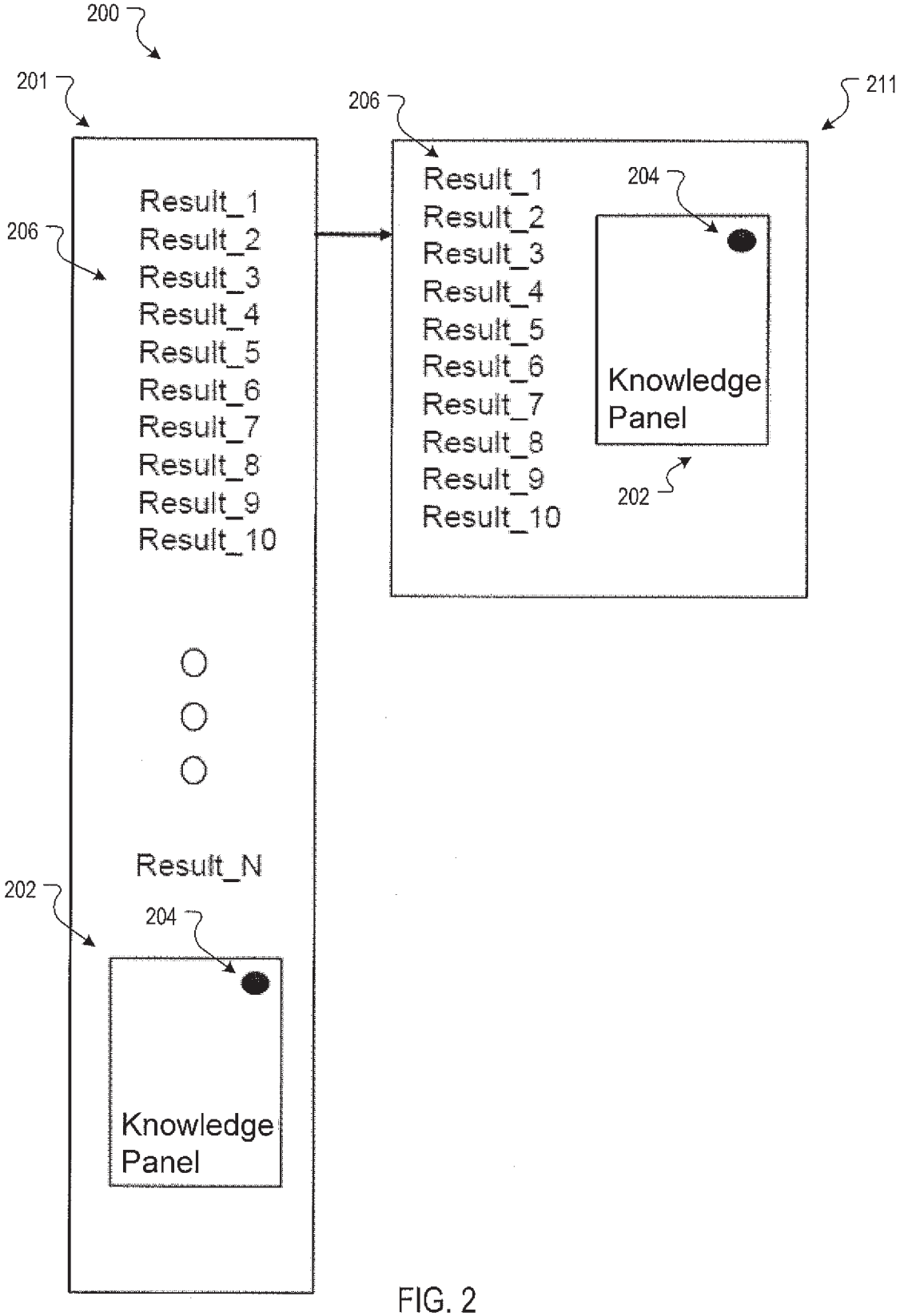
200
201
206
Result_1
Result_2
Result_3
Result_4
Result_5
Result_6
Result_7
Result_8
Result_9
Result_10
Result_N
202
204
Knowledge Panel
211
206
Result_1
Result_2
Result_3
Result_4
Result_5
Result_6
Result_7
Result_8
Result_9
Result_10
204
Knowledge Panel
202

FIG. 2

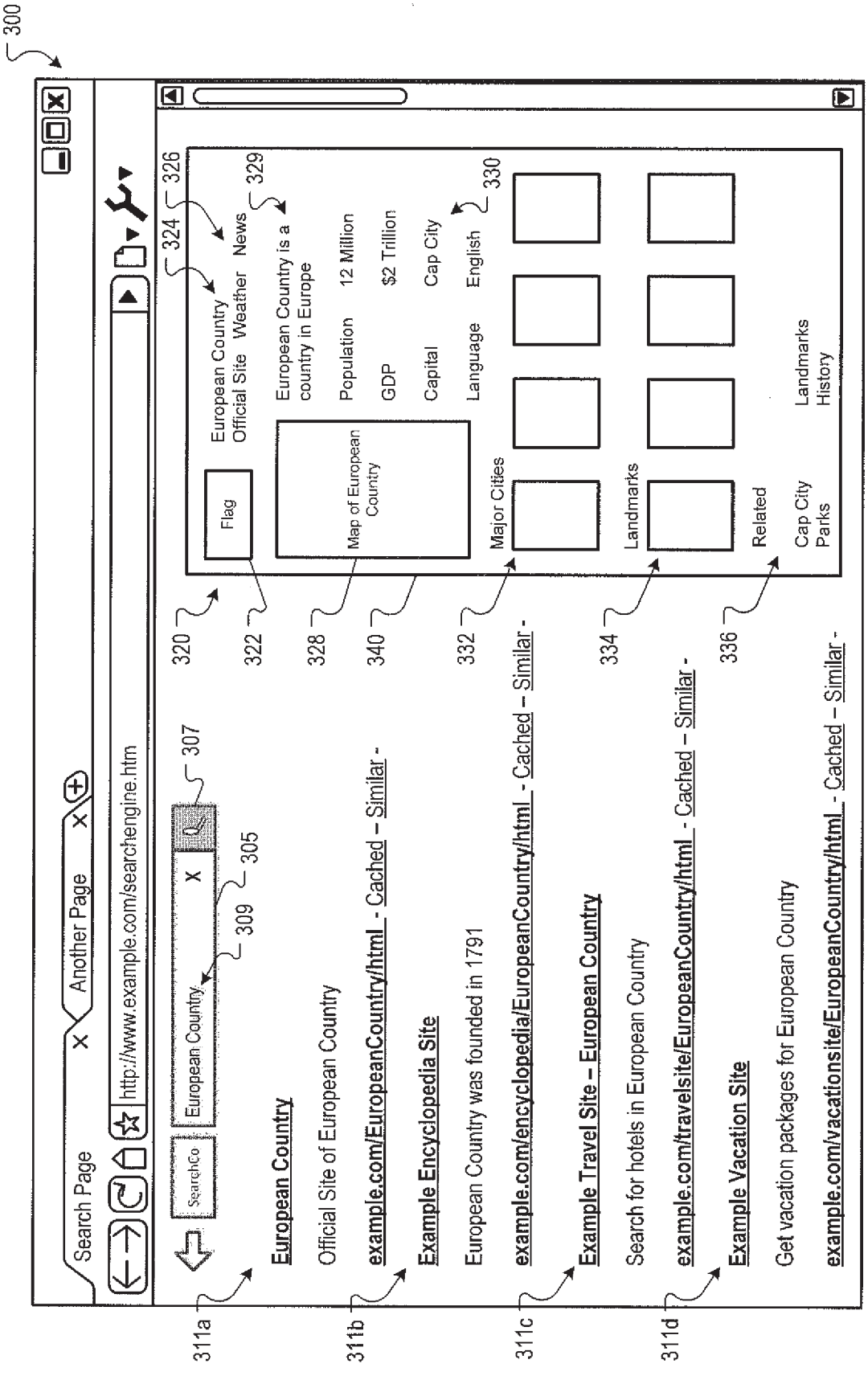
300
Search Page
Another Page
http://www.example.com/searchengine.htm
SearchCo
European Country
307
309
305
311a
European Country
Official Site of European Country
example.com/EuropeanCountry/html - Cached – Similar -
311b
Example Encyclopedia Site
European Country was founded in 1791
example.com/encyclopedia/EuropeanCountry/html - Cached – Similar -
311c
Example Travel Site – European Country
Search for hotels in European Country
example.com/travelsite/EuropeanCountry/html - Cached – Similar -
311d
Example Vacation Site
Get vacation packages for European Country
example.com/vacationsite/EuropeanCountry/html - Cached – Similar -
320
322
328
340
332
334
336
324
326
329
330
Flag
Map of European Country
Major Cities
Landmarks
Related
European Country
Official Site
Weather
News
European Country is a country in Europe
Population 12 Million
GDP $2 Trillion
Capital Cap City
Language English
Cap City
Parks
Landmarks
History

