What does it mean
to have good E-A-T?

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Everyone is talking about

Expertise

Authoritativeness

Trustworthiness

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#eat

Hungryroot ✔ @hungryroot

💬 212   🔁 1.2K   ♡ 1.2K   ⬆

NewYork FYI ✔ @NYFYI

💬 212   🔁 1.2K   ♡ 1.2K   ⬆

Eat Offbeat ✔ @EatOffbeat

💬 212   🔁 1.2K   ♡ 1.2K   ⬆

Everything NYC ✔ @EverythingNYC

💬 212   🔁 1.2K   ♡ 1.2K   ⬆

Food52 ✔ @Food52

💬 212   🔁 1.2K   ♡ 1.2K   ⬆

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YMYL Your Money Your Life

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Medical Site

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

● Aug 1, 2018
● Sept 27, 2018
● March 12, 2019
● June 4, 2019

11.06.2018　30.07.2018　17.09.2018　06.11.2018　25.12.2018　12.02.2019　01.04.2019　20.05.2019　08.07.2019　16.09.2019

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Alcohol Site

Surged in August
Kept surging in March
Tanked in June

● Aug 1, 2018
● Sept 27, 2018
● March 12, 2019
● June 4, 2019

2018 30.04.2018 18.06.2018 06.08.2018 24.09.2018 13.11.2018 01.01.2019 19.02.2019 08.04.2019 27.05.2019 15.07.2019 16.09.2019

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Why all the fluctuations?

BBC NEWS

Google pledges $300m to support journalism and fight fake news

20 March 2018

f ✉ Share

The New York Times

PERSONAL HEALTH

When Cancer Meets the Internet

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

npr

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

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Search engines &
social media companies
are facing government scrutiny.

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77%
of Americans admitted to going online to diagnose medical symptoms.

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" 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. "

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E-A-T: Google's criteria for analyzing the trustworthiness of content – and the people who publish it – in order to mitigate the spread of **misinformation.**

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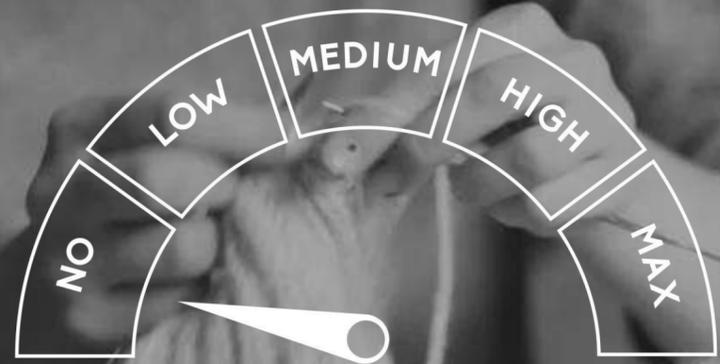
@lilyraynyc

When you ask SEOs about E-A-T...

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What **E-A-T** is NOT

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E·A·T *Meter*

Knitting

Celebrity gossip

Pet health
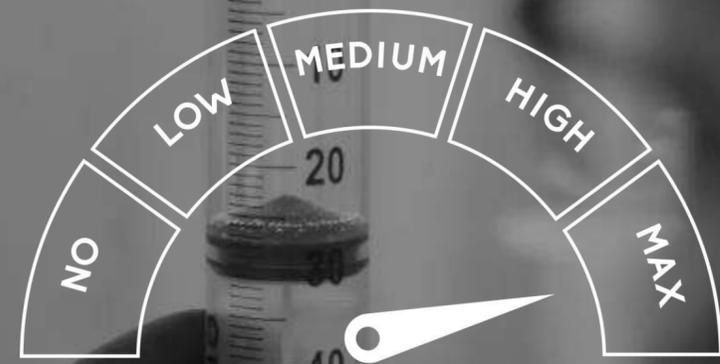
Cancer treatment

E-A-T is NOT ✗

An explicit, confirmed Google ranking factor.

Huh?

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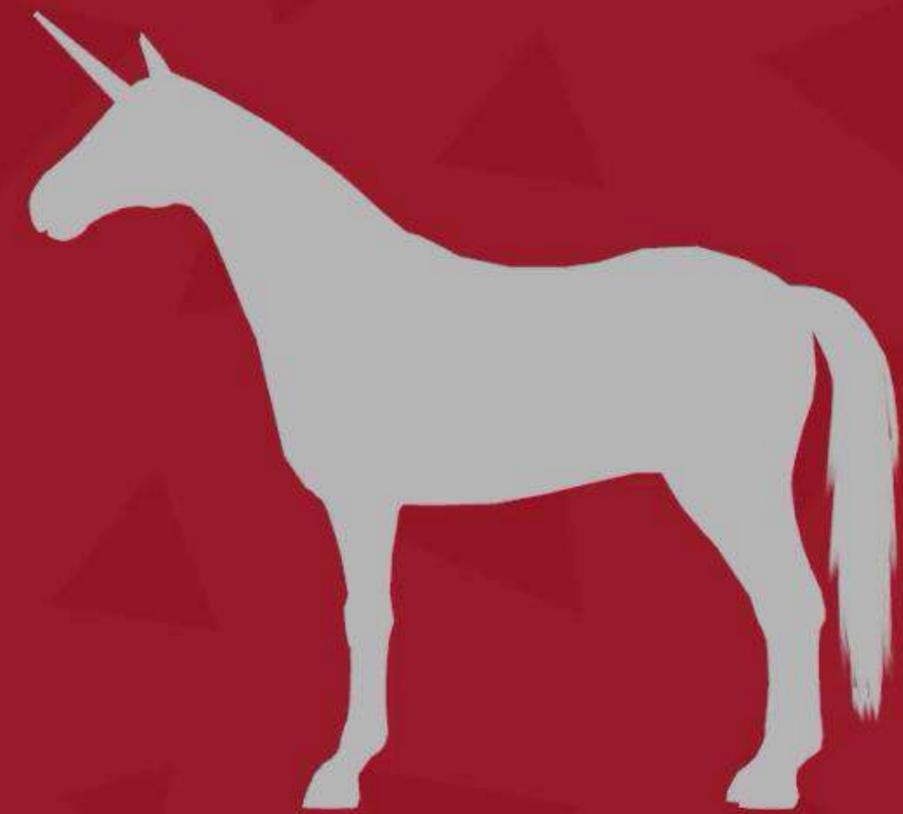" **Google's algorithms identify signals about pages that correlate with trustworthiness and authoritativeness.**

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

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"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."

