Claims

1. A method, comprising:

identifying a partial query entered by a user;

identifying a current location associated with the user that entered the partial query;

identifying a query template based on the partial query, wherein the query template includes one or more template terms and an identifier of an entity category, and wherein the entity category is a grouping of entities that share one or more aspects in common;

formulating a query suggestion based on the query template, wherein formulating the query suggestion comprises:

choosing an entity alias for an entity of the entities of the entity category based on the location of the user that entered the partial query, and

formulating the query suggestion by inserting the entity alias into the query template; and

providing the query suggestion for presentation to the user.

2. The method of claim 1, wherein choosing the entity alias is further based on one or more characters of the partial query.

3. The method of claim 1, wherein choosing the entity alias is further based on a popularity measure associated with the entity associated with the entity alias.

4. The method of claim 1, wherein identifying the query template includes determining whether one or more terms in the partial query match one or more of the template terms of the query template.

5. The method of claim 1, wherein the query template is identified based on a ranking of the query template.

6. The method of claim 1, wherein identifying the query template includes:

determining an entity category based on the partial query; and

determining the query template based on the determined entity category.

7. The method of claim 6, wherein determining the entity category based on the partial query includes:

determining a partial query entity based on one or more partial query terms of the partial query; and

determining the entity category based on the partial query entity.

8. The method of claim 7, further comprising:

determining additional characters in the partial query that are in addition to the partial query terms utilized to determine the partial query entity, wherein determining the query template is further based on the additional characters.

9. The method of claim 1, further comprising determining a ranking of the query suggestion based on a popularity measure associated with the entity associated with the entity alias.

10. The method of claim 1, further comprising determining a ranking of the query suggestion based on a ranking associated with the query template.