FIG. 3

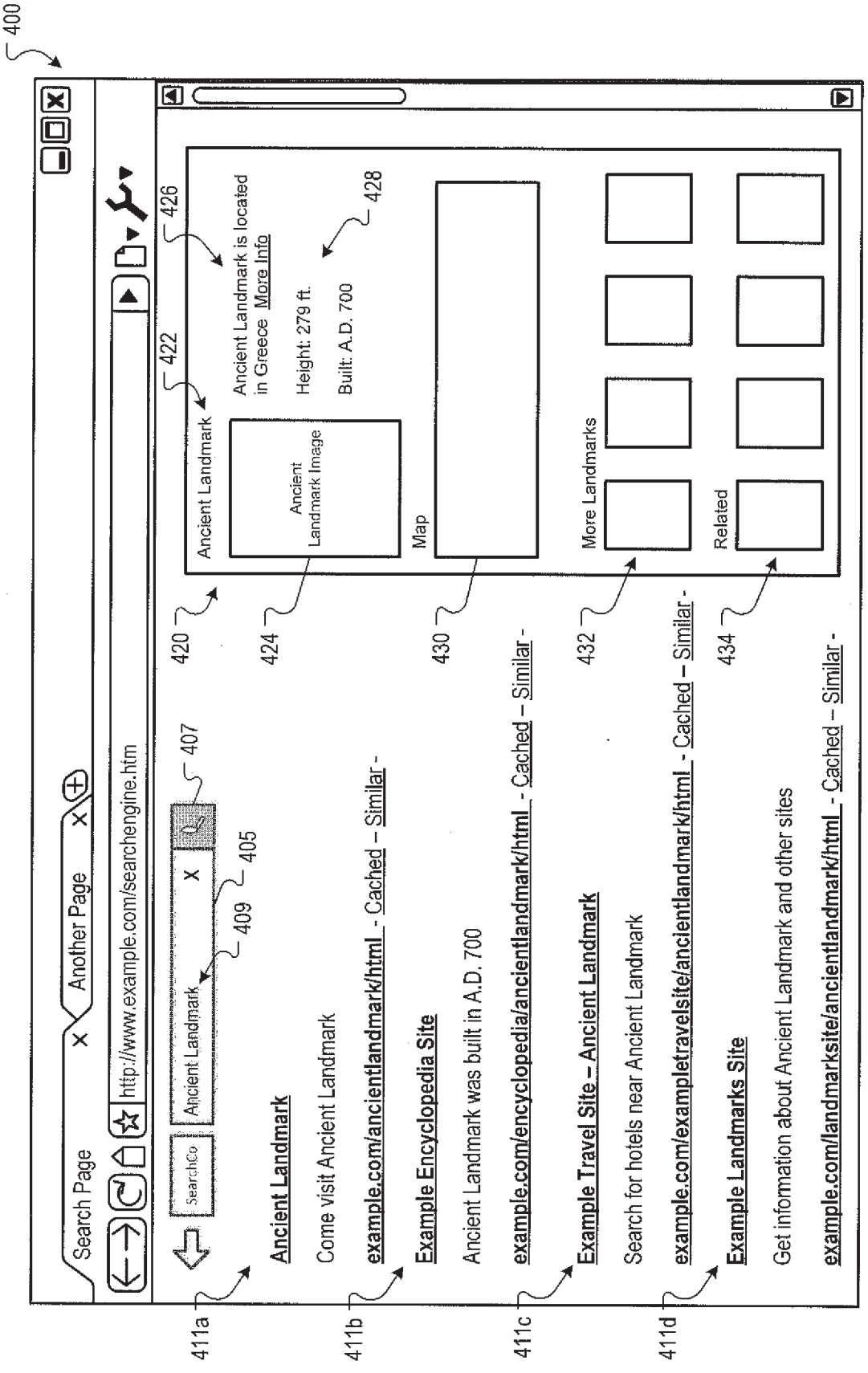
400
Search Page
Another Page
http://www.example.com/searchengine.htm
SearchCo
Ancient Landmark
407
405
409
Ancient Landmark
Come visit Ancient Landmark
example.com/ancientlandmark/html - Cached – Similar -
Example Encyclopedia Site
Ancient Landmark was built in A.D. 700
example.com/encyclopedia/ancientlandmark/html - Cached – Similar -
Example Travel Site – Ancient Landmark
Search for hotels near Ancient Landmark
example.com/exampletravelsite/ancientlandmark/html - Cached – Similar -
Example Landmarks Site
Get information about Ancient Landmark and other sites
example.com/landmarksite/ancientlandmark/html - Cached – Similar -
411a
411b
411c
411d
420
422
424
426
428
430
432
434
Ancient Landmark
Ancient Landmark Image
Ancient Landmark is located in Greece More Info
Height: 279 ft.
Built: A.D. 700
Map
More Landmarks
Related