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E-A-T is NOT

A replacement for technical SEO.

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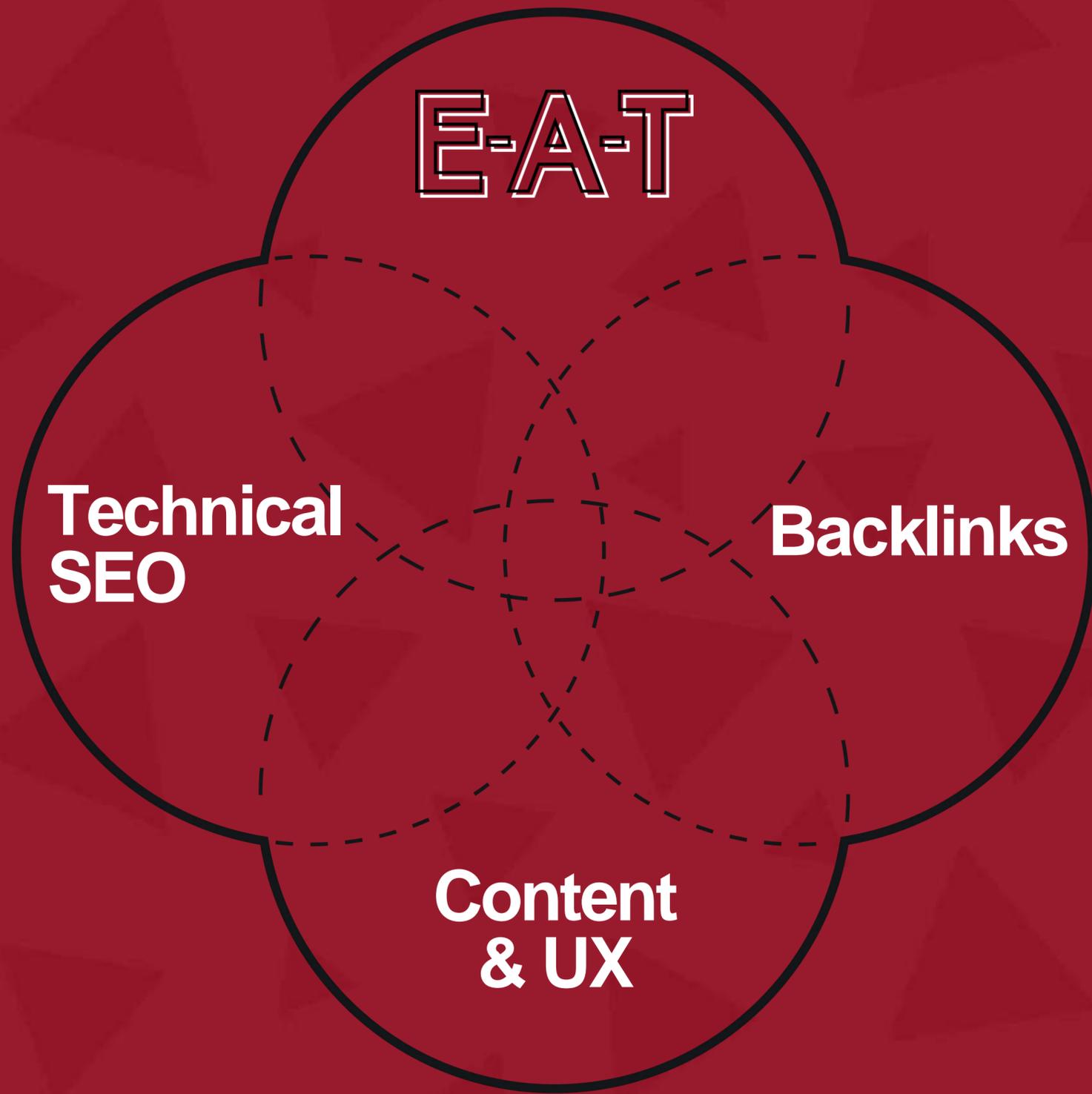
E-A-T is NOT ✗

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

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E-A-T is NOT

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

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my E-A-T analysis / **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

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DISCLAIMERS

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Small Sample Size

64 websites

Correlation does not imply causation.

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How do you know
what Google considers
high quality content?

