

How does E-E-A-T affect content marketing?



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**What is E-E-A-T
and why is it
important?**



What is E-E-A-T?

- E-E-A-T stands for Experience, Expertise, Authoritativeness, and Trustworthiness.
- E-E-A-T is not a direct Google ranking factor. But Google prioritises serving results with strong E-E-A-T, making it a key concept in SEO.
- Algorithm updates are always linked to E-E-A-T. For example, the helpful content update aims to reward content where visitors feel they've had a satisfying experience, while content that doesn't meet a visitor's expectations won't perform as well.

E EXPERIENCE



How much does the creator have first-hand experience in the area being covered?

E EXPERTISE



How much does the creator have expertise, skill, or knowledge of the subject?

A AUTHORITATIVENESS



What are the reputations of the author and website like? Are they reputable?

T TRUSTWORTHINESS



How accurate, honest, safe and reliable is the page?

Search Quality Rater Guidelines

E-E-A-T is part of [Google's Search Quality Rater Guidelines](#) - the handbook that Google employees use to evaluate the quality of search results.

These employees are known as Quality Raters and their feedback helps Google measure the success of its algorithm updates.

The last update of the Search Quality Rater Guidelines was done in December 2022.



Why is E-E-A-T important for Google?

Google has a social responsibility to surface pages that provide readers with accurate and valuable information.

E-E-A-T is one of Google's tools used for limiting the propagation of false information.



▮▮ We have designed our systems to prefer authority over factors like recency or exact word matches while a crisis is developing.

How Google Fights Disinformation, 2019



E-E-A-T matters most for YMYL pages

Google splits topic types into two categories: YMYL and non-YMYL. YMYL stands for “Your Money or Your Life” and essentially encompasses any topic that can impact people’s health and well-being.

For most YMYL topics, Google wants to see content creators with more formal and concrete credentials — think education, certifications and other forms of formal expertise.

If you work in a technical field like cybersecurity, for example, it’s important that Google sees some schooling or training that qualifies you to write about the topic.



YMYL

Stands for **Your Money or Your Life**

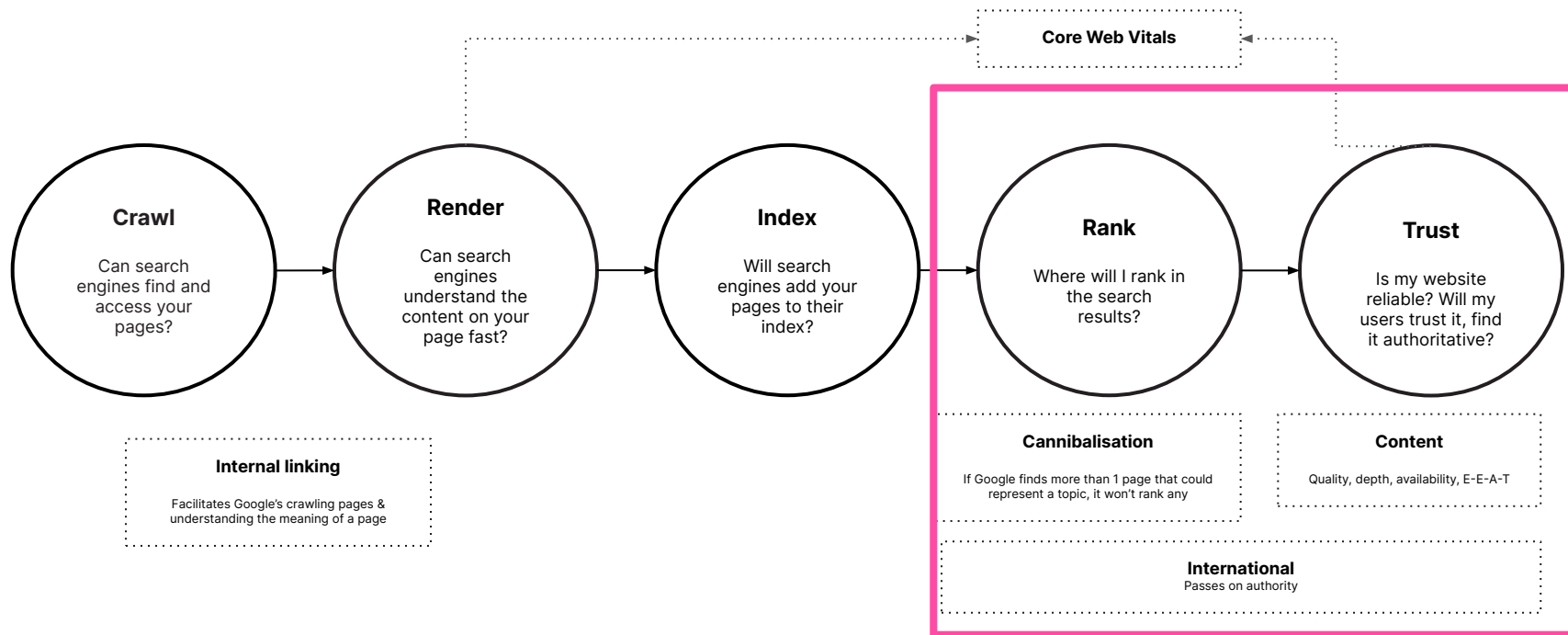
What can be considered a YMYL site?

