What does it mean to have good ?





Everyone is talking about













#eat



NewYork FYI 🤣 @NYFYI



Q 212

1.2K

 \triangle





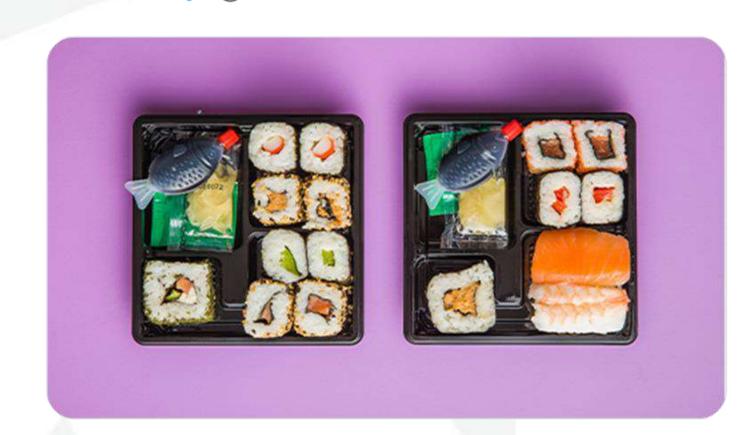
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1.2K

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Everything NYC 🤣 @EverythingNYC

1.2K ♥ 1.2K 1.2K



















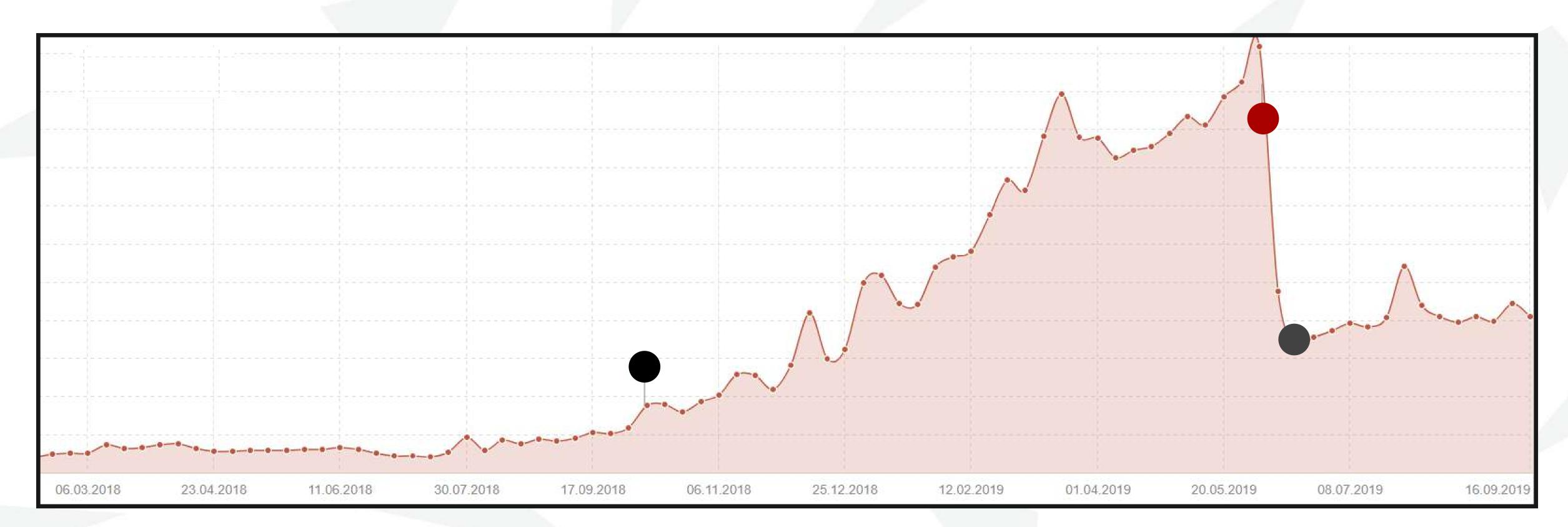


Diet Site

- Surged in August
- Tanked in March
- Stabilized in June



- Sept 27, 2018
- March 12, 2019
- June 4, 2019







Wellness Site

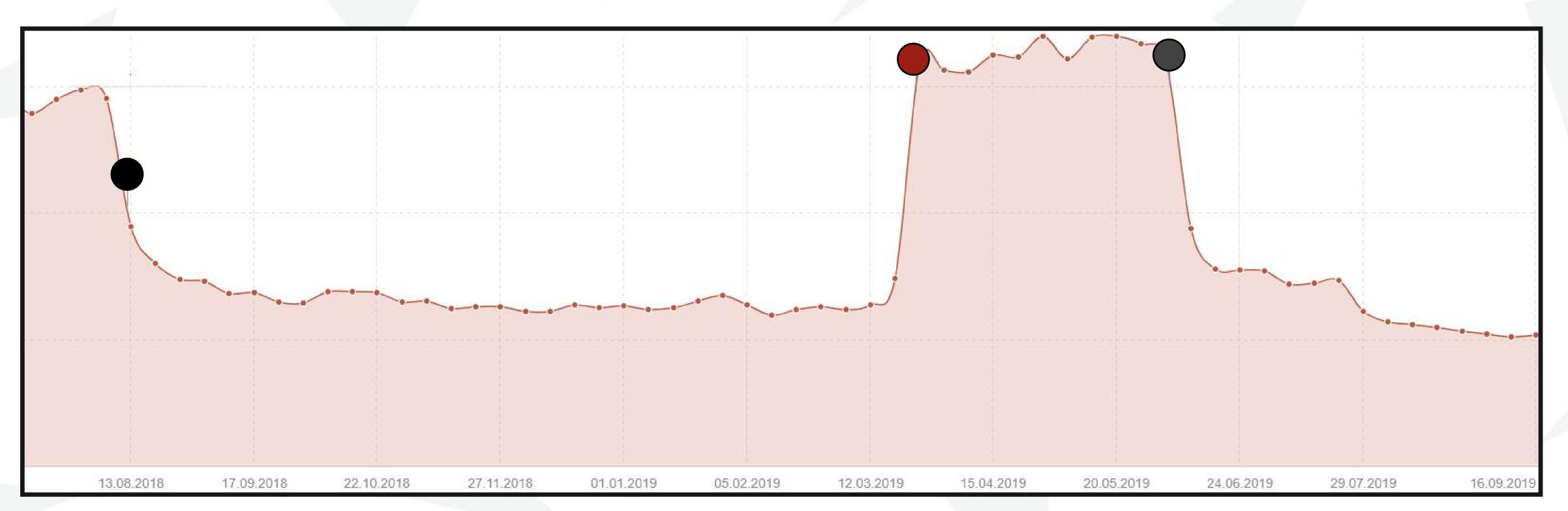
- Tanked in August
- Surged in March
- ► Tanked (again) in June















