LEVERAGING E-A-T FOR SEO SUCCESS
LILY RAY // PATH INTERACTIVE

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LILY RAY
DIRECTOR, SEO
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DID YOUR 2018 TRAFFIC LOOK A BIT LIKE THIS?
Want to do better with a broad change? Have great content. Yeah, the same boring answer. But if you want a better idea of what we consider great content, read our raters guidelines. That's like almost 200 pages of things to consider: static.googleusercontent.com/media/www.google...
DID YOU THEN PRINT THIS OUT, LAMINATE IT, AND KEEP IT WITH YOU AT ALL TIMES?

…OR WAS THAT JUST ME?
EXPERTISE

AUTHORITATIVENESS

TRUSTWORTHINESS

“of the creator of the main content, the main content itself, and the website”
“pages that impact the future happiness, health, financial stability, or safety of users”
“You can view the rater guidelines as where we want the search algorithm to go. They don't tell you how the algorithm is ranking results, but they fundamentally show what the algorithm should do.”

Ben Gomes, Google VP of Search, Assistant & News
WHY, GOOGLE, WHY???
WE ANALYZED 100 AFFECTED WEBSITES TO FIND OUT:

DID E-A-T PLAY A ROLE IN THEIR PERFORMANCE?
DECEPTIVE CONTENT

“Every page on the Internet is created for a purpose… websites that are created with intent to harm users, deceive users, or make money with no attempt to help users, should receive the lowest quality rating”
BE TRANSPARENT WITH YOUR USERS

-89% +138%
EXPERTISE

“For all pages that have a beneficial purpose, the amount of expertise, authoritativeness, and trustworthiness is very important. Please consider the expertise of the creator of the main content.”
Medically reviewed by Elaine K. Luo, MD on February 14, 2020 and written by Tricia Kinman.

All Healthline Nutrition articles are based on scientific evidence and written by experts. Our team of licensed nutritionists and dietitians strive to be objective and present both sides of the argument.
“Is Wheat Bad for You?”

“[Wheat] has also been linked to increased risk of neurological diseases, such as Alzheimer’s and Parkinson’s. It can also cause sugar-saturated bodies, bagel face, baldness, ticker trouble, and hallucinations.”

-83%
AUTHORSHIP

“The reputation and E-A-T of the creators of the main content is extremely important when a website has different authors or content creators on different pages. Research the reputation and E-A-T of both the website and the creators of the main content.”
Dr. Steven Lin

Heal Your Mouth With Food

As Seen On:

- FOX 26
- KTLA 5
- E! News
- CBS
- FOX 11
- FOX 32
- Daily Mail
- The Huffington Post
- News.com.au

Join My Community

High-quality comments

+316%

- Best-selling author
- Extensive citations
- Media coverage
- Robust expert content

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ADVERTISEMENTS

“We expect Ads to be visible. However, pages with Ads or features that distract from or interrupt the use of the main content should be given a low-quality rating.”
Oh So slow loading
There are far too many ads trying to load which normally results in freezing and stalling.

Used to be amazing, now such a disappointment
It’s now seem to have been lobotomised and turned into low value content supported by an explosion of adverts, so much so that it stopped working on my older iPad and corporate IT asset.

-43%
-15%

THE 50 BEST TV OPENING CREDITS (2008-2018)

Share. First impressions are everything...

Now in honors, game Rewind.

THE 50 BEST TV OPENING CREDITS (2008-2018)

What are some of your favorite TV opening credits? Let us know in the comments.

For more on the world of television, there's a bit of history, great series. But you may have missed us in 2018, and don't forget to check out our Top 20 Game of Thrones episodes, an encore for the final season premiering on HBO.
A TALE OF TWO WEBSITES

- Overwhelming ads & pop-ups
- Paid link schemes

Hi there, I’m Holly!
I am a wine and cheese lover, recipe creator, shopping enthusiast and self-appointed foodie. My greatest passion is creating in the kitchen and making deliciously comforting recipes!

