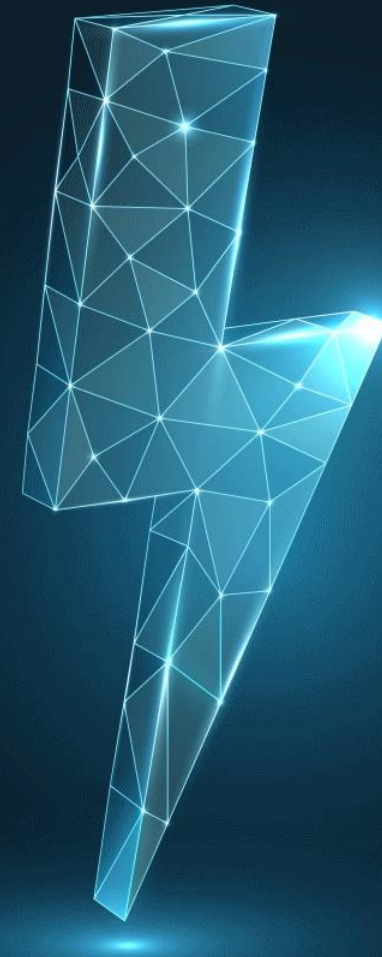


Understanding Google's E-A-T content guidelines



Who am I?

Dave Colgate

Head of the Enterprise SEO Team at Vertical Leap

SEO'ing for 14 years

At Vertical Leap for 11 of those



What will you gain today?

1. Understand what E-A-T is and where it comes from
2. Why it is important to you
3. Whopping 16 ideas and recommendations on using E-A-T

What is E-A-T?

Understanding exactly what 'E-A-T' stands for



E-A-T gives Google a way of quantifying
the **perceived quality** of a webpage

What is E-A-T?

E

Expertise

Industry knowledge – the expertise of the creator of the main content on the page.

What is E-A-T?

E**Expertise**

Industry knowledge – the expertise of the creator of the main content on the page.

A**Authority**

How the outside world views the authority of your website, the creator's authority and the content's authority itself.

What is E-A-T?

E

Expertise

Industry knowledge – the expertise of the creator of the main content on the page.

A

Authority

How the outside world views the authority of your website, the creator's authority and the content's authority itself.

T

Trustworthiness

How trustworthy the creator of the main content is, the content itself and how trustworthy the website itself is seen.

Where is it from?

Why is 'E-A-T' even a 'thing' and where did it come from in the first place?



E-A-T is a creation of Google

- Google's rater guideline documentation added it in 2018 just before a major update SEOs dubbed the 'medic update'.
- In 2019 Google confirmed that E-A-T is part of their search algorithms.
- Ben Gomes, VP of Search at Google, said that the search quality rater guidelines don't tell you how the algorithm is ranking results, but they fundamentally show what the algorithm should do.

3.2 Expertise, Authoritativeness, and Trustworthiness (E-A-T)

The amount of expertise, authoritativeness, and trustworthiness (E-A-T) is very important. Please consider:

- The expertise of the creator of the MC.
- The authoritativeness of the creator of the MC, the MC itself, and the website.
- The trustworthiness of the creator of the MC, the MC itself, and the website.




Making the Internet a better place



GOOGLE IN EUROPE

Fighting disinformation across our products

Feb 16, 2019 · 1 min read

**Kristie Canegallo**Vice President, Trust & Safety,
Google Share

- The systems **do not make subjective determinations about the truthfulness of webpages**, but rather focus on **measurable signals** that correlate with how users and other websites value the expertise, trustworthiness, or authoritativeness of a webpage on the topics it covers.



Danny Sullivan ✓

@dannysullivan

...

Replying to [@dannysullivan](#) [@rustybrick](#) and 4 others

Is E-A-T a ranking factor? Not if you mean there's some technical thing like with speed that we can measure directly.

We do use a variety of signals as a proxy to tell if content seems to match E-A-T as humans would assess it.

In that regard, yeah, it's a ranking factor.

4:07 PM · Oct 11, 2019 · Twitter for iPad

So what?

As a marketing professional, why should you care about E-A-T?





3 reasons why should you care



1

If you want **more traffic** from your organic channel – you need to consider E-A-T in your content.

2

If you consider it and integrate it well enough it could give you a **serious competitive edge** in search.

Those above the line



Those on the line



Google's industry benchmark

Those below the line



3

YMYL. Depending on your industry you may need to try a little harder to impress Google and your guests.

YMYL

Your Money or Your Life – from Google’s Quality Rater Guidelines document.

- News and current events
- Civics, government, law
- Finance
- Shopping
- Health and Safety
- Other (fitness, nutrition, housing)



2.3 Your Money or Your Life (YMYL) Pages

Some types of pages or topics could potentially impact a person's future happiness, health, financial stability, or safety. We call such pages “Your Money or Your Life” pages, or YMYL. The following are examples of YMYL topics:

How can you use it?

Tips and tactics on how to apply E-A-T yourself.



Consider the overall factors

Purpose

Quality

Information

Reputation

Expertise

Authoritativeness

Trustworthiness

Google's 23 questions

In 2011 Google published 23 questions that help answer the question “what makes a high-quality website?”

<https://bit.ly/3F0WBZC>

What counts as a high-quality site?

- Would you trust the information presented in this article?
- Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
- Does the site have duplicate, overlapping, or redundant articles on the same or similar topics with slightly different keyword variations?
- Would you be comfortable giving your credit card information to this site?

15 tips and ideas to improve your E-A-T

1

Before you start creating content, look for **competing content** and use that as a benchmark.

2

Check you have a **thorough 'about us' page** that tells your story and picks out your USPs and what makes you great.

3

Choose your authors wisely. Authors have digital footprints. Pick the best ones for the topic with a solid author page.

4

Ensure none of your content contains any spelling or grammar mistakes.

5

Work on your real-world reputation.

6

Ensure you are proactively **getting reviews** from your customers and displaying them.

7

Case studies. Cite someone or a business? Ask for a link or mention as a form of **social proof**.

8

Use **FAQs** in appropriate places in your content and include schema mark-up.

9

Answer the easy questions. “What is ...”,
“how is ...” etc. Demonstrate knowledge
+ rich snippet capture.

10

Don't noindex or stop search engines finding your privacy policy, Ts & Cs or related legal documentation.

11

Everything needs to be as **up to date as possible** – keep it that way. Do regular content audits.

12

Attract off-site attention ([links](#)) through useful, original content. Brand mentions are good.

13

Link to sources and fact find to prove and support claims and statements you make.

14

Keep YMYL content and non-YYL content on **separate websites** (Google confirmed in April this year).

15

Ensure your **title** and **meta descriptions** truly represent the content on the page. Matching intent is super important.

16

Offer the fastest and the best page experience (Core Web Vitals).



Thank you

If you have any questions, please contact:

Dave Colgate

Head of Enterprise SEO