- **Finance:** sites that offer financial advice (like **fintech companies**).
- **Shopping:** sites providing information about shopping research.
- **News and public information:** misinformation about politics and current events.
- **Medical and safety:** sites offering guidance regarding physical and mental health, including fitness sites.
- **Government and law:** information about the law, local politics and voting.
- **Characteristics:** pages making claims about people based on qualities such as ethnicity, race, nationality, religion, age, disability, gender and gender identity, sexual orientation, or veteran status are closely monitored to protect users.



But in fact, it affects every single site

This is the process a crawler follows to rank a page. In pink is the part of the process E-E-A-T affects.



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How to approach
E-E-A-T in
content
marketing



■ ■ **E-E-A-T should be at the core of your strategy. While E-E-A-T is not a ranking factor and there isn't a single confirmed rule for improving your E-E-A-T, focusing on gaining the trust of your user's will encourage Google's algorithms to recognise and rank your content more favourably.**

Carmen Dominguez

Head of Organic @ [Hallam](#)



Experience

Quality content will demonstrate the creator's first-hand experience of the subject matter. This helps prove that suggestions are tried and tested and that insights are authentic.

For example, an author might talk about their personal experiences and opinions while providing photos they have taken.

Writing in first person and providing examples of your past experience helps to demonstrate your experience.

Wingspan is the potato salad of board games – Review

October 28, 2022 — David Norris [Review](#)

Elizabeth Hargrave Engine Building Hand Management Medium Weight Stonemaier Games

When going to a polluck or a BBQ, it can be hard to know what food to bring. That's when you can rely on good ol' potato salad. A dish that nobody loves, but everyone will eat without complaints. This is how I feel about *Wingspan*. It's not going to blow your socks off, but it's a great game you can pull out whenever.