FIG. 4

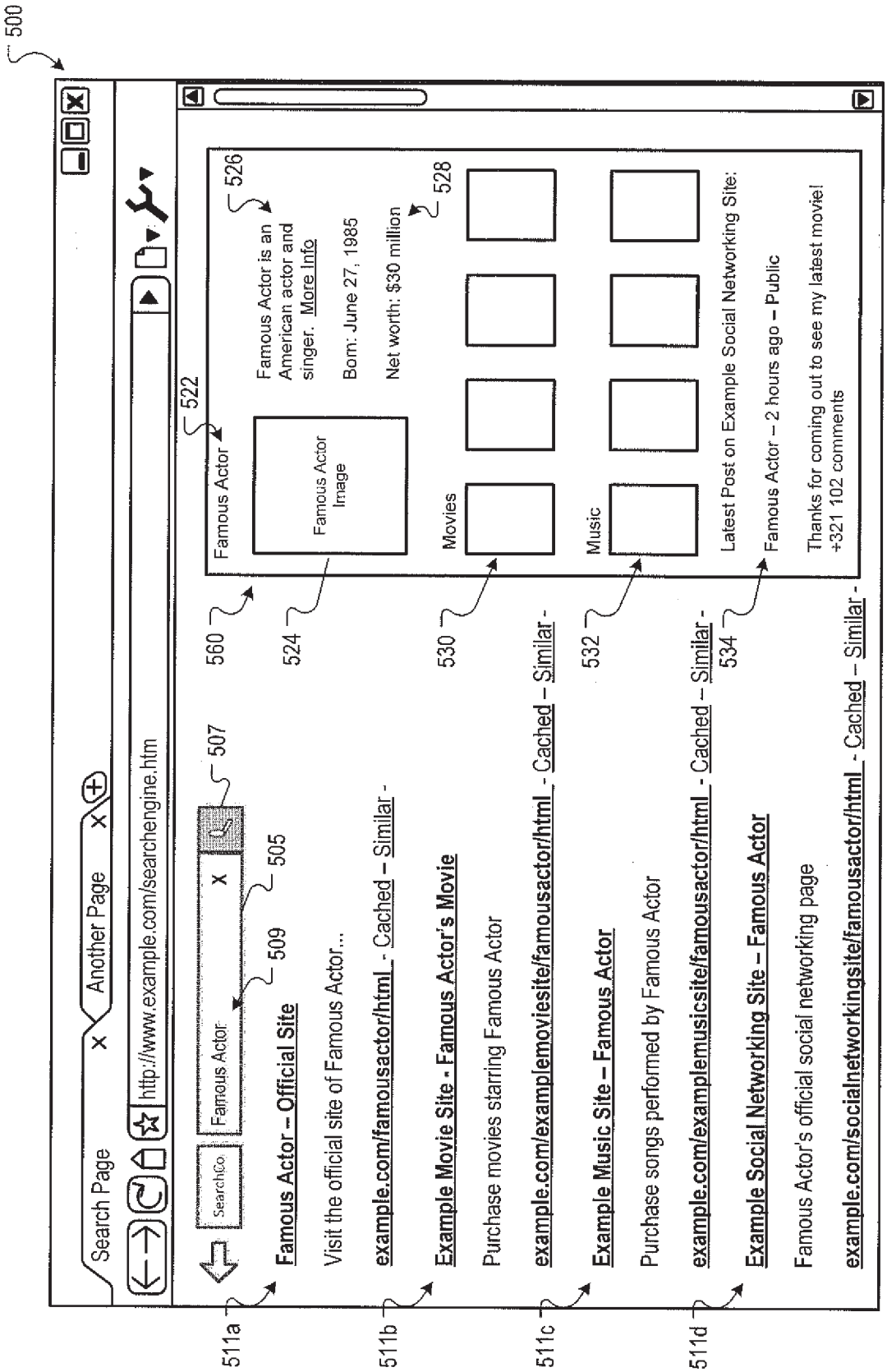
500
Search Page
Another Page
http://www.example.com/searchengine.htm
Search
Famous Actor
507
505
509
Famous Actor -- Official Site
Visit the official site of Famous Actor...
example.com/famousactor/html - Cached - Similar -
Example Movie Site - Famous Actor's Movie
Purchase movies starring Famous Actor
example.com/examplemoviesite/famousactor/html - Cached - Similar -
Example Music Site -- Famous Actor
Purchase songs performed by Famous Actor
example.com/examplemusicsite/famousactor/html - Cached - Similar -
Example Social Networking Site -- Famous Actor
Famous Actor's official social networking page
example.com/socialnetworkingsite/famousactor/html - Cached - Similar -
522
Famous Actor
526
Famous Actor is an American actor and singer. More Info
Born: June 27, 1985
Net worth: $30 million
528
Famous Actor Image
524
560
Movies
530
Music
532
Latest Post on Example Social Networking Site:
Famous Actor -- 2 hours ago -- Public
Thanks for coming out to see my latest movie!
+321 102 comments
534
511a
511b
511c
511d