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167 pages

General Guidelines

September 5, 2019

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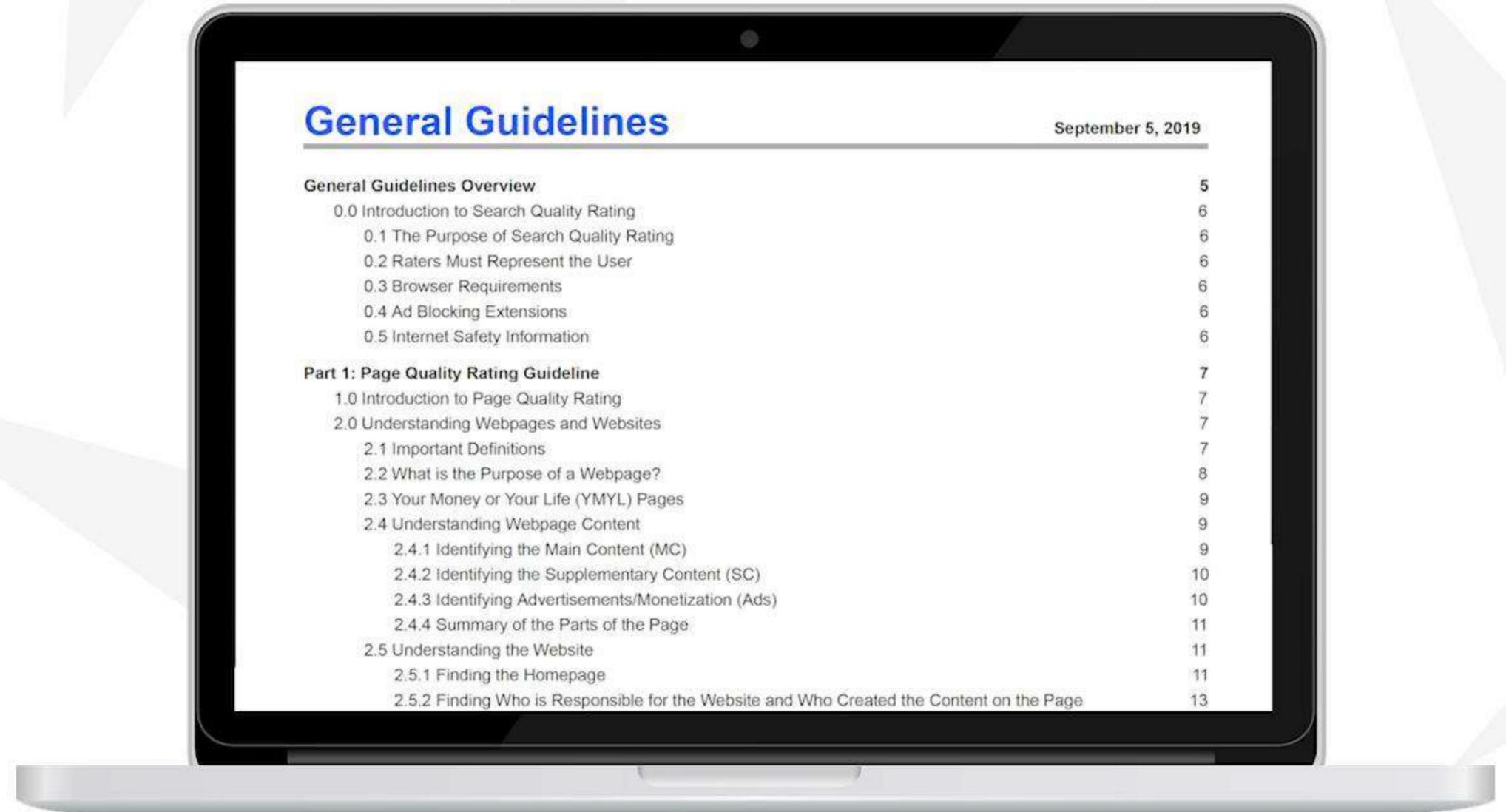
Category Breakdown
Winning Sites

Financial 8%
Ecommerce 8%
Drugs 4%
Dating 4%
Travel 4%
Science 4%
Parenting 4%
News 4%
Legal 8%
Housing 4%
Health 48%