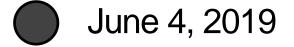
Drug Site

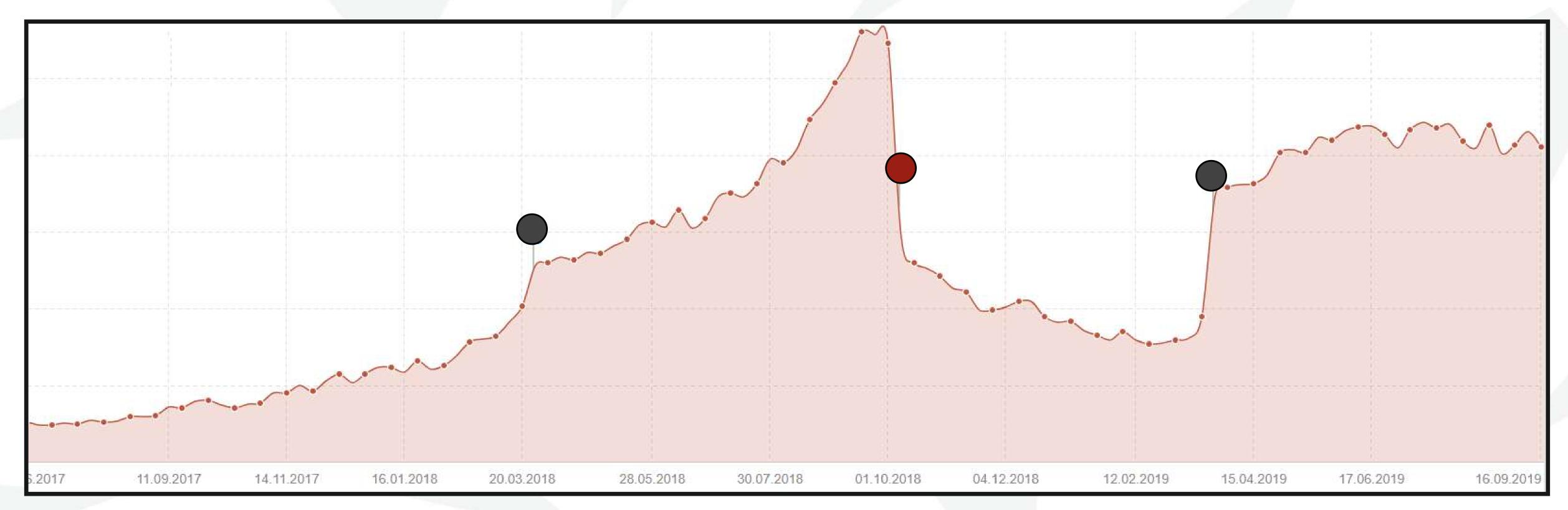
- Surged in August
- Tanked in March
- Surged (again) in June















Medical Site

- Surged in September
- ► Tanked in March
- Stabilized in June















Alcohol Site

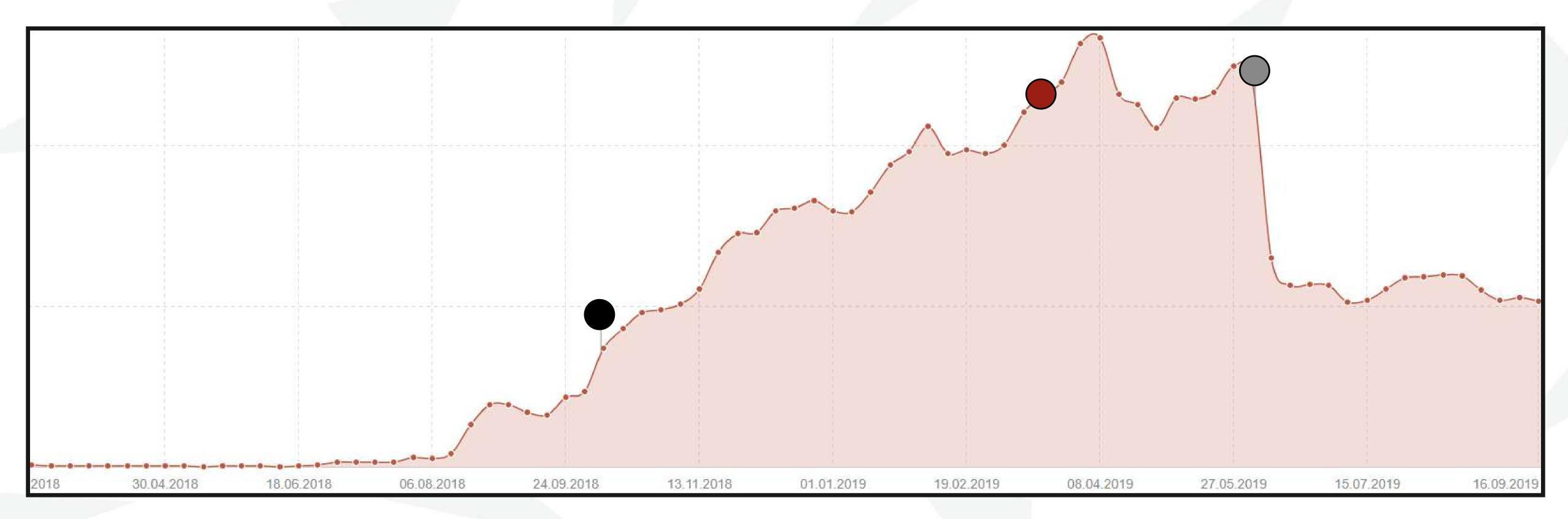
- Surged in August
- Kept surging in March
- Tanked in June















Women's Health Site

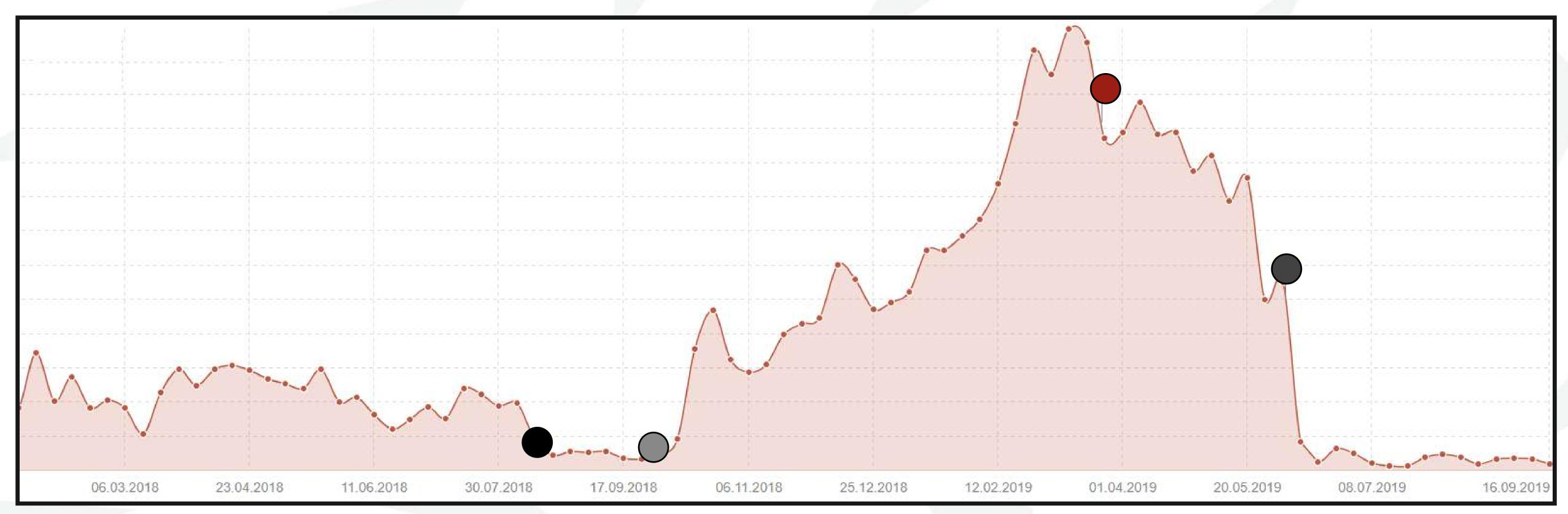
- Surged in September
- Declined in March
- ► Fell off the face of the earth in June