FIG. 5A

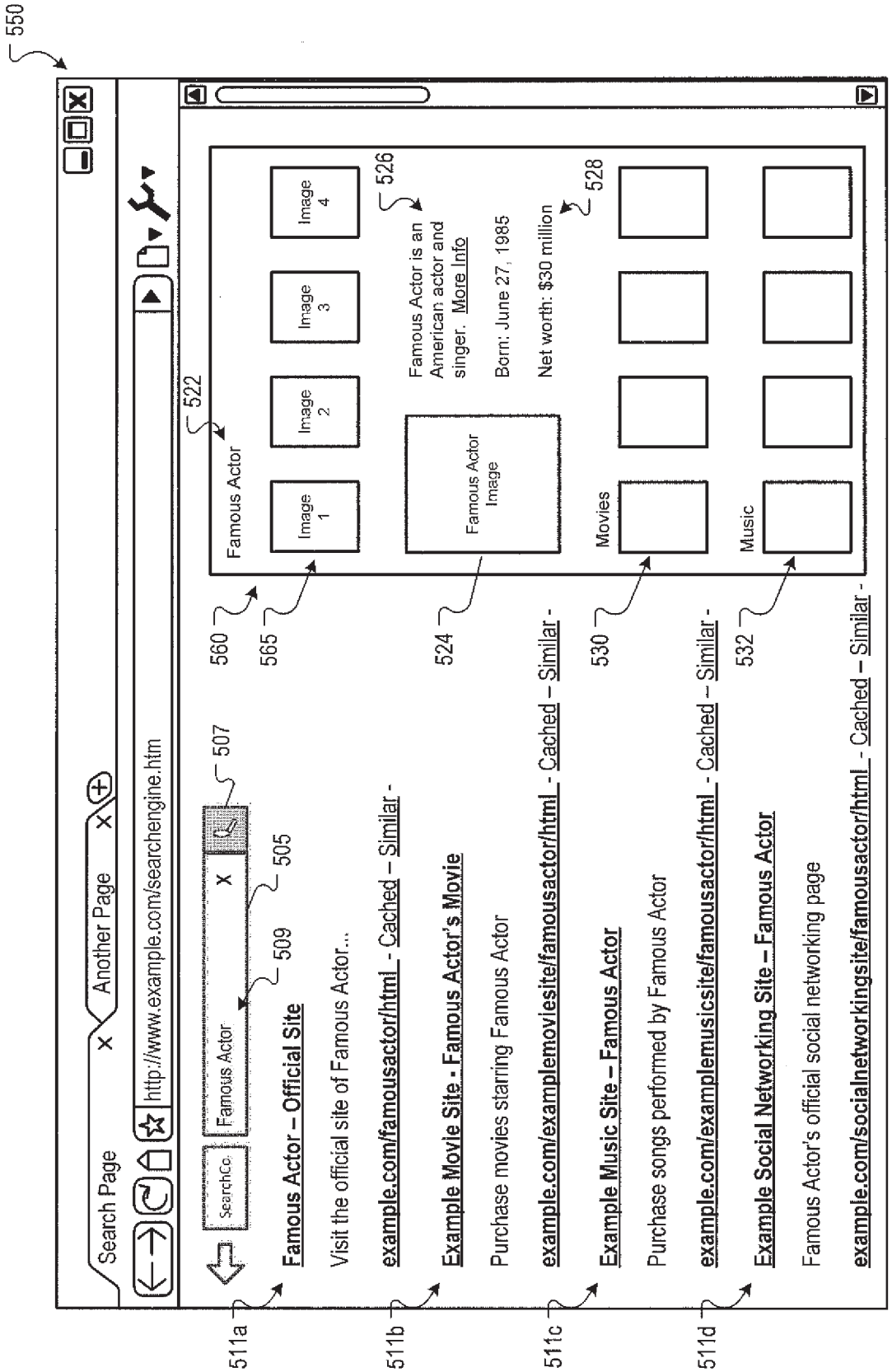
550
Search Page
Another Page
http://www.example.com/searchengine.htm
SearchCo
Famous Actor
507
505
509
Famous Actor – Official Site
Visit the official site of Famous Actor...
example.com/famousactor/html - Cached – Similar -
Example Movie Site - Famous Actor's Movie
Purchase movies starring Famous Actor
example.com/examplemoviesite/famousactor/html - Cached – Similar -
Example Music Site – Famous Actor
Purchase songs performed by Famous Actor
example.com/examplemusicsite/famousactor/html - Cached – Similar -
Example Social Networking Site – Famous Actor
Famous Actor's official social networking page
example.com/socialnetworkingsite/famousactor/html - Cached – Similar -
511a
511b
511c
511d
522
Famous Actor
Image 1
Image 2
Image 3
Image 4
Famous Actor Image
Movies
Music
Famous Actor is an American actor and singer. More Info
Born: June 27, 1985
Net worth: $30 million
526
528
560
565
524
530
532

FIG. 5B

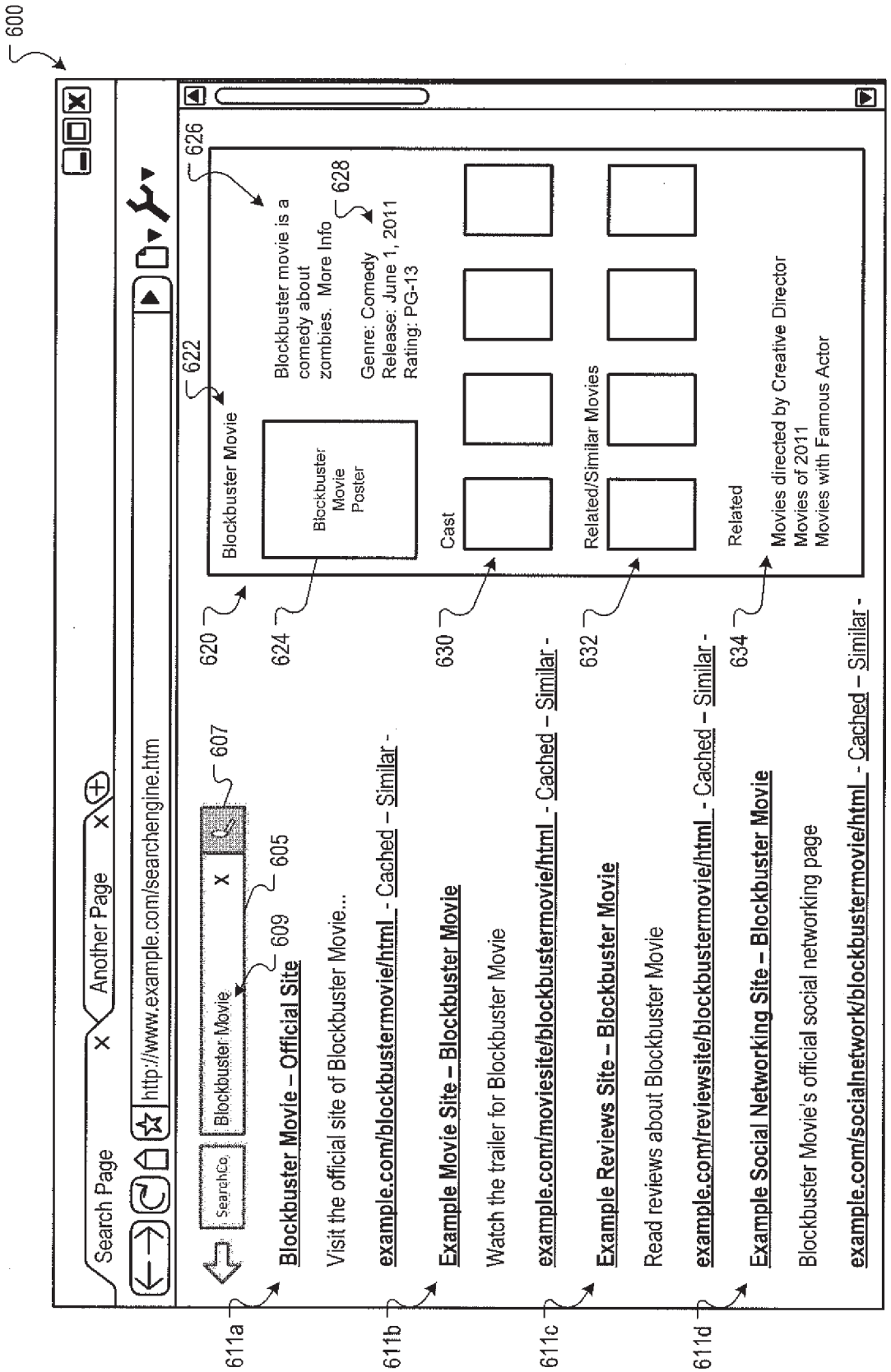
600
Search Page
Another Page
http://www.example.com/searchengine.htm
SearchCo
Blockbuster Movie
607
605
609
611a
Blockbuster Movie – Official Site
Visit the official site of Blockbuster Movie...
example.com/blockbustermovie/html - Cached – Similar -
611b
Example Movie Site – Blockbuster Movie
Watch the trailer for Blockbuster Movie
example.com/moviesite/blockbustermovie/html - Cached – Similar -
611c
Example Reviews Site – Blockbuster Movie
Read reviews about Blockbuster Movie
example.com/reviewsite/blockbustermovie/html - Cached – Similar -
611d
Example Social Networking Site – Blockbuster Movie
Blockbuster Movie's official social networking page
example.com/socialnetwork/blockbustermovie/html - Cached – Similar -
620
622
624
626
628
630
632
634
Blockbuster Movie
Blockbuster Movie Poster
Blockbuster movie is a comedy about zombies. More Info
Genre: Comedy
Release: June 1, 2011
Rating: PG-13
Cast
Related/Similar Movies
Related
Movies directed by Creative Director
Movies of 2011
Movies with Famous Actor