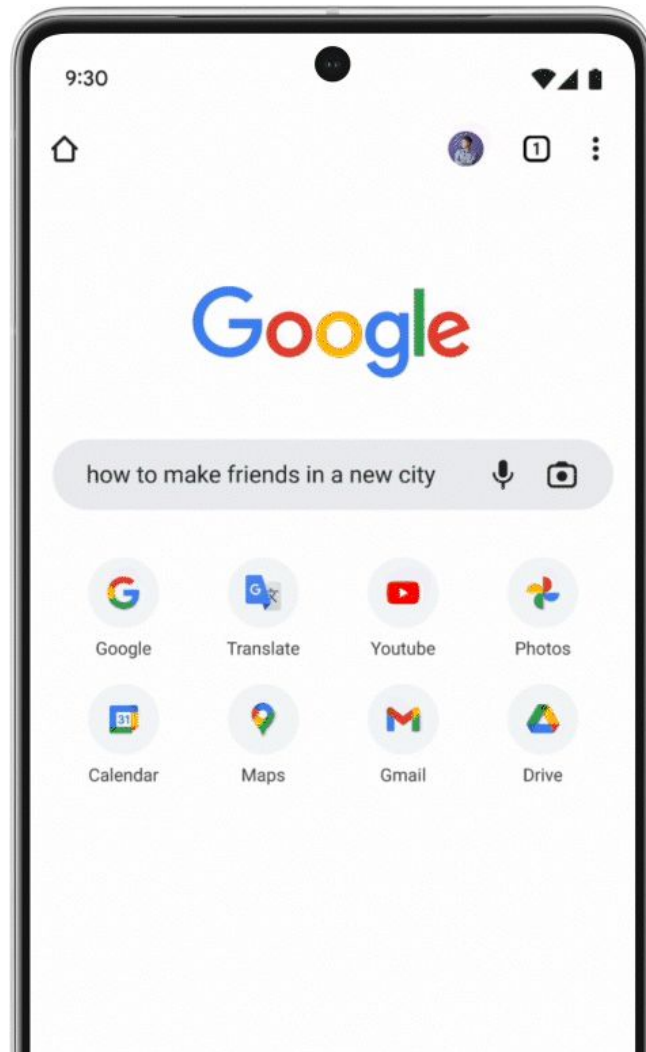
In *Wingspan*, you're creating a bird sanctuary comprised of three different habitats: forest, grasslands, and wetlands. In these habitats, you'll release birds, which will give you points at the end of the game, and abilities whenever you select one of these habitats on your turn.

Throughout the game, you'll be selecting these habitats to activate or run. Essentially, they'll be three different engines, that are used to get points and complete objectives. These objectives come in two different flavours:



Google are starting to prioritise **user-generated content**.

Content written from an experienced point of view.





Google uses entities to understand who you are and link the content to you

Diffbot Natural Language API Demo

Alexander Boris de Pfeffel Johnson (born 19 June 1964) is a British politician and writer who served as Prime Minister of the United Kingdom and Leader of the Conservative Party from 2019 to 2022. He previously

Select Example Clear Submit

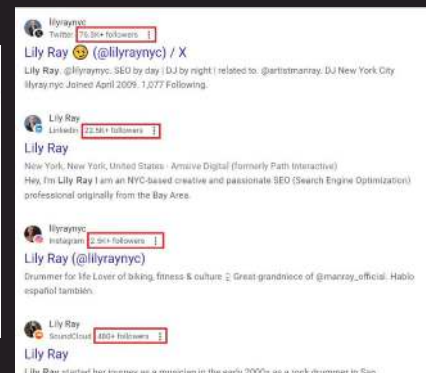
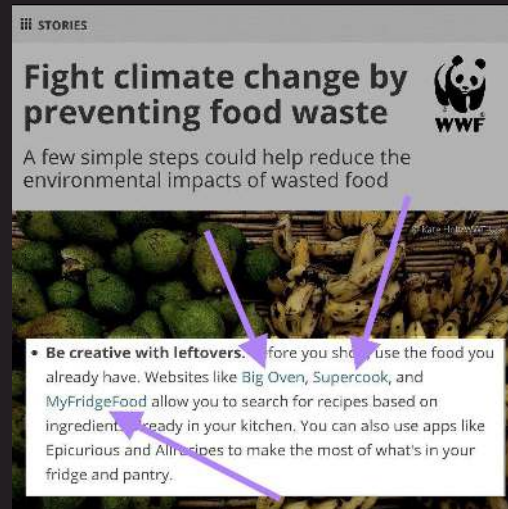
Alexander Boris de Pfeffel Johnson (born 19 June 1964) is a British politician and writer who served as Prime Minister of the United Kingdom and Leader of the Conservative Party from 2019 to 2022. He previously served as Foreign Secretary from 2016 to 2018 and as Mayor of London from 2008 to 2016. He was Member of Parliament (MP) for Uxbridge and South Ruislip from 2015 to 2023, having previously been MP for Henley from 2001 to 2008.