Aug 1, 2018

Sept 27, 2018

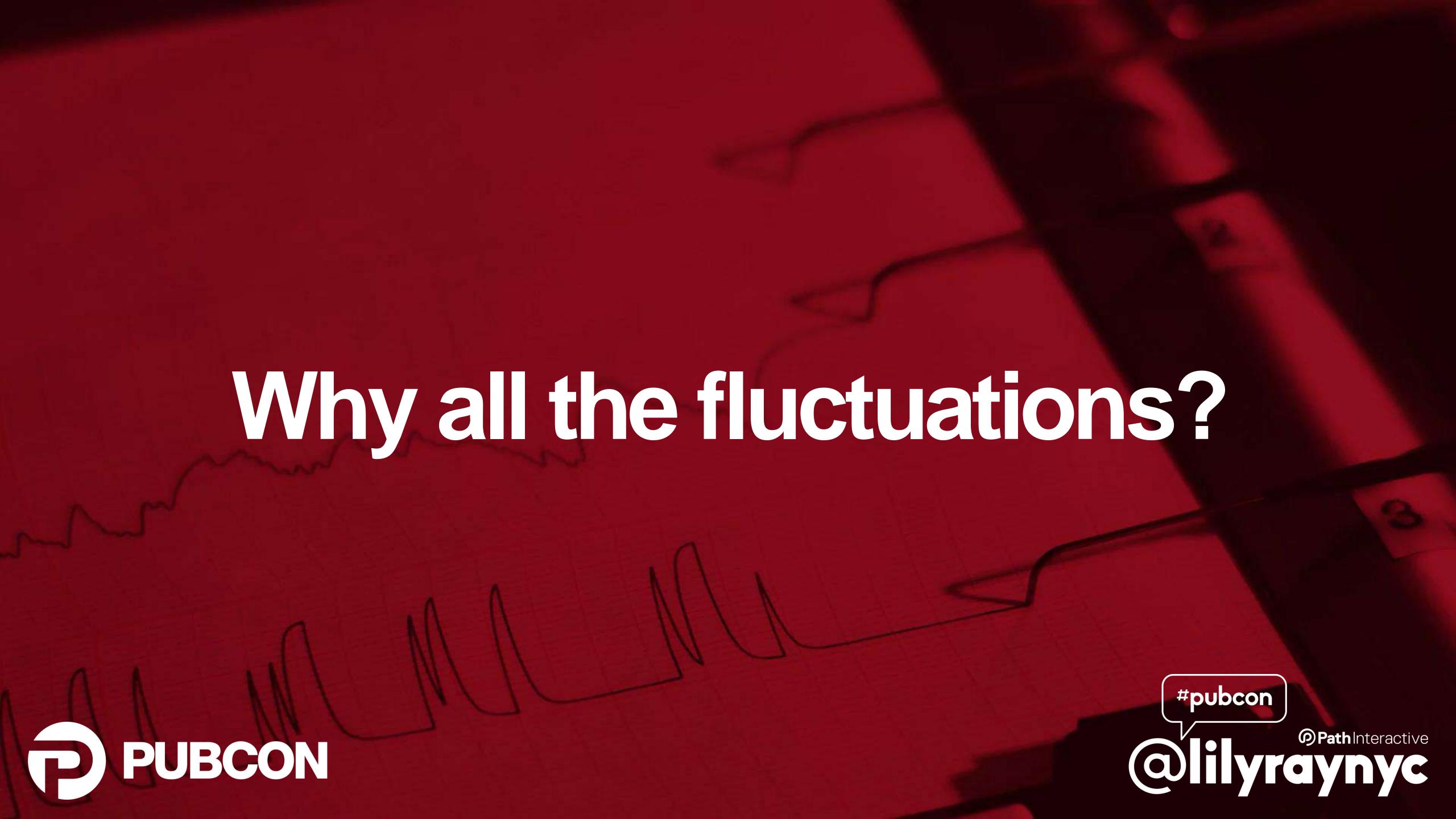
March 12, 2019

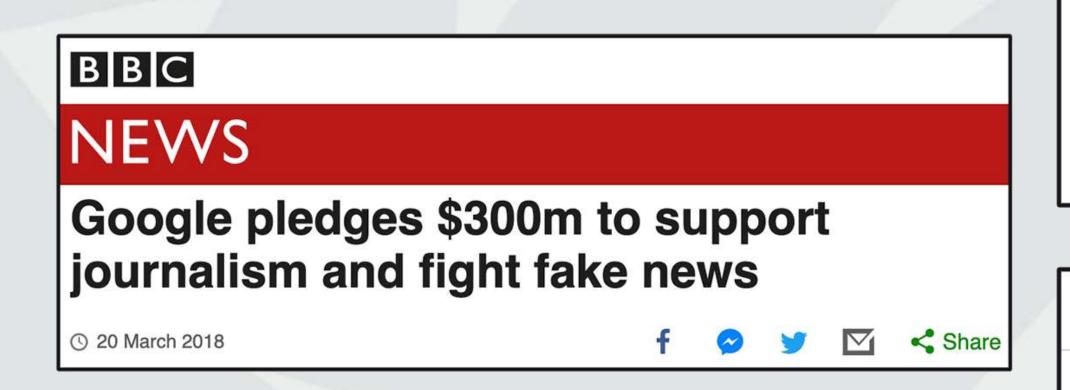
June 4, 2019











The New York Times

PERSONAL HEALTH

When Cancer Meets the Internet

Dr. Google doesn't always know what's best.



Facebook, Google And More Meet With Feds To Confer About 2020 Election Security

September 5, 2019 · 11:24 AM ET

THE WALL STREET JOURNAL.

BUSINESS

Google and Facebook Face European Vexation

Member of British parliament angrily questioned a Facebook vice president about whether the company might have known about Russian activity in 2014





Search engines & social media companies are facing government scrutiny.





The New York Times

Measles Cases Reach Highest Level in More Than 25 Years, C.D.C. Says

There have been more measles cases in the United States the first five months of 2019 than there were in all of 1992, when the last large outbreak occurred, ...

May 30, 2019

WSJ Wall Street Journal

What Big Tech Is (And Isn't) Doing to Fight Antivaccine ...

What Big Tech Is (And Isn't) Doing to Fight Antivaccine Misinformation ... and WhatsApp are trying to tamp down the spread of misinformation about vaccines.

May 13, 2019



New York Times

One More Time, With Big Data: Measles Vaccine Doesn't Cause Autism

But the findings come at a moment of resurging suspicion about vaccine ... to work together to combat the dangerous spread of vaccine misinformation online.".

Mar 5, 2019





We have an important responsibility to our users and to the societies in which we operate to curb the efforts of those who aim to propagate false information on our platforms.





: Google's criteria for analyzing the trustworthiness of content – and the people who publish it – in order to mitigate the spread of misinformation.







What E-Air is NOT







Something that matters for every single website.