More About Me

**Spend With Pennies**
EASY HOME COOKED COMFORT

Hi! I’m Kristyn!

@LILYREYNYC #BRIGHTONSEO

+151% -56%
EXTERNAL REVIEWS

“Use reputation research to find out what real users, as well as experts, think about a website. Look for reviews, references, recommendations by experts, news articles, and other credible information”
-49%
-38%

NEVER EVER ORDER FROM THIS WEBSITE

DO NOT BUY ONLINE

TERRIBLE!

Everything I ordered smells like fish. 😢
TRUST ISSUES

“When there is disagreement between what the website says about itself and what reputable independent sources say about the website, we’ll trust the independent sources.”
-84%

- Low ratings on external sites
- Lack of medical credentials
- Customer service issues
- Lack of scientific consensus
“Every page belongs to a website, and it should be clear who (what individual, company, business, foundation, etc.) is responsible for the website.”
90% of top-performing sites in post-Aug 1 analysis have robust “About Us” pages.
USER-GENERATED CONTENT

“We’ll consider a comment or forum discussion to be “spammed” if there are posts with unrelated comments that are not intended to help other users, but rather to advertise a product or create a link to a website.”
COMMENTS & UGC

CAN ENHANCE CONTENT QUALITY

...OR DETRACT FROM IT

1. *(British slang, esp. Asian, i.e. Indian, Pakistani, etc.)*

Contractions of "isn’t it", "isn’t he/she", "aren’t they", "isn’t there" and many other end-of-sentence questions. For greatest effect use in places where it would make no sense whatsoever if expanded.

2. General positive exclamation meaning "yes, I agree!"

1. "Hey dere’s some pigs in dat cop car over there innit?"
   "Ya look at my new car innit!"

2. Raj: "Da Matrix is so fly cool!"
   *Nisha: innit!"

by hux May 22, 2018

+12%
SO, DOES IMPROVING E-A-T ACTUALLY WORK?

@LILYRAYNYC  #BRIGHTONSEO
BEFORE AUGUST 1

6 Post-Workout Foods That Will Help You Build Muscle and Recover Faster
Optimize your training with these science-backed recovery aids

MEN'S HEALTH

-15%
AFTER AUGUST 1

9 Post-Workout Foods That Will Help You Build Muscle and Recover Faster

They'll fill you up and boost your gains.

Reviewed by renowned PHD
+33%

Additional high-quality citations
Enhanced content
Edited for grammar
Improved scientific credibility
DISPLAYING MORE E-A-T
Sherri Gordon is a bullying prevention advocate and the author of nearly 20 books for teens.
REMEMBER DR. AXE?

2018

How to Stop Diarrhea Fast

2019

Natural Diarrhea Treatment: How to Stop Diarrhea Fast

By Jillian Levy, CHHC
August 21, 2018

+2,720% SINCE MAR 12
Since March 12:

Prevention +52%
Men's Health +39%
The Mortgage Reports +26%

These sites have made significant E-A-T updates.
“SO, HOW DOES GOOGLE MEASURE ALL OF THIS STUFF?”
HINT: THERE’S A CONNECTION TO BACKLINKS AND PAGERANK
How Google Fights Disinformation

Search quality evaluators measure & assess website quality in live user tests

Feedback is benchmarked and used to inform algorithms

Algorithms identify signals that correlate with E-A-T (PageRank & links)
WHY E-A-T MATTERS

• Google is relying on you to help make the internet a better place

• If you wouldn’t trust a website, search engines probably won’t either

• E-A-T can help all digital efforts, not just SEO
5 QUICK TIPS TO IMPROVE E-A-T

1. Improve your online reputation and reviews on 3rd party websites
2. Don’t overwhelm your users with ads or try to deceive them
3. Disclose who your brand is, who your authors are, and why they should be trusted
4. Cite credible sources and receive (organic!) links from credible sources
5. Make sure YMYL content is supported by scientific evidence

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