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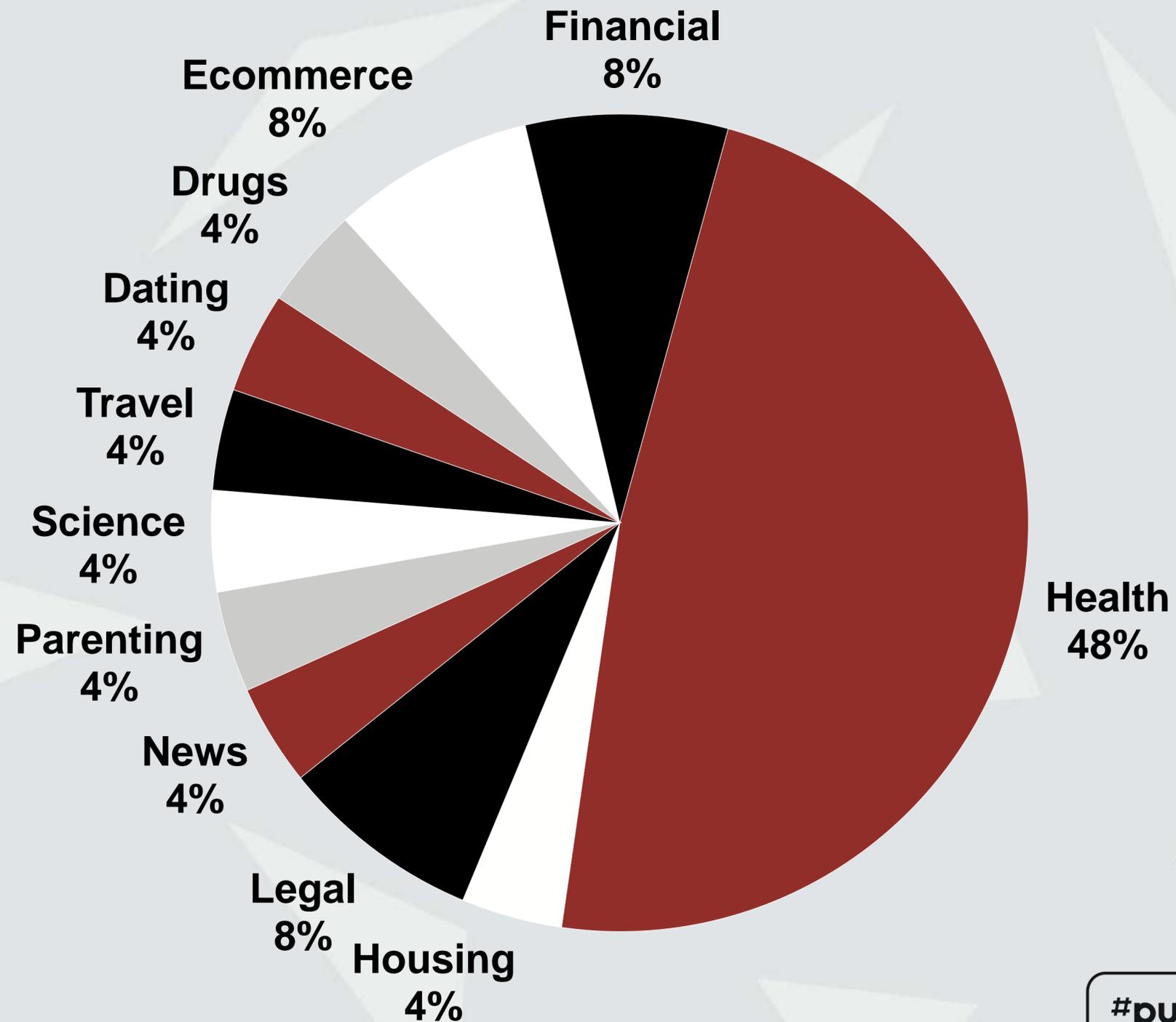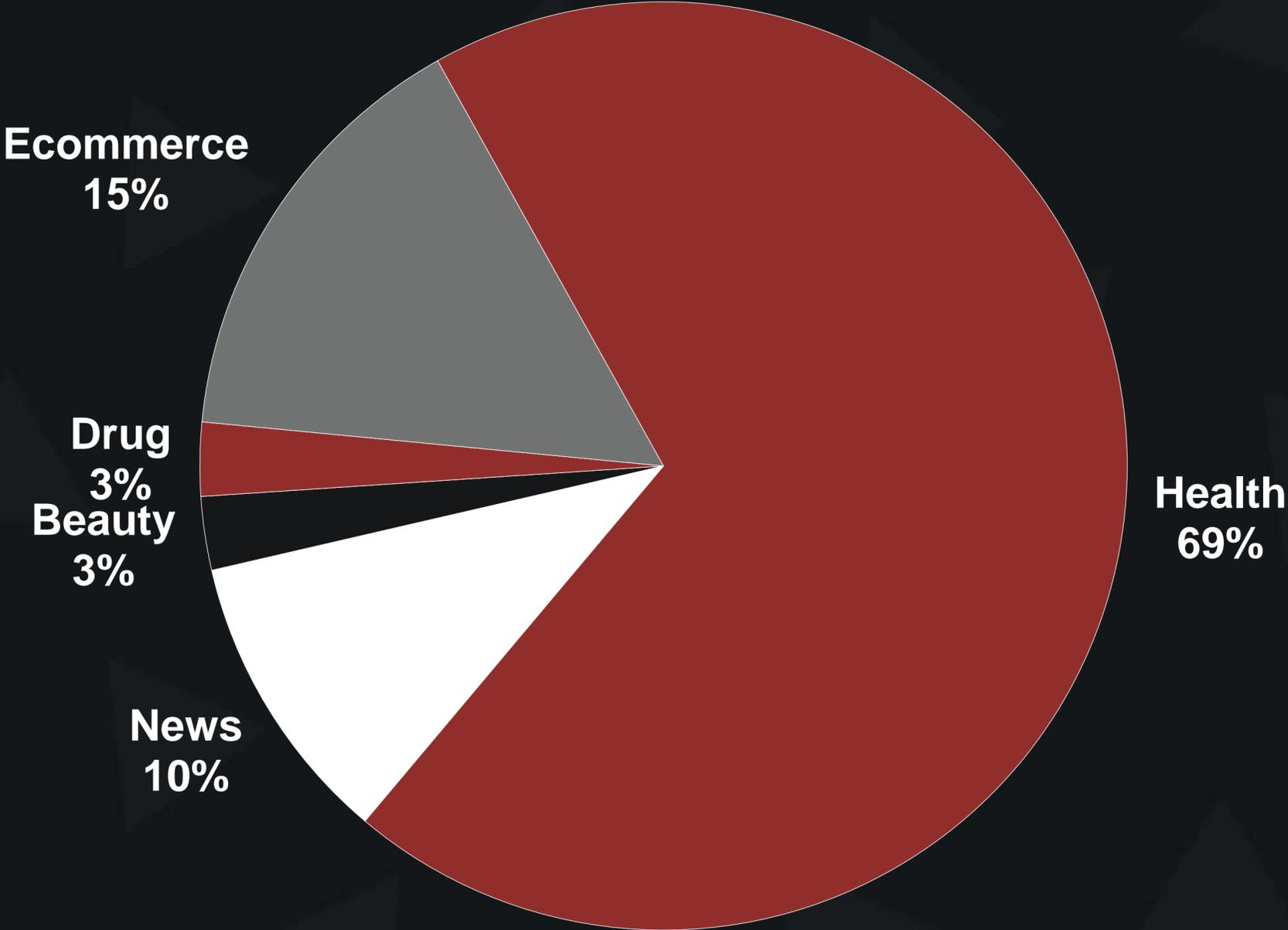
FINDINGS

51% of losers were also hit by the unnamed update (AKA "Fred") update in March 2017

Fred Update

2018 - 2019 Updates

0.36
0.32
0.28
0.24
0.2
0.16
0.12
0.08
0.04

09.04.2012   08.04.2013   14.04.2014   13.04.2015   18.04.2016   17.04.2017   23.04.2018   16.09.2019

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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

Losers

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

MERCOLA
Take Control of Your Health

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.