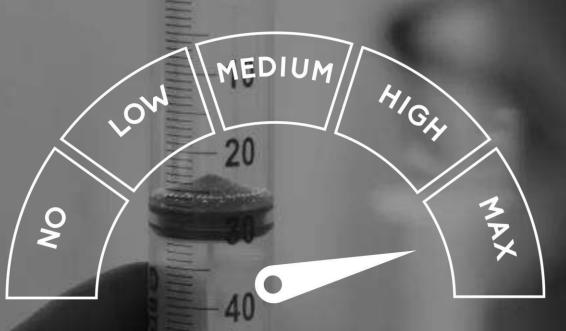


Celebrity gossip

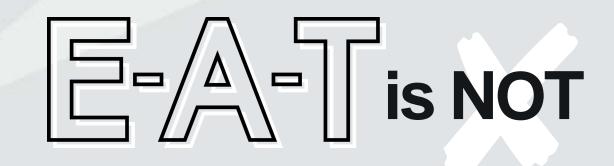
I Meter



Pet health



Cancer treatment



An explicit, confirmed Google ranking factor.







Google's algorithms identify signals about pages that correlate with trustworthiness and authoritativeness.

The best known of these signals is PageRank, which uses links on the web to understand authoritativeness.





Search rater data is not used directly in our ranking algorithms.

Rather, we use them as a restaurant might get feedback cards from diners. The feedback helps us know if our systems seem to be working.





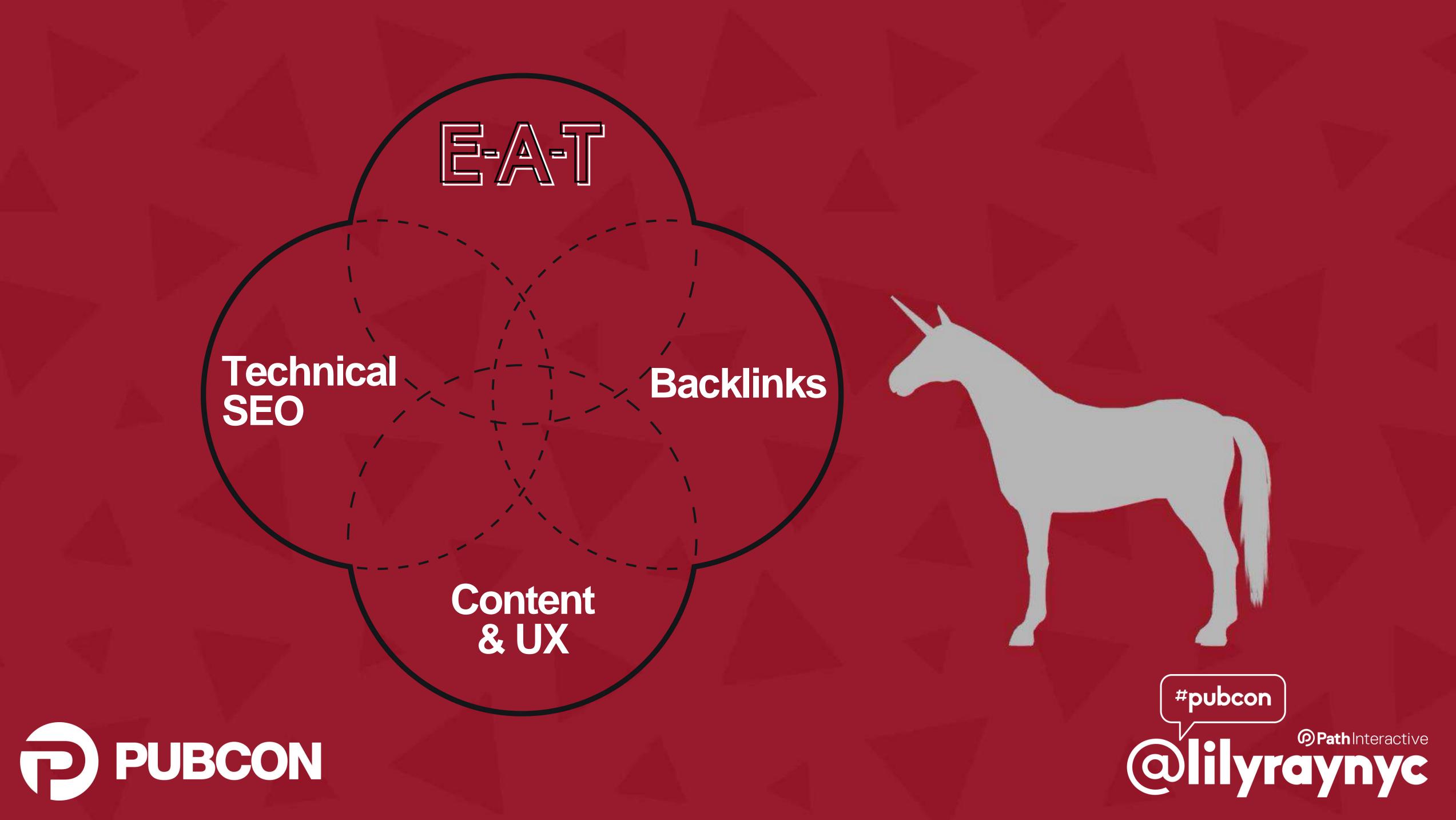




A replacement for technical SEO.





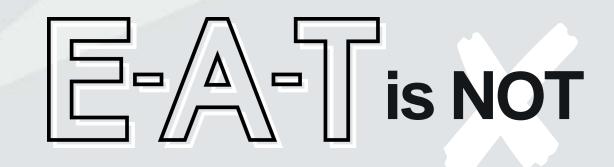




The only factor causing websites to get hit by algorithm updates.







Something that is quick or easy to fix.









An SEO tactic that results in an immediate boost in performance.





my E-Lanalysis Methodology

- Analyzed 64 net winners and losers between 8/1/18 and now
- Used Sistrix Visibility Index
- Used Archive.org to look at sites before they gained/lost traffic

- Documented performance across 30 potential on-page **E-A-T** signals
- Did not analyze backlinks (although they matter for E-A-T!)
- Identified interesting trends





DISCLAIMERS







Small Sample Size 64 websites

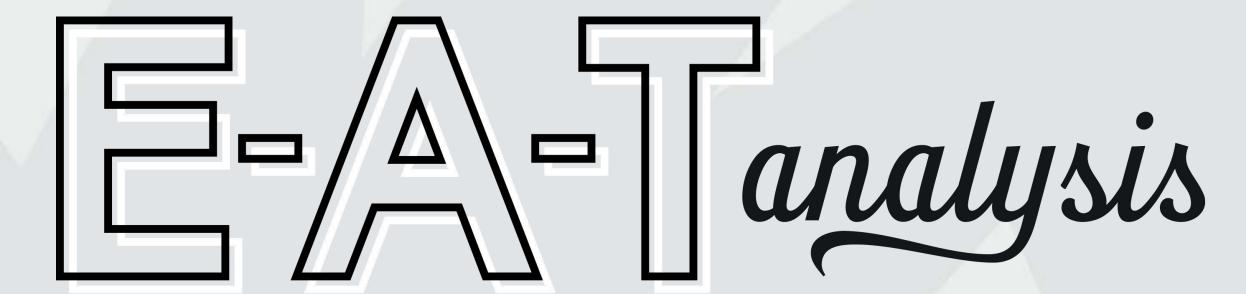




Correlation does not imply causation.







is a moving target.

Websites change.

Algorithms get updated.







This is not intended to be science.