FIG. 6

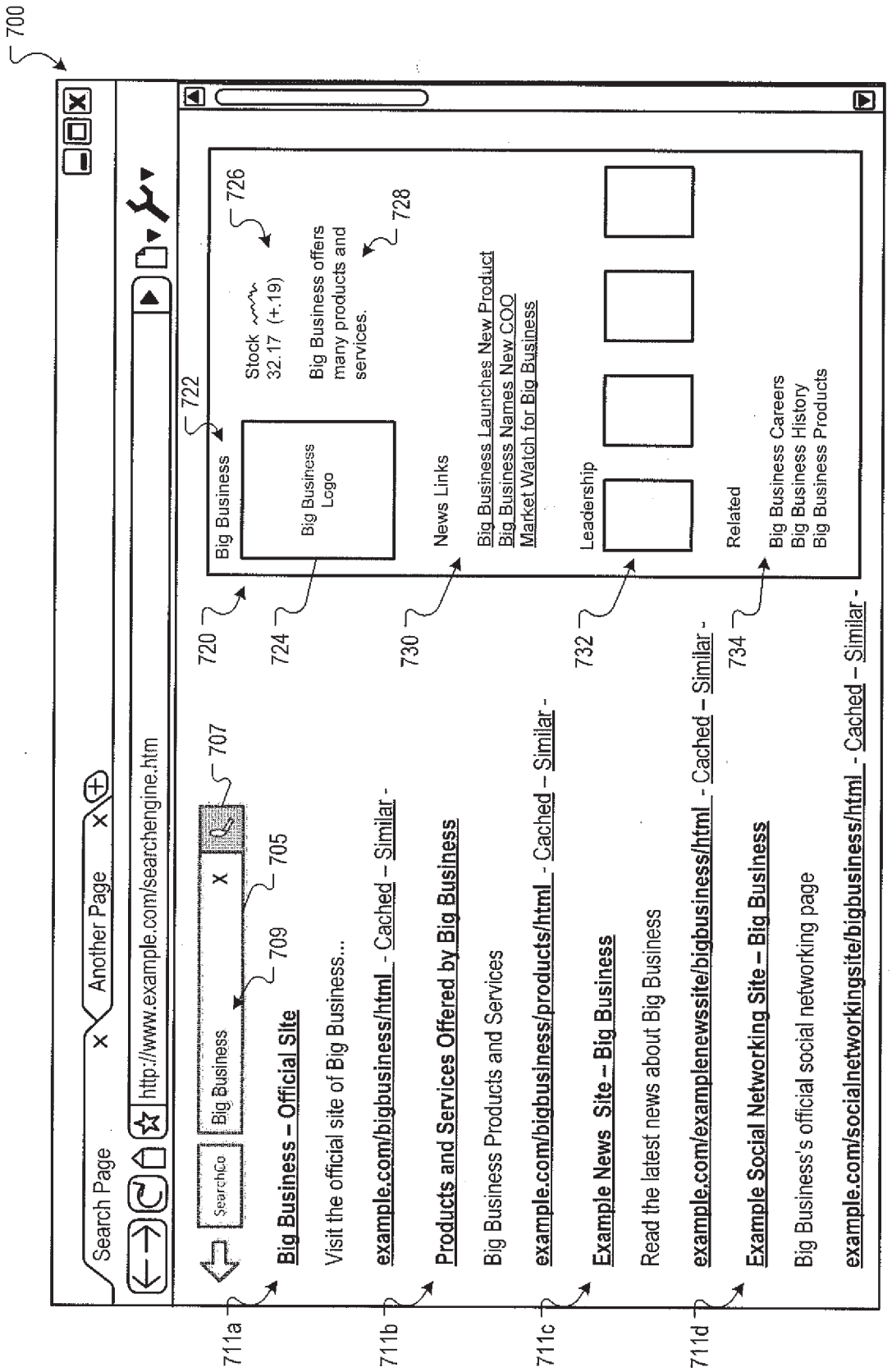
700
Search Page
Another Page
http://www.example.com/searchengine.htm
SearchCo
Big Business
707
705
709
Big Business – Official Site
Visit the official site of Big Business...
example.com/bigbusiness/html - Cached – Similar -
Products and Services Offered by Big Business
Big Business Products and Services
example.com/bigbusiness/products/html - Cached – Similar -
Example News Site – Big Business
Read the latest news about Big Business
example.com/examplenewssite/bigbusiness/html - Cached – Similar -
Example Social Networking Site – Big Business
Big Business's official social networking page
example.com/socialnetworkingsite/bigbusiness/html - Cached – Similar -
711a
711b
711c
711d
720
722
724
726
728
730
732
734
Big Business
Big Business Logo
Stock
32.17 (+.19)
Big Business offers many products and services.
News Links
Big Business Launches New Product
Big Business Names New COO
Market Watch for Big Business
Leadership
Related
Big Business Careers
Big Business History
Big Business Products