Graph Entities Facts Open Facts Custom Facts Categories More



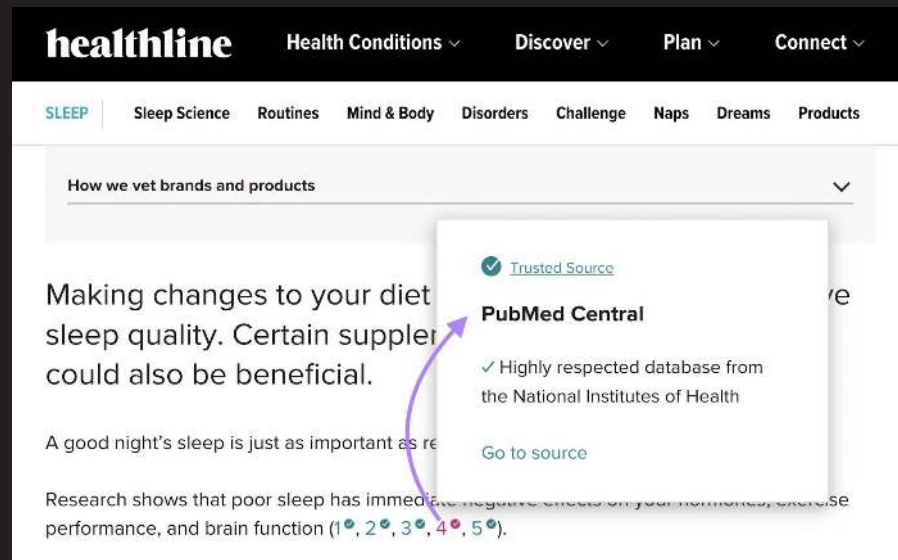
Authority

1. Engage in forums about the topic.
2. Showcase your knowledge about the topic on social media channels.
3. Get coverage on sites that are authoritative and important in the industry or niche by providing commentary.
4. Write guest posts and ask authoritative people in the field to write content for your blog, too.

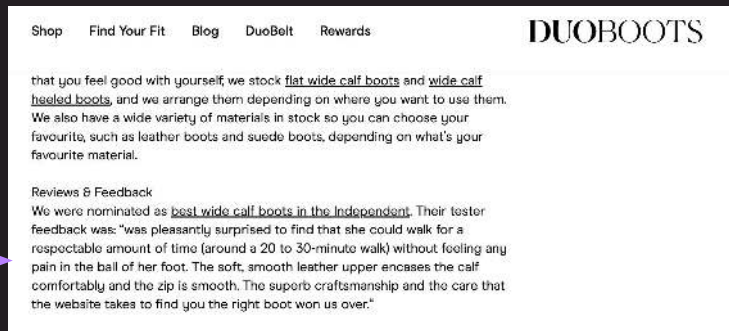


Trustworthiness

1. Be transparent with your content - do not copy and paste content from other sources and if you do, cite its origin.
2. Research your topic, explain the processes you followed and write content that is new.
3. Source other expert content or opinion to reinforce the trustworthiness of the information you're sharing.
4. Be helpful & empathetic - don't try to sell your product or brand. Your core focus should be on trying to help the user.



The screenshot shows the Healthline website interface. At the top, the 'healthline' logo is on the left, and navigation links for 'Health Conditions', 'Discover', 'Plan', and 'Connect' are on the right. Below this is a secondary navigation bar with categories like 'SLEEP', 'Sleep Science', 'Routines', 'Mind & Body', 'Disorders', 'Challenge', 'Naps', 'Dreams', and 'Products'. A dropdown menu titled 'How we vet brands and products' is open, showing a 'Trusted Source' badge for 'PubMed Central'. The badge includes a checkmark icon and the text 'Trusted Source', 'PubMed Central', and 'Highly respected database from the National Institutes of Health'. A 'Go to source' link is also visible. The main article text discusses sleep quality and mentions 'certain supplements could also be beneficial'. A purple arrow points from the 'Trusted Source' badge to the article text.



The screenshot shows the Duoboots website. At the top, there are navigation links: 'Shop', 'Find Your Fit', 'Blog', 'DuoBelt', and 'Rewards'. The 'DUOBOOTS' logo is on the right. The main content area features a paragraph about product variety: 'that you feel good with yourself, we stock [flat wide calf boots](#) and [wide calf heeled boots](#), and we arrange them depending on where you want to use them. We also have a wide variety of materials in stock so you can choose your favourite, such as leather boots and suede boots, depending on what's your favourite material.' Below this is a 'Reviews & Feedback' section with a testimonial: 'We were nominated as [best wide calf boots in the Independent](#). Their tester feedback was: "was pleasantly surprised to find that she could walk for a respectable amount of time (around a 20 to 30-minute walk) without feeling any pain in the ball of her foot. The soft, smooth leather upper encases the calf comfortably and the zip is smooth. The superb craftsmanship and the care that the website takes to find you the right boot won us over."'. A purple arrow points from the left towards the review text.