PUBCON

#pubcon

@PathInteractive
OIIJYCAYNC

How do you know what Google considers high quality content?





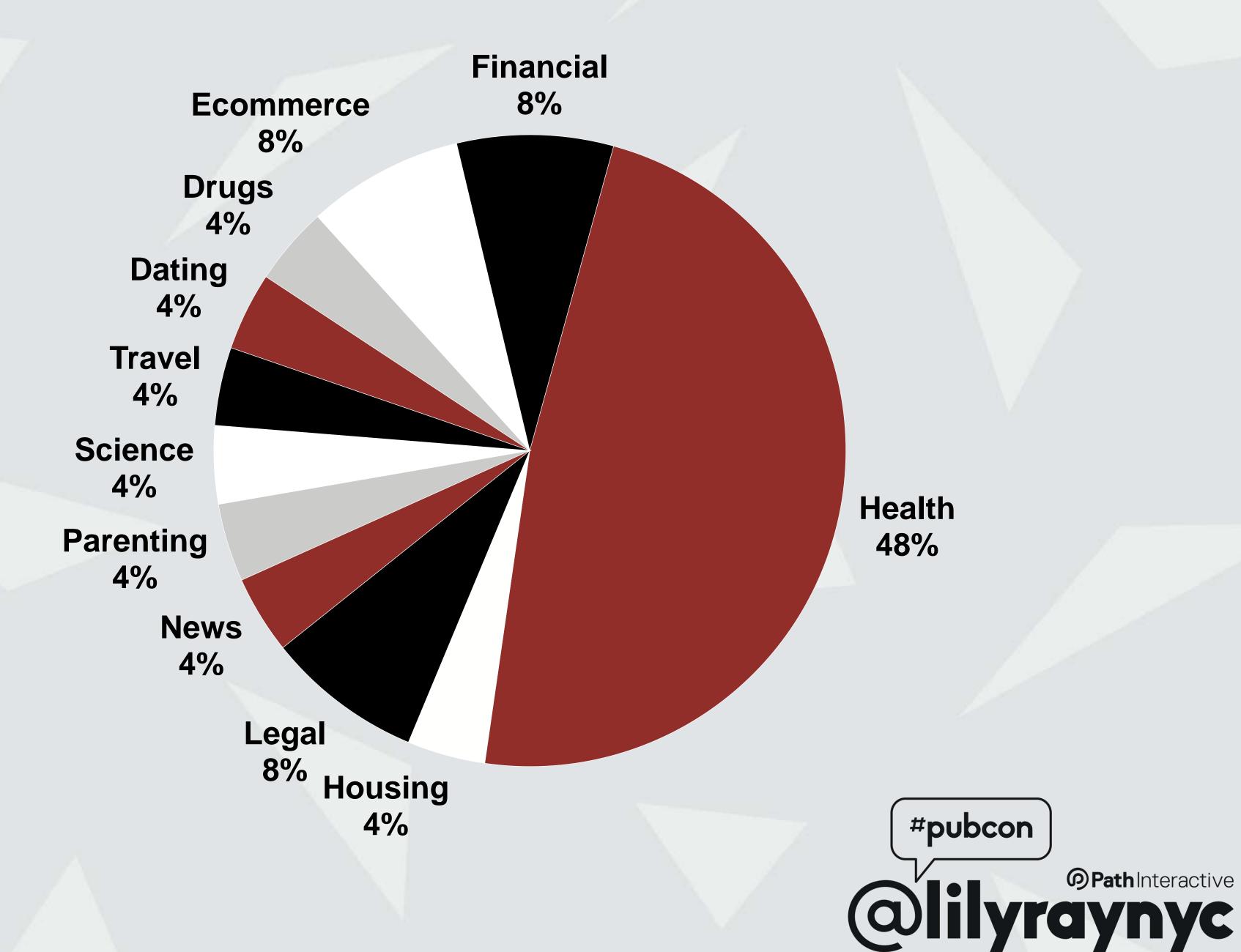
1057 pages

General Guidelines s	eptember 5, 2019
General Guidelines Overview	5
0.0 Introduction to Search Quality Rating	6
0.1 The Purpose of Search Quality Rating	6
0.2 Raters Must Represent the User	6
0.3 Browser Requirements	6
0.4 Ad Blocking Extensions	6
0.5 Internet Safety Information	6
Part 1: Page Quality Rating Guideline	7
1.0 Introduction to Page Quality Rating	7
2.0 Understanding Webpages and Websites	7
2.1 Important Definitions	7
2.2 What is the Purpose of a Webpage?	8
2.3 Your Money or Your Life (YMYL) Pages	9
2.4 Understanding Webpage Content	9
2.4.1 Identifying the Main Content (MC)	9
2.4.2 Identifying the Supplementary Content (SC)	10
2.4.3 Identifying Advertisements/Monetization (Ads)	10
2.4.4 Summary of the Parts of the Page	11
2.5 Understanding the Website	11
2.5.1 Finding the Homepage	11
2.5.2 Finding Who is Responsible for the Website and Who Created the Content on the Page	ge 13