FIG. 7

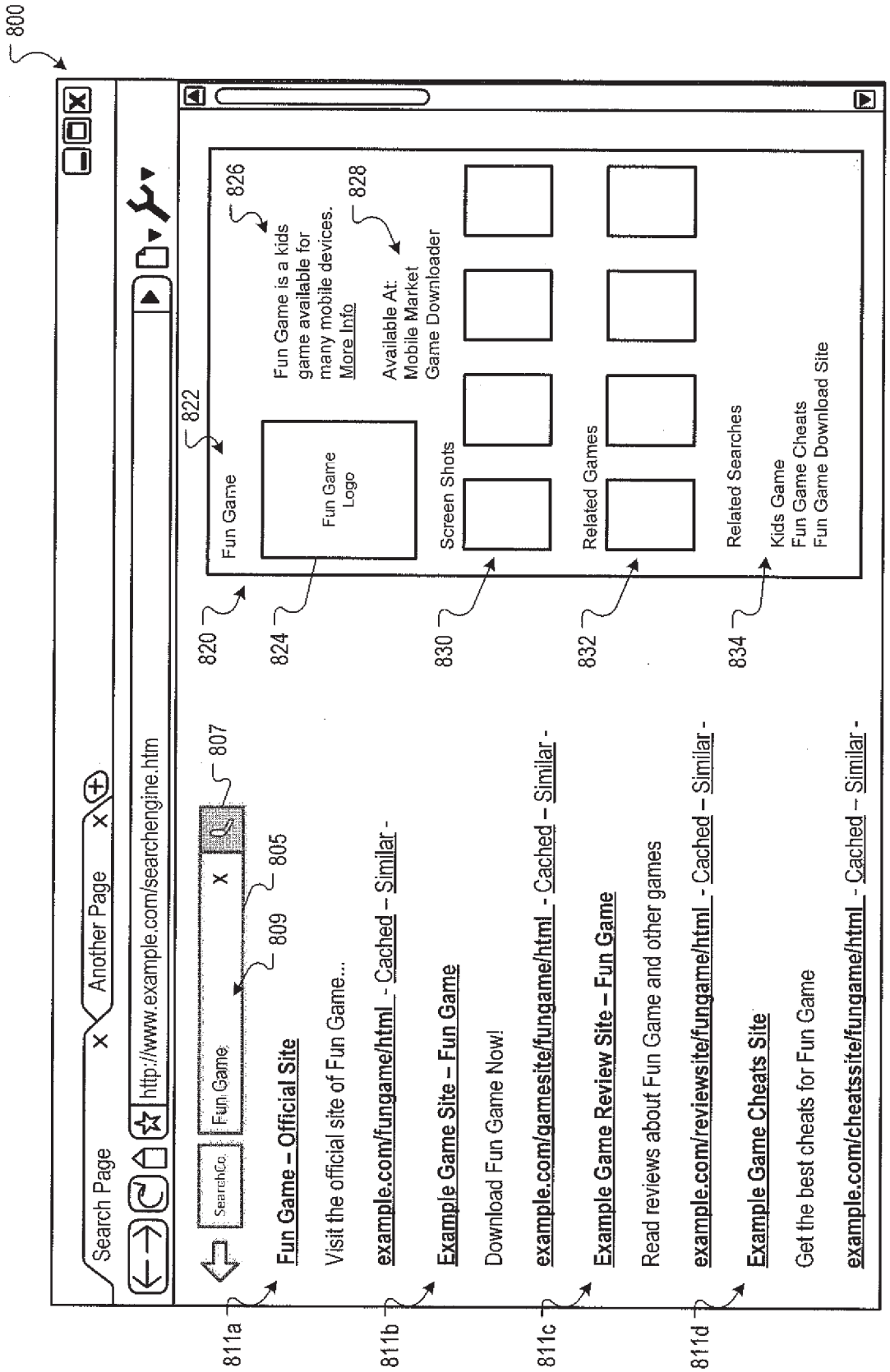
800
Search Page
Another Page
http://www.example.com/searchengine.htm
SearchCo
Fun Game
807
805
809
811a
Fun Game – Official Site
Visit the official site of Fun Game...
example.com/fungame/html - Cached – Similar -
811b
Example Game Site – Fun Game
Download Fun Game Now!
example.com/gamesite/fungame/html - Cached – Similar -
811c
Example Game Review Site – Fun Game
Read reviews about Fun Game and other games
example.com/reviewsite/fungame/html - Cached – Similar -
811d
Example Game Cheats Site
Get the best cheats for Fun Game
example.com/cheatssite/fungame/html - Cached – Similar -
820
822
Fun Game
826
Fun Game is a kids game available for many mobile devices. More Info
828
Available At: Mobile Market Game Downloader
824
Fun Game Logo
830
Screen Shots
832
Related Games
834
Related Searches
Kids Game
Fun Game Cheats
Fun Game Download Site

FIG. 8

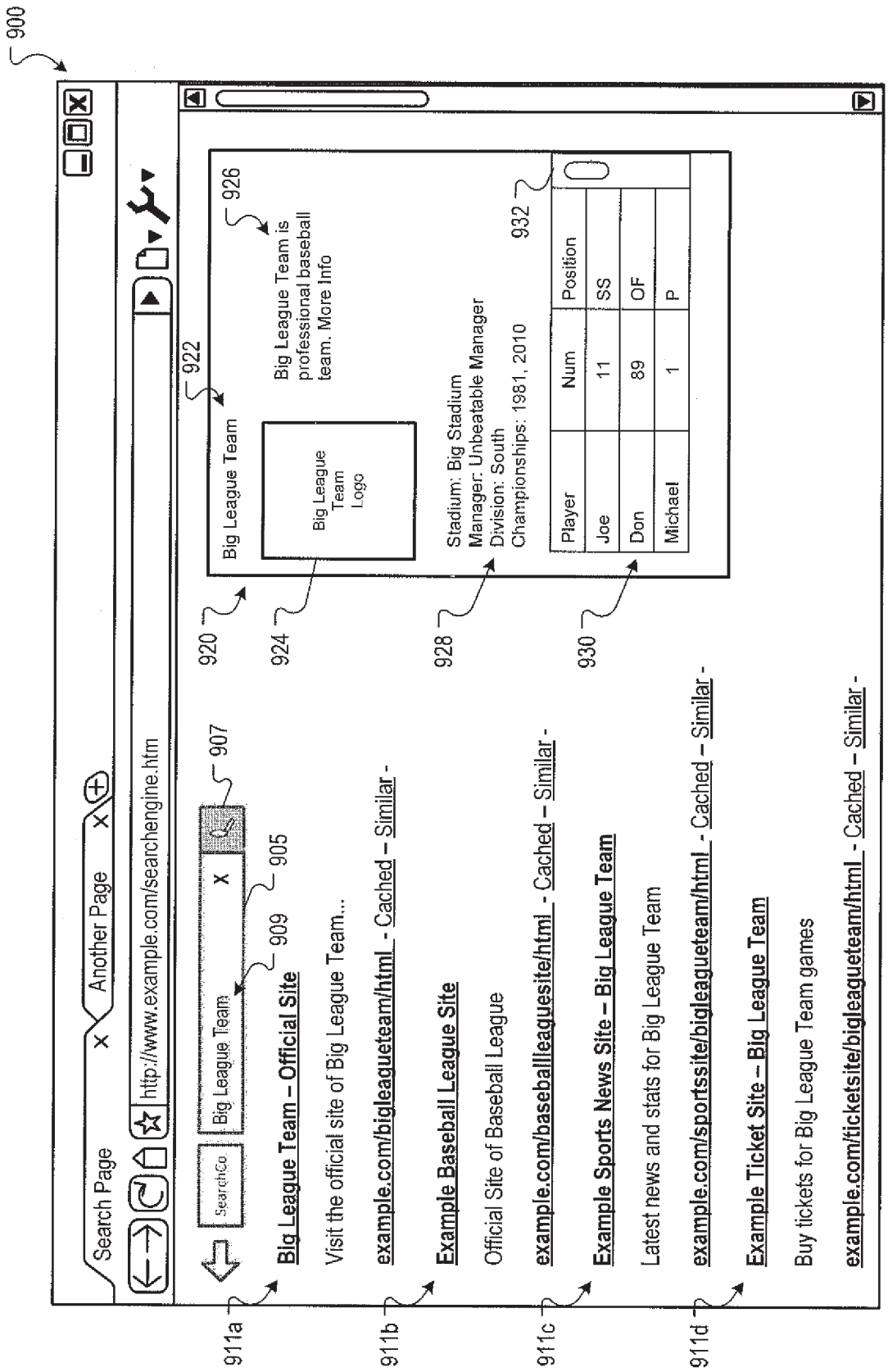
900
Search Page
Another Page
http://www.example.com/searchengine.htm
SearchCo
Big League Team
907
905
909
911a
Big League Team – Official Site
Visit the official site of Big League Team...
example.com/bigleagueteam/html - Cached – Similar -
911b
Example Baseball League Site
Official Site of Baseball League
example.com/baseballleaguesite/html - Cached – Similar -
911c
Example Sports News Site – Big League Team
Latest news and stats for Big League Team
example.com/sportssite/bigleagueteam/html - Cached – Similar -
911d
Example Ticket Site – Big League Team
Buy tickets for Big League Team games
example.com/ticketsite/bigleagueteam/html - Cached – Similar -
920
922
Big League Team
926
Big League Team is professional baseball team. More Info
924
Big League Team Logo
928
Stadium: Big Stadium
Manager: Unbeatable Manager
Division: South
Championships: 1981, 2010
930
932
Player
Num
Position
Joe
11
SS
Don
89
OF
Michael
1
P