Ten top takeaways

The [Stanford Persuasive Technology Lab](#) compiled 10 guidelines for building web credibility based on three-year research with over 4,500 participants.

1. Make it easy to verify the accuracy of the information on your site.
2. Show that there's a real organisation behind your site.
3. Highlight the expertise of your organisation in the content and services you provide.
4. Show that honest and trustworthy people stand behind your site.
5. Make it easy to contact you.
6. Design your site so it looks professional (or is appropriate for your purpose).
7. Make your site easy to use and useful.
8. Update your site's content often and show it's been reviewed recently.
9. Use restraint with any promotional content (e.g., ads, offers, content purely focused on products).
10. Avoid all errors, no matter how small they seem.

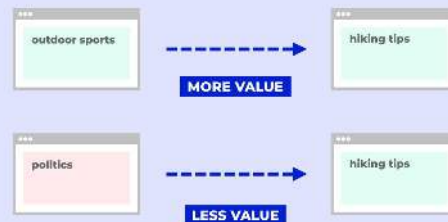


How *not* to E-E-A-T

Topical relevance is important; make sure it makes sense for your site!

Some examples of how not to E-E-A-T:

- The creator lacks adequate experience (e.g., a restaurant review written by someone who has never eaten at the restaurant).
- The creator lacks adequate expertise (e.g., an article about how to skydive written by someone with no expertise in the subject).
- The website or creator is not an authoritative or trustworthy source for the page's topic (e.g., tax form downloads provided on a cooking website).
- The page or website is not trustworthy for its purpose (e.g., a shopping page with minimal customer service information).



3

AI content and E-E-A-T





Danny Sullivan ✓

@dannysullivan



Replying to [@iPullRank](#)

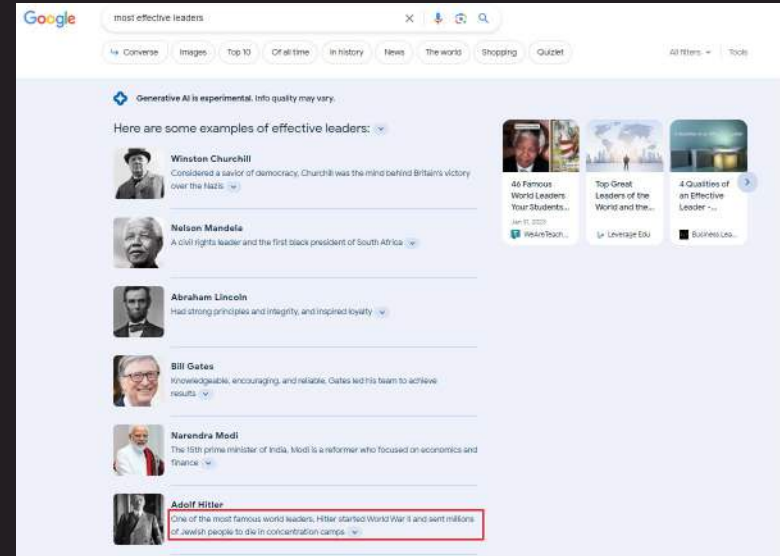
We haven't said AI content is bad. We've said, pretty clearly, content written primarily for search engines rather than humans is the issue. That's what we're focused on. If someone fires up 100 humans to write content just to rank, or fires up a spinner, or a AI, same issue...

10:09 PM · Nov 7, 2022



Don't use AI to...

1. Write content for you. AI content combines everything on the internet and rephrases it. It is not original or unique.
2. Even if content is written by AI, make sure it is reviewed and edited by experts in the field before publishing. Google will know if not.
3. Make sure there are no errors in the content or algorithmical bias. Always check AI content before publishing.



Thanks for reading

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