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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.
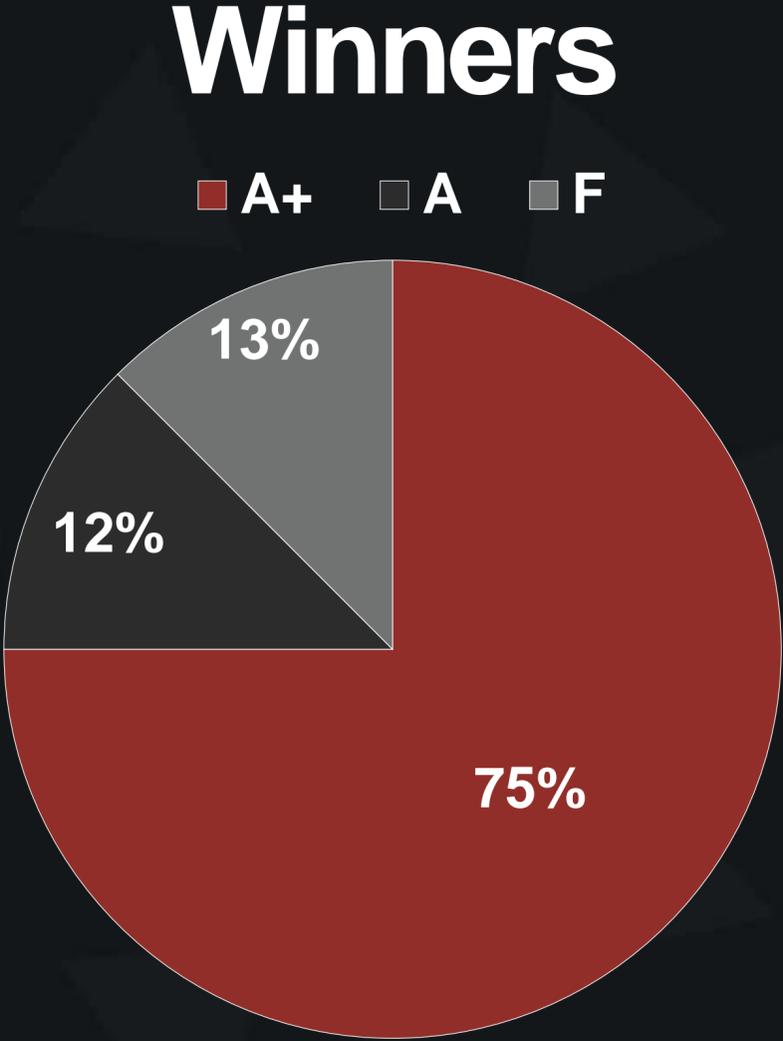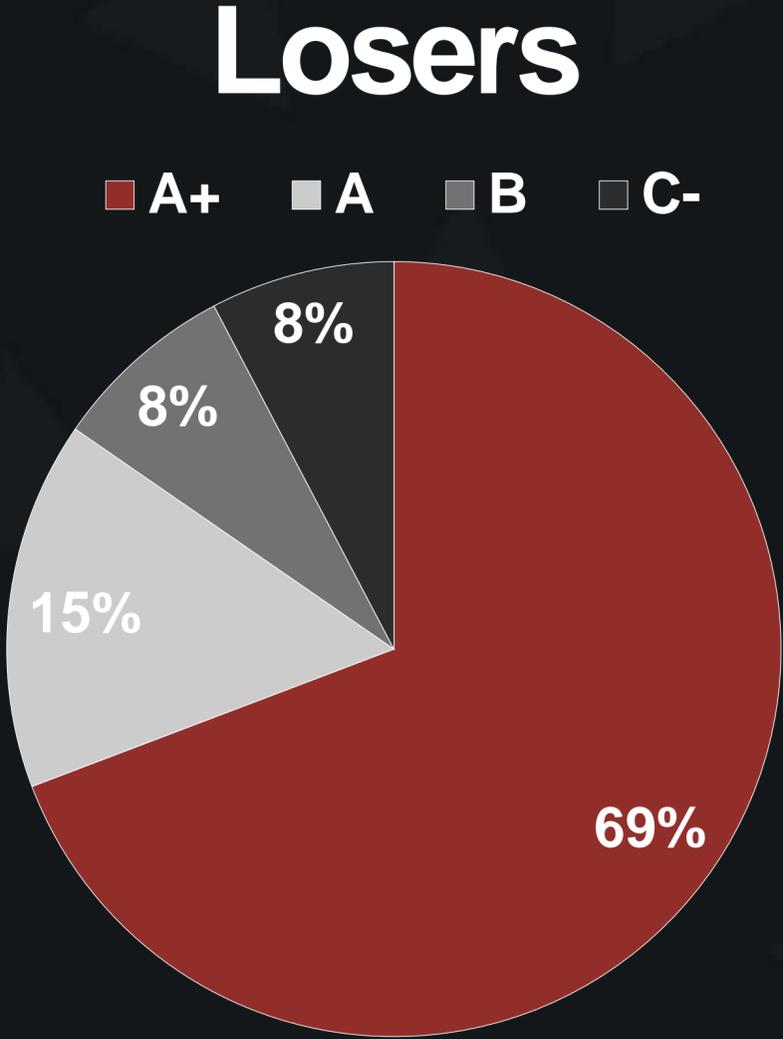
Winners
Trustpilot: 5.5 / 10

Losers
Trustpilot: 3.6 / 10

BBB Rating:
No Clear Correlation

Winners

■ A+ ■ A ■ F

13%

12%

75%

Losers

■ A+ ■ A ■ B ■ C-

8%

8%

15%

69%

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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