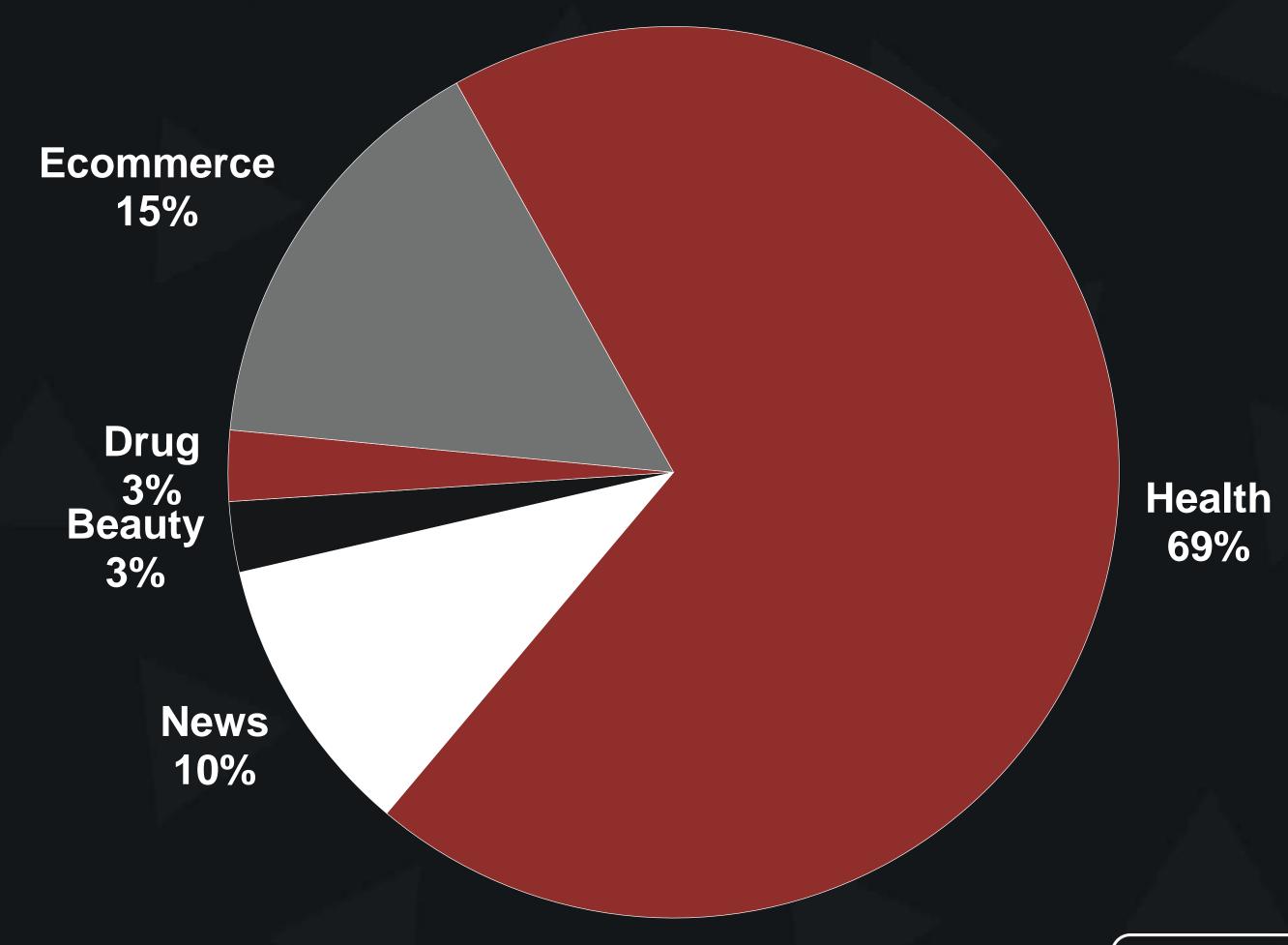


Category Breakdown Winning Sites





Category Breakdown Losing Sites







FINDINGS







of losers were also hit by the unnamed update (AKA "Fred") update in March 2017







Fred Update: March 2017

- Thin content
- Aggressive monetization
- Poor user experience
- Emphasis on E-A-T?





Health Sites: Average Year Company Founded

Winning health companies are 28 years older on average than losing health companies.

Winners

1977

Losers

2005

Author Bios

Winning sites are 16% more likely to have author bios than losing sites.

Winners

86% have author bios

Losers

74% have author bios

...But are the authors really experts?

Winning sites are 258% more likely to use real experts than losing sites.

Winners

93% are experts

Losers

26% are experts

Medical Reviewers (Health Sites)

Winning sites are 34% more likely to use medical reviewers than losing sites.

Winners

67% have medical reviewers



50% have medical reviewers

Editorial Policy

Winning sites are 45% more likely to have a clear editorial policy than losing sites.

Winners

55% have an editorial policy

Losers

38% have an editorial policy

Health Sites: Calls to Action on YMYL Content

Losing sites are 433% more likely to have calls to action on pages containing medical content.

Winners

15%
have calls to action on YMYL content

Losers

80%
have calls to action on YMYL content

YMYL Affiliate Links

Losing sites are 117% more likely to have affiliate links on YMYL content.

Winners

29% have affiliate links

Losers

63% have affiliate links



Used to rank #2 for "fasting for diabetes"...

More Information



If you're among the 80 percent of people who are insulin resistant, get yourself a copy of Fung's brand-new book that comes out April 3, "The Diabetes Code: Prevent and Reverse Type 2 Diabetes Naturally." Fung's book, "The Complete Guide to Fasting," is another excellent resource. As Fung says, we've known that fasting is beneficial for thousands of years. We just strayed away from it, and we need to re-embrace this foundational aspect of health.

...now ranks #94.





Company Has Wikipedia Page

Winning companies are 21% more likely to have a Wikipedia page.

Winners

64% have a Wikipedia page

Losers

53% have a Wikipedia page

Awards and Accolades

Winning companies are 850% more likely to clearly list their awards and accolades.

Winners

76% clearly list awards & accolades

Losers

8% clearly list awards and accolades

HONCode Certified (Health on the Net Foundation)

Winning health sites are 213% more likely to be Honcode certified than losing sites.

Honcode "promotes transparent and reliable health information online."

Winners

50% comply with Honcode

Losers

16% comply with Honcode

Linking to External Citations

Winning companies are 24% more likely to link to external citations within their content.

Winners

68% link to external citations

Losers

55% link to external citations

Trustpilot Ratings

Winning sites' average Trustpilot score is 1.9 points higher than that of losing sites.

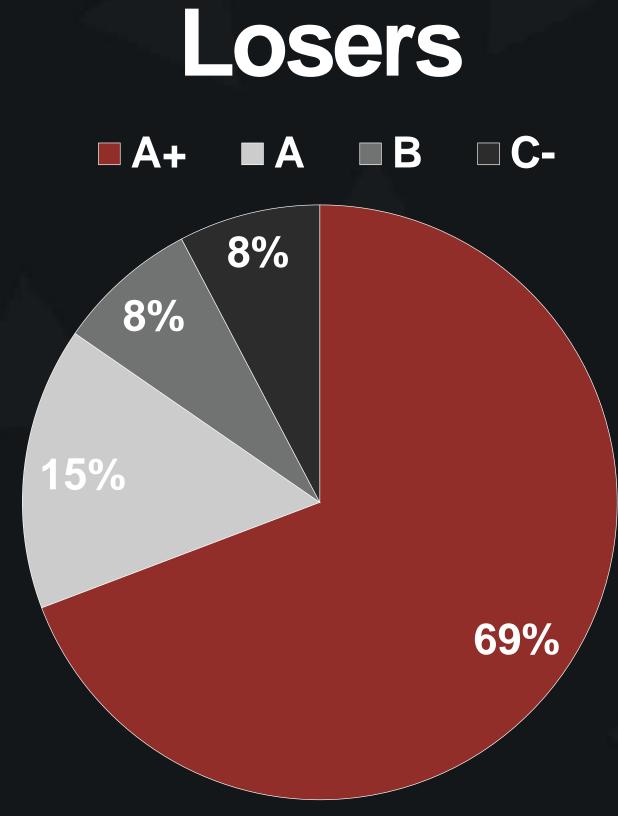
Winners

Losers

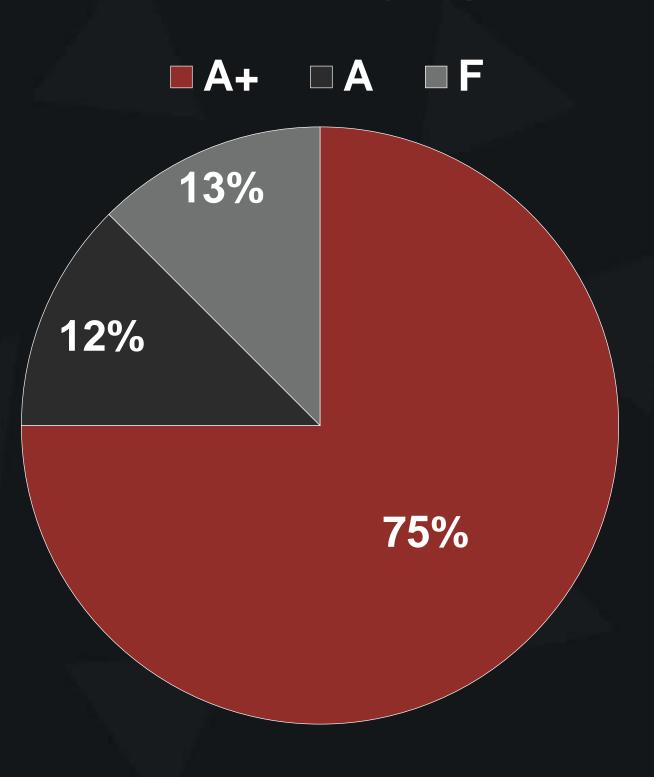
Trustpilot: 5.5 / 10

Trustpilot: 3.6 / 10

BBB Rating: No Clear Correlation



Winners







UGC on YMYL Content

Losing sites are 94% more likely to include user-generated content on YMYL pages.

