



## Your Authors, Content and Website Must Demonstrate E-A-T

Assuming your content serves some useful purpose, the next thing Google is looking for is the expertise of the content creator and the authoritativeness and trustworthiness of the content, content creator, and website. Google looks for evidence that what you say can be trusted and won't negatively impact searchers.

**“Expertise”** – Refers to the expertise of the content creator. Demonstrate expertise by publishing verifiable and accurate author credentials (college degree, job experience, certifications, etc).

**“Authority”** – Refers to the authoritativeness of the content creator, the content itself, and the website. Demonstrate it by editing, reviewing and updating content on a regular basis. Establish editorial policies and review processes. Write with a professional style providing sources. If your page is a community or forum discussion, the quality of the conversation can drive authority.

**“Trust”** – Everything about your business, authors, content, and website should make users feel safe while they're visiting - authentic, high-quality images; reviews and testimonials; *useful* content; client, partner and “published at” logos; disclaimers; a privacy and/or cookie policy; case studies; HTTPS. Positive reviews help too.

## YMYL - Your Money or Your Life

YMYL represents the notion that some pages are important enough to warrant extra scrutiny because if the content is low-quality, it could potentially have a negative impact on a person's life, income, or happiness. These pages are held to a higher standard by Google.

Examples include pages offering health, legal and financial advice, hobby pages such as photography or learning to play a guitar, and pages that solicit personal information (bank account, credit card, driver's license).