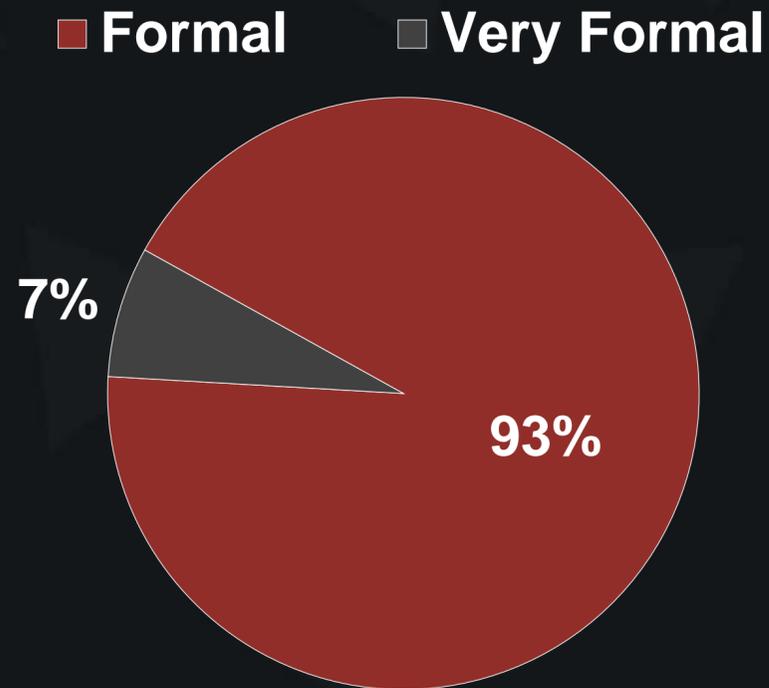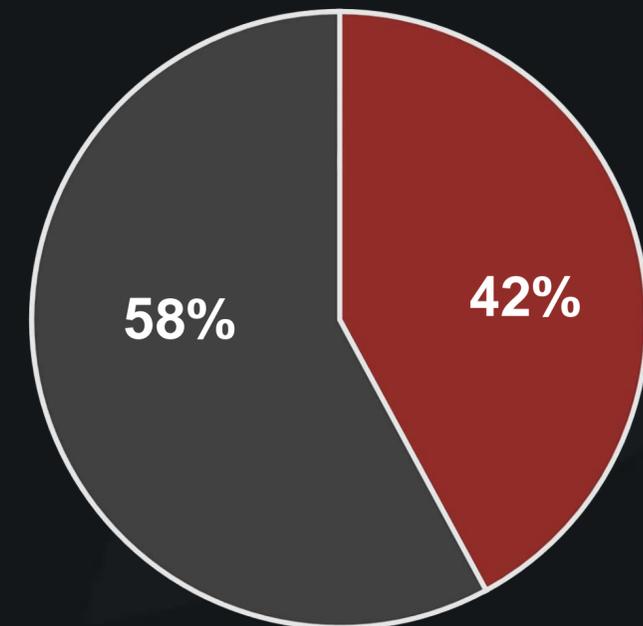Losers

9.2

8.5

Sentiment Analysis:

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

Winners

■ Formal   □ Very Formal

58%   42%

Losers

■ Formal   ■ Very Formal

7%

93%

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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.**
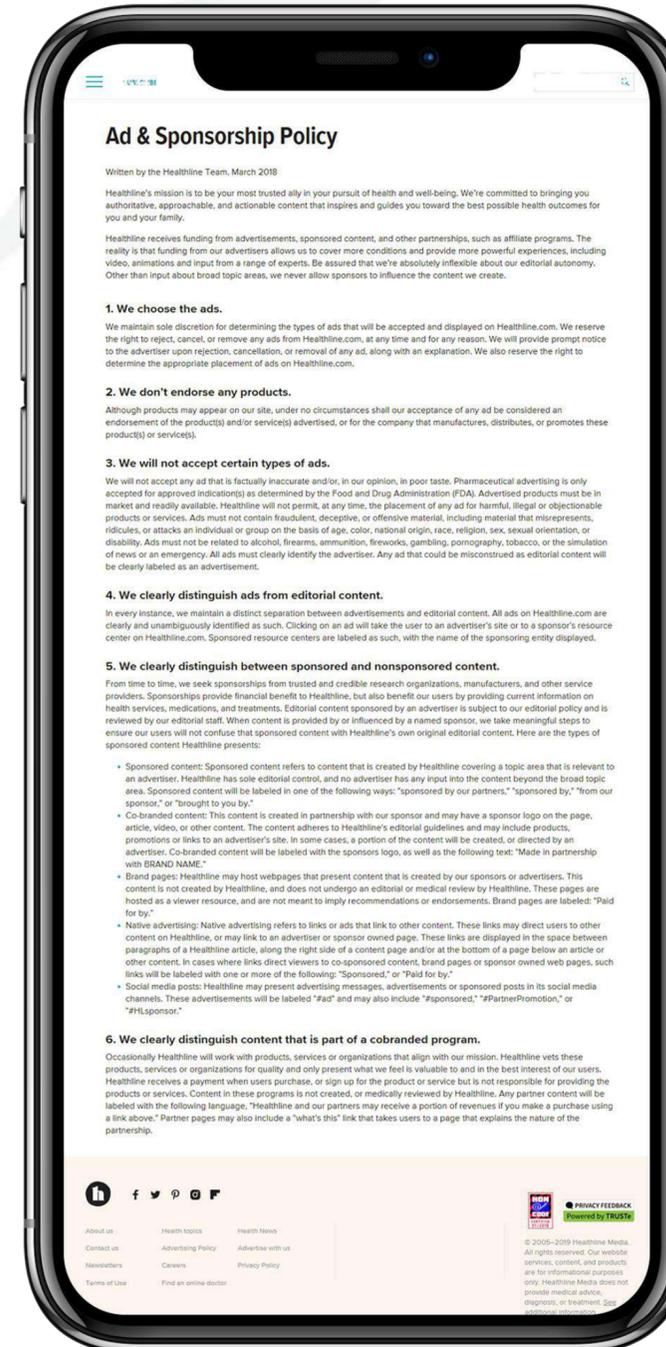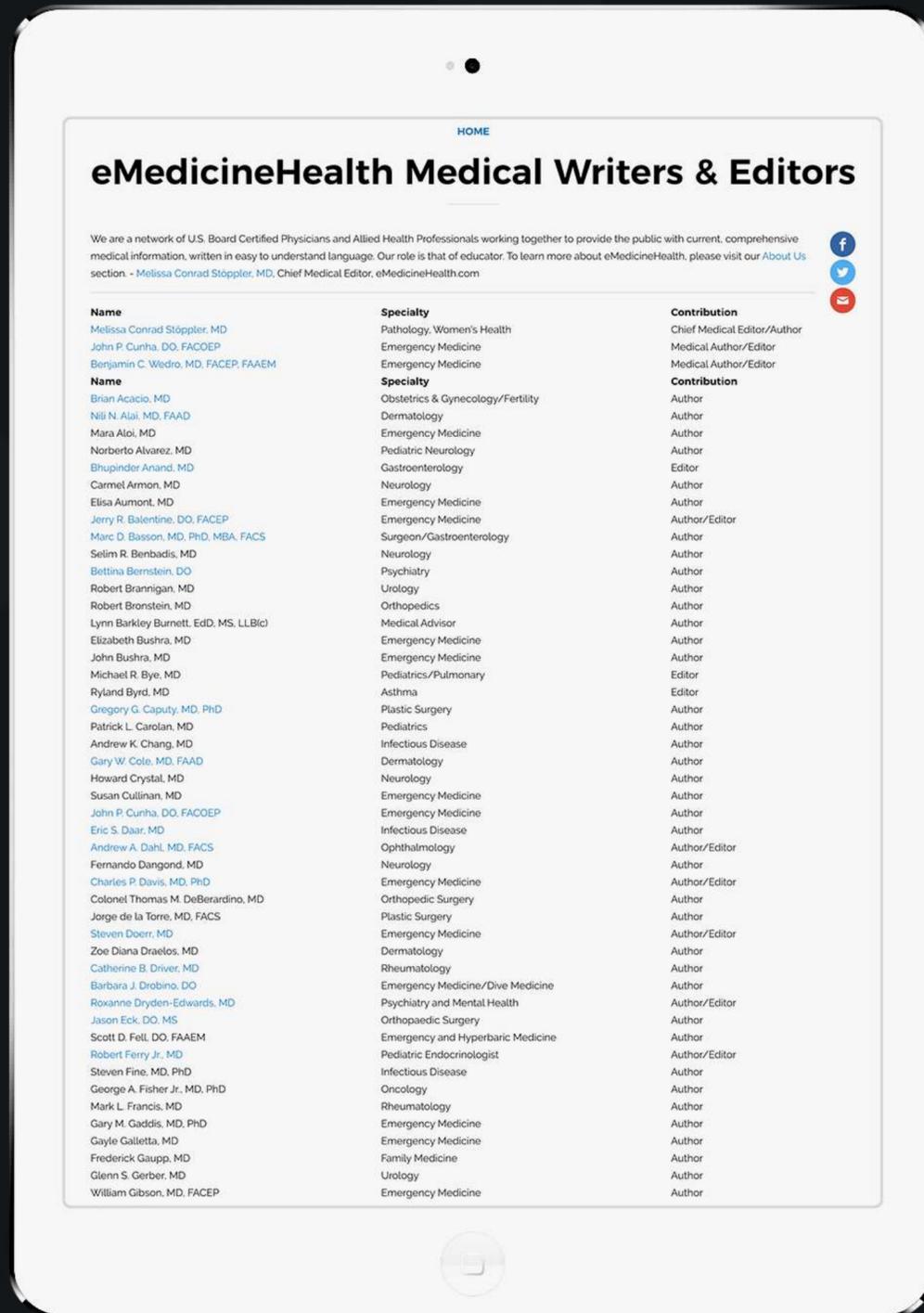
eMedicineHealth's List of Medical Writers & Editors

▶ **Names approximately 150 medical writers**

▶ **Lists their credentials**

▶ **Establishes their editorial role**

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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