Winners

36% contain UGC on the page

Losers

70% contain UGC on the page

Flesch-Kinkaid Reading Level

Winning sites' average Flesch-Kinkaid reading level score is .7 points higher than that of losing sites.

Winners

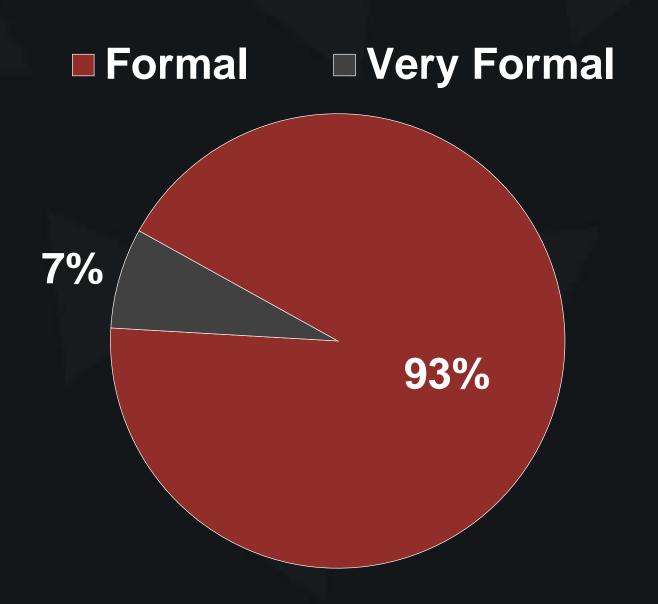




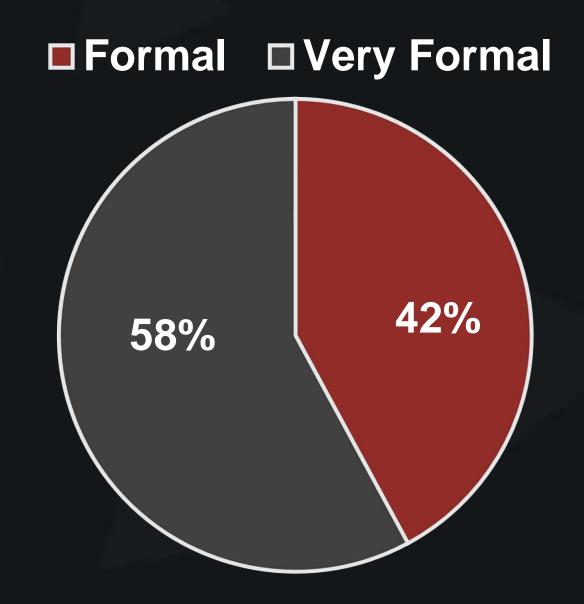
Sentiment Analysis:

Winners are 728% more likely to use "very formal" writing on YMYL content.

Losers



Winners







Examples of Stellar



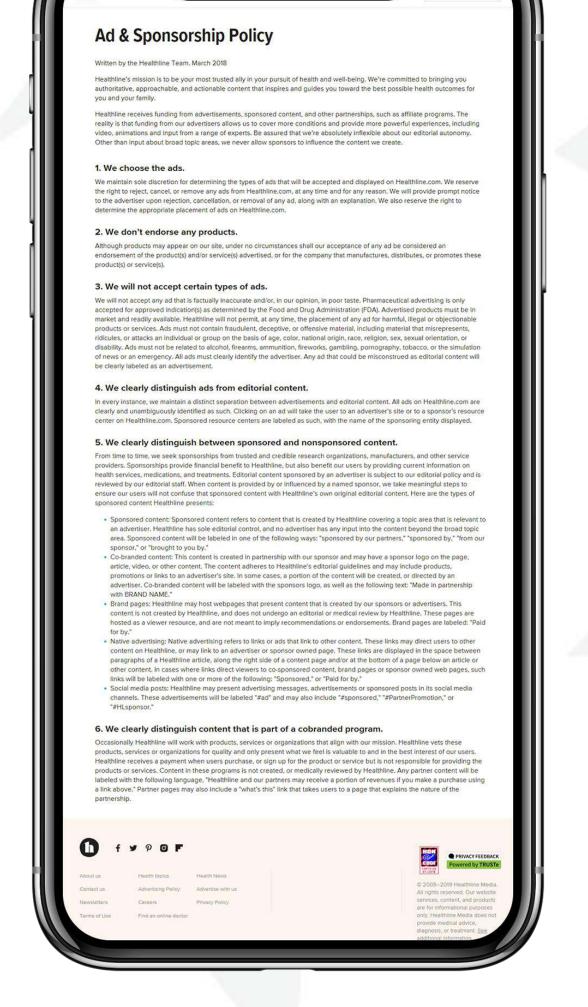






Healthline's Ad & Sponsorship Policy

- We choose the ads.
- ► We don't endorse any products.
- We will not accept certain types of ads.
- We clearly distinguish ads from editorial content.
- We clearly distinguish between sponsored and nonsponsored content.
- We clearly distinguish content that is part of a cobranded program.







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eMedicineHealth's List of Medical Writers & Editors

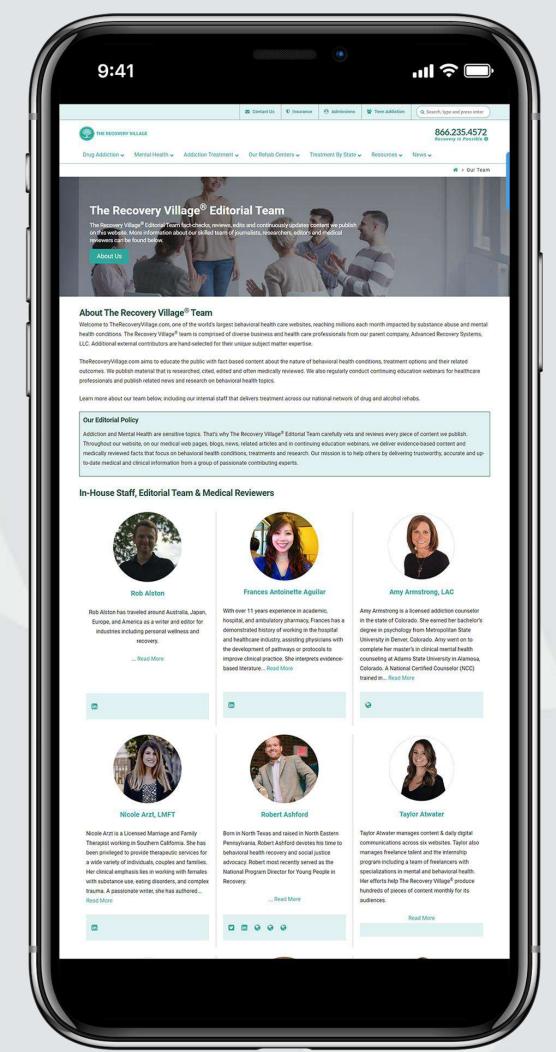
- Names approximately 150 medical writers
- Lists their credentials
- Establishes their editorial role





