How to Improve Your Website's

E-A-T

presented by

Lily Ray

Lily Ray

SEO DIRECTOR

Path Interactive

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