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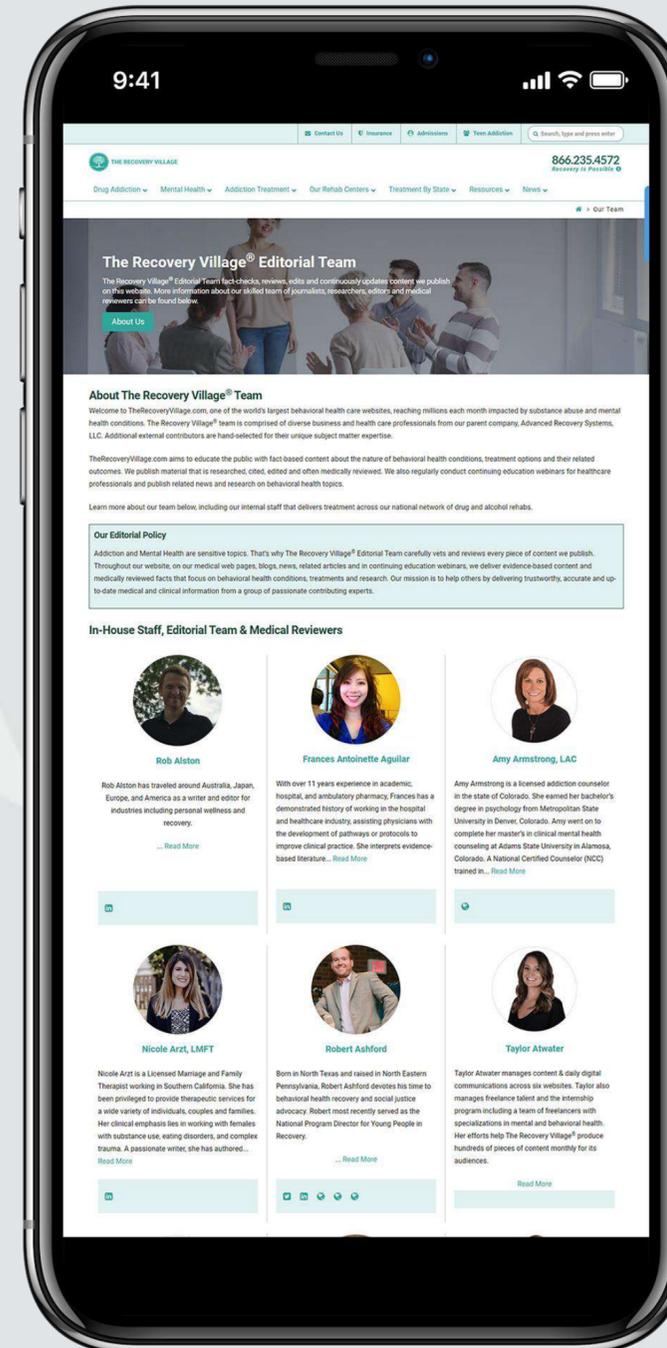
Diet Doctor's
Keto Diet Page

- ▶ **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"**

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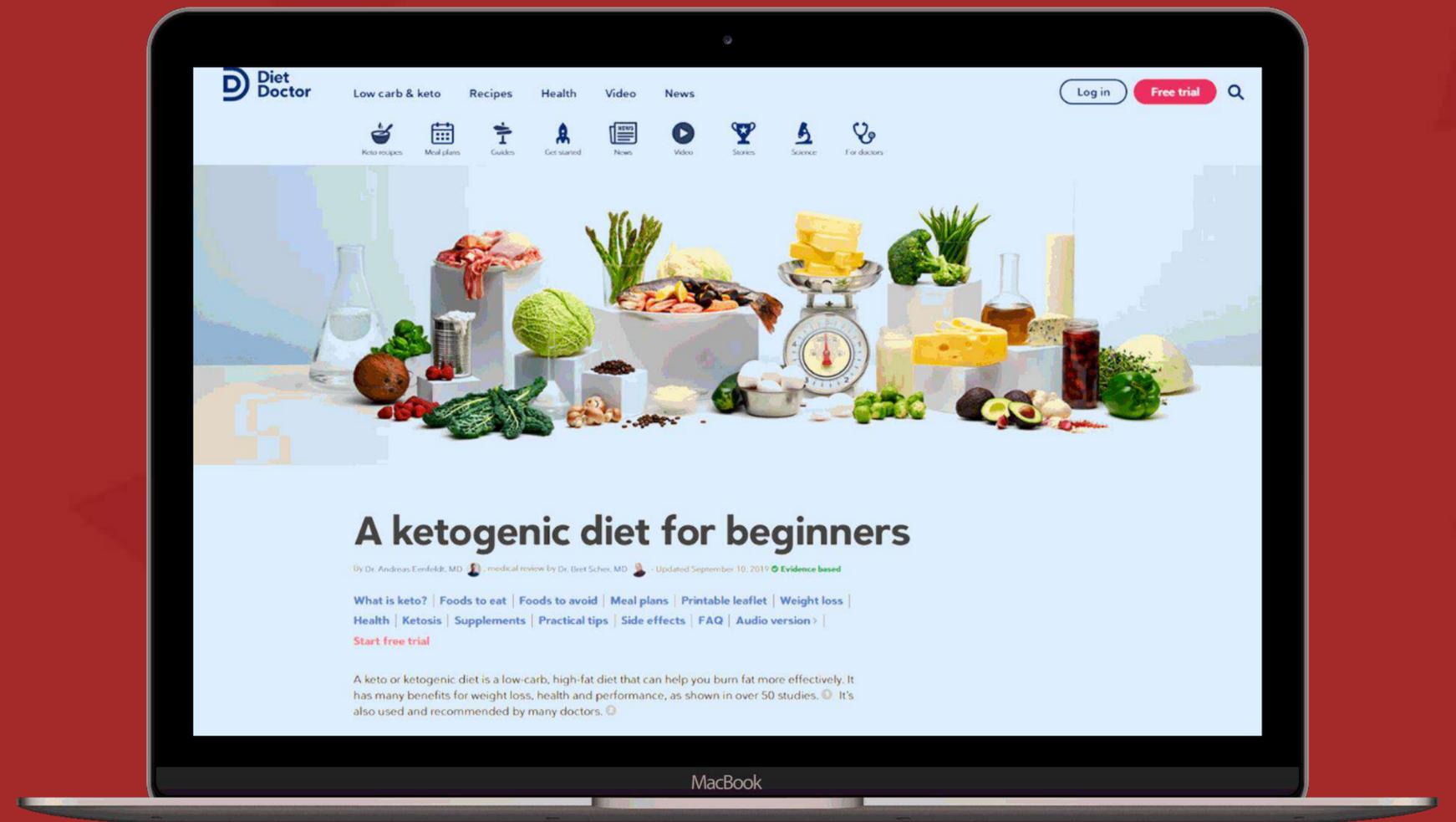
Takeaways

5 Takeaways
for Good E-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**

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thank you!

Lily Ray
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Slides | https://bit.ly/2nZBRiX