The Recovery Village's Editorial Team Page

- Company editorial policy on fact checking and reviewing all content
- ► 100 author bios with relevant experience
- Links to all authors' associated professional websites & LinkedIn profiles

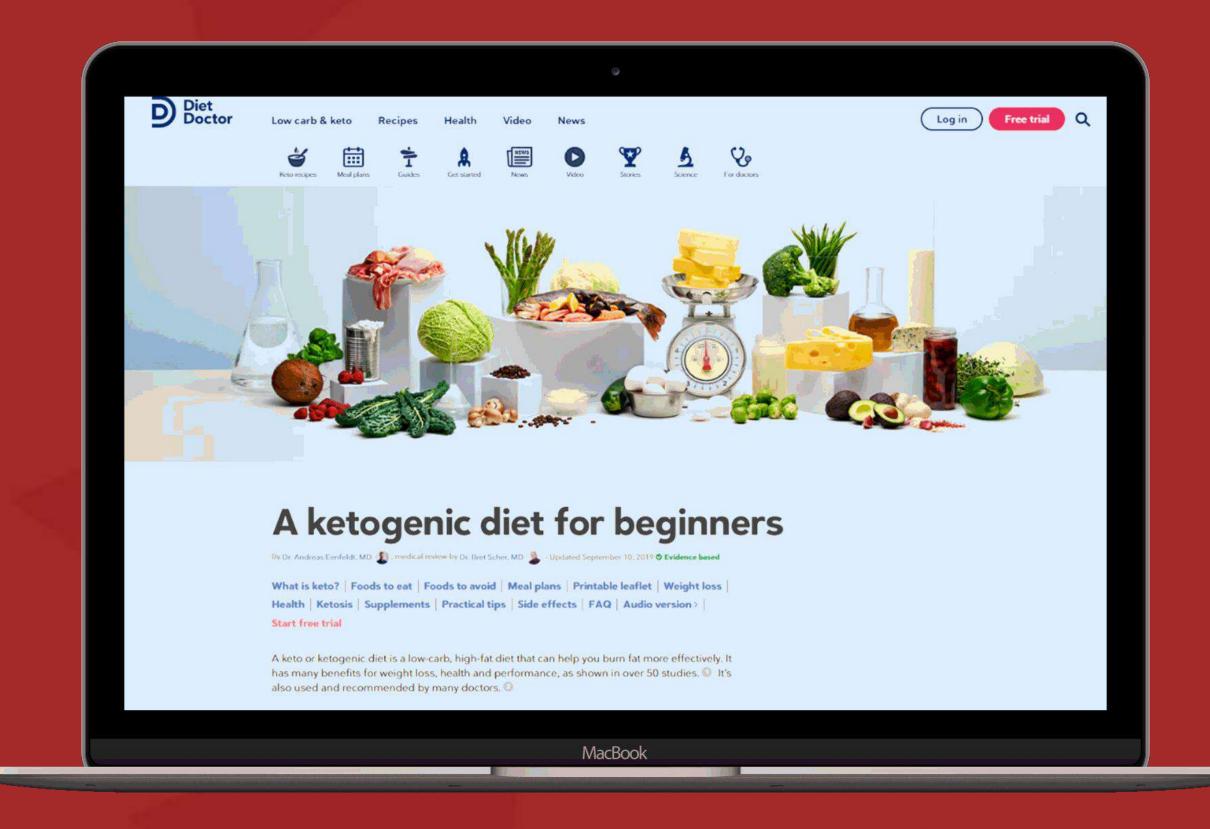






Diet Doctor's Keto Diet Page

- ► 6,000+ words
- Jumplinks to navigate content
- Citations to trusted sources
- Fact-check labels
- Shows both sides of the story
- Easy to understand
- Evidence "trust-meter"









Takeaways





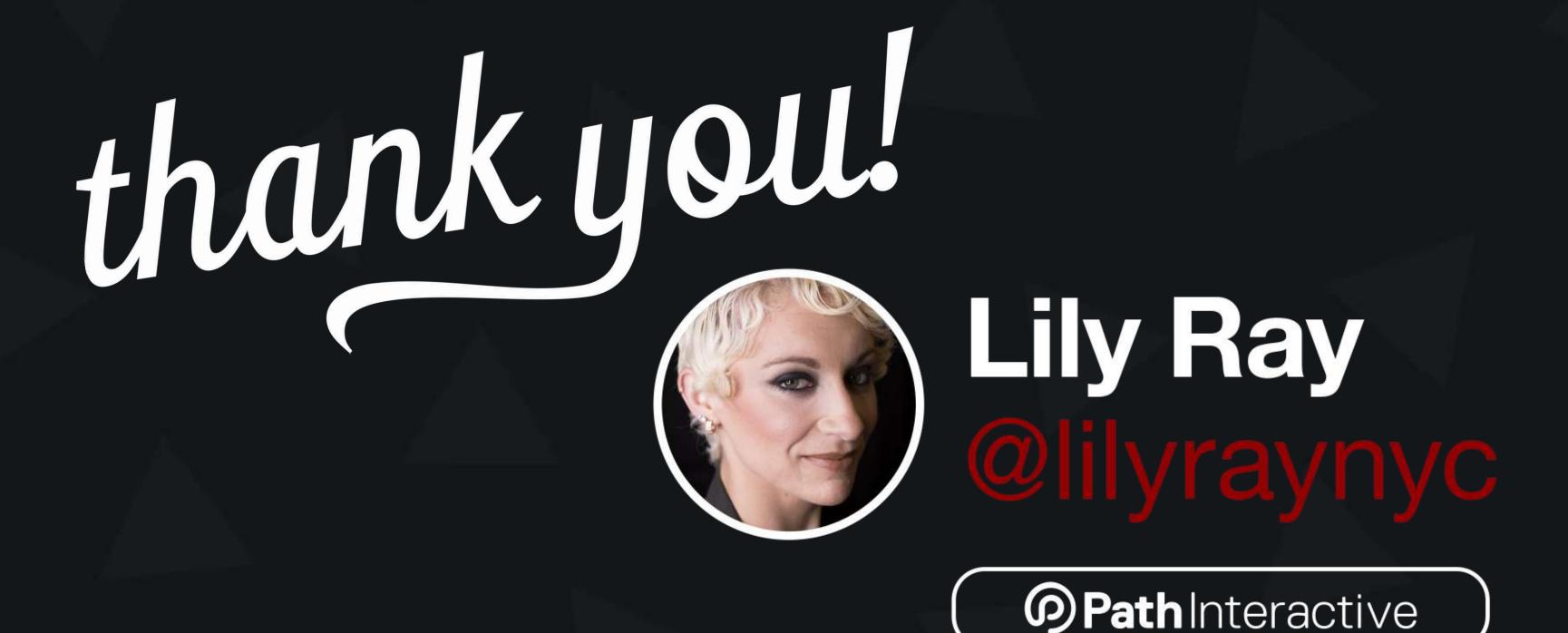
Takeaways for Good F.A.T

- 1. YMYL content should evidence-based, objective, thorough and heavily researched
- 2. Include high-quality citations in your content & support statements with facts from trusted resources
- 3. Author bios are not enough; the authors must be real experts

- 4. Avoid affiliate links or salesy language in YMYL content
- 5. Maintain an editorial policy & disclosures around your advertisements







Slides https://bit.ly/2nZBRiX