FIG. 9

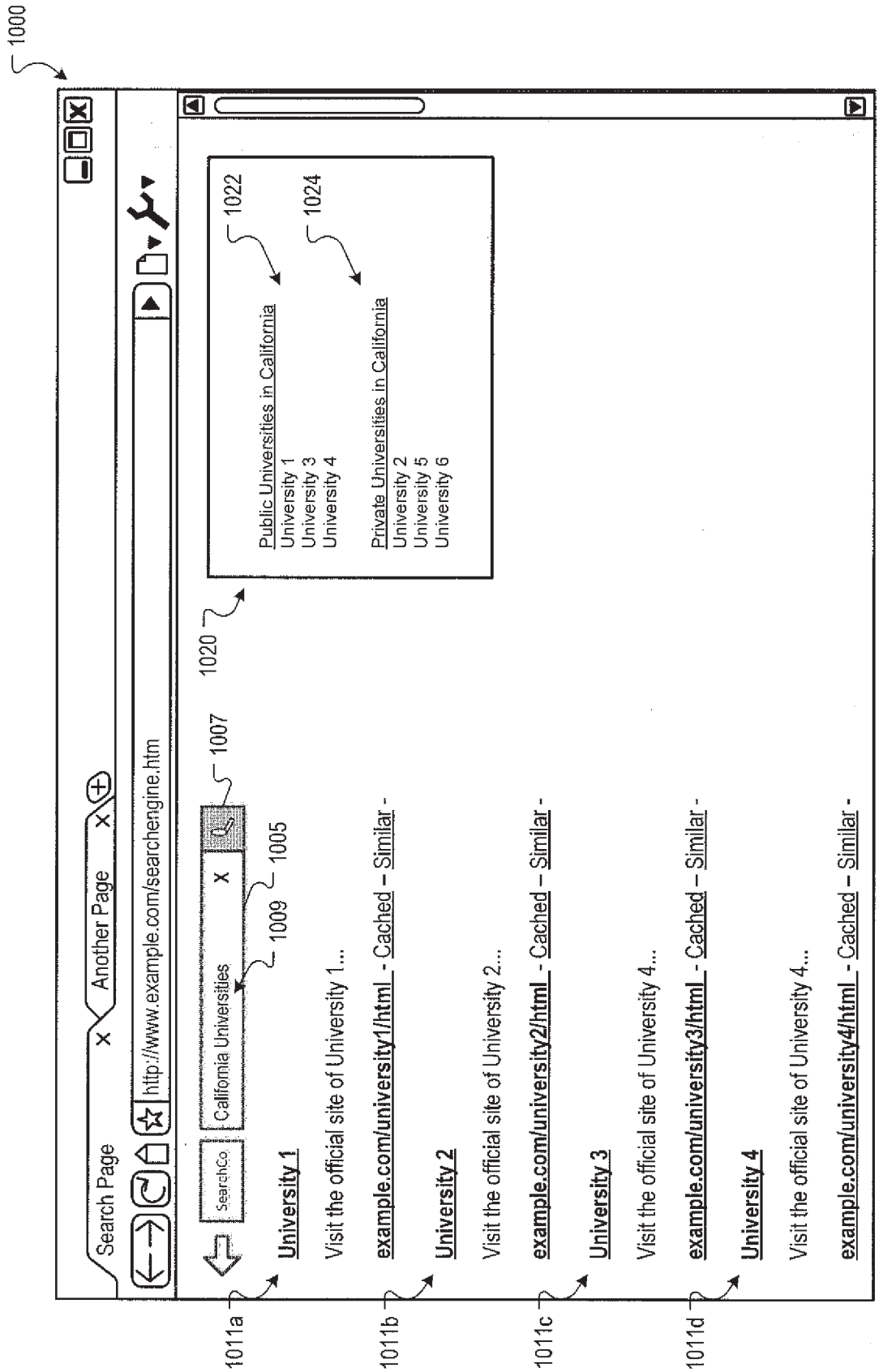
1000
Search Page
Another Page
http://www.example.com/searchengine.htm
SearchCo
California Universities
1007
1009
1005
1020
1022
1024
Public Universities in California
University 1
University 3
University 4
Private Universities in California
University 2
University 5
University 6
1011a
University 1
Visit the official site of University 1...
example.com/university1/html - Cached – Similar -
1011b
University 2
Visit the official site of University 2...
example.com/university2/html - Cached – Similar -
1011c
University 3
Visit the official site of University 4...
example.com/university3/html - Cached – Similar -
1011d
University 4
Visit the official site of University 4...
example.com/university4/html - Cached – Similar -

FIG. 10

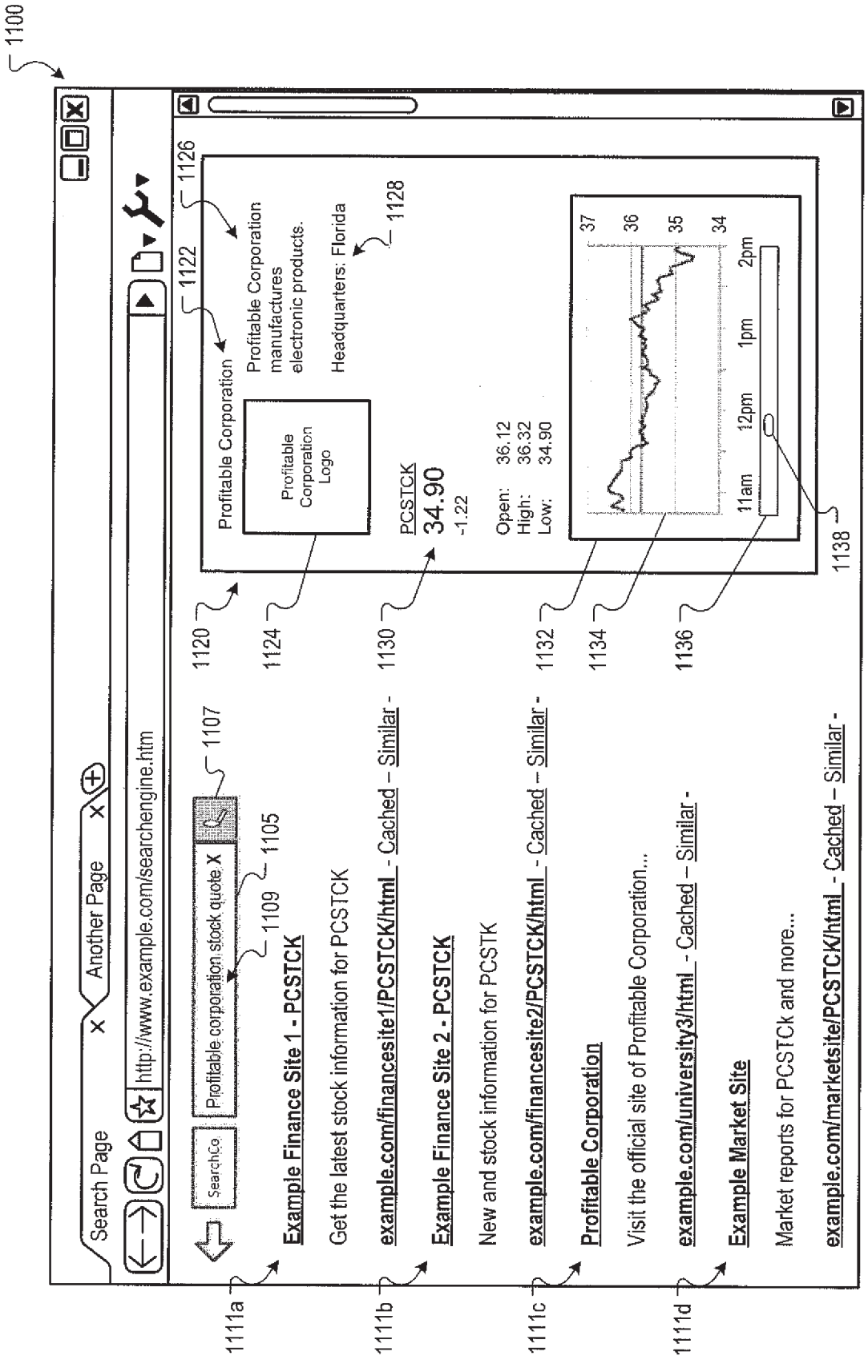
1100
Search Page
Another Page
http://www.example.com/searchengine.htm
SearchCo
Profitable corporation stock quote
1107
1105
1109
Example Finance Site 1 - PCSTCK
Get the latest stock information for PCSTCK
example.com/financesite1/PCSTCK/html - Cached – Similar -
Example Finance Site 2 - PCSTCK
New and stock information for PCSTK
example.com/financesite2/PCSTCK/html - Cached – Similar -
Profitable Corporation
Visit the official site of Profitable Corporation...
example.com/university3/html - Cached – Similar -
Example Market Site
Market reports for PCSTCk and more...
example.com/marketsite/PCSTCK/html - Cached – Similar -
1111a
1111b
1111c
1111d
1120
1122
1124
1126
1128
1130
1132
1134
1136
1138
Profitable Corporation
Profitable Corporation manufactures electronic products.
Headquarters: Florida
Profitable Corporation Logo
PCSTCK
34.90
-1.22
Open: 36.12
High: 36.32
Low: 34.90
37
36
35
34
11am
12pm
1pm
2pm

FIG. 11

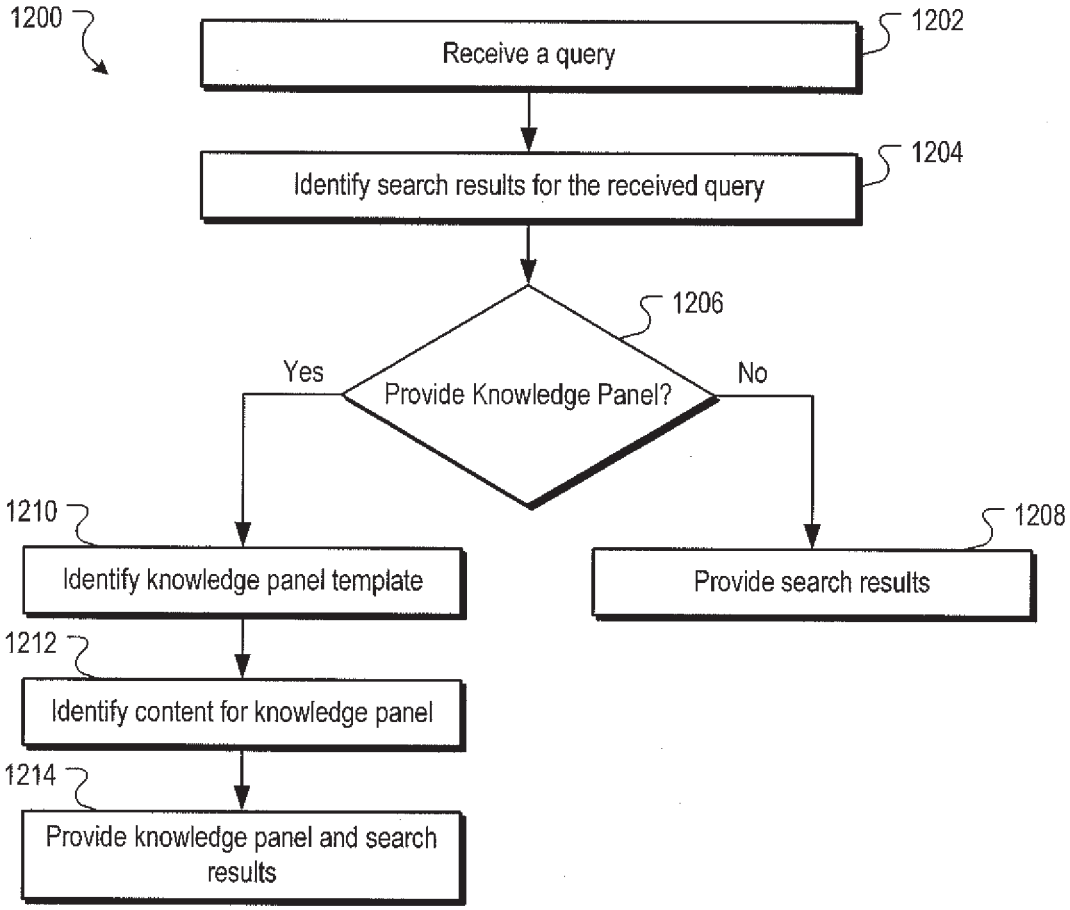
1200
Receive a query
1202
Identify search results for the received query
1204
1206
Provide Knowledge Panel?
Yes
No
1210
Identify knowledge panel template
1208
Provide search results
1212
Identify content for knowledge panel
1214
Provide knowledge panel and search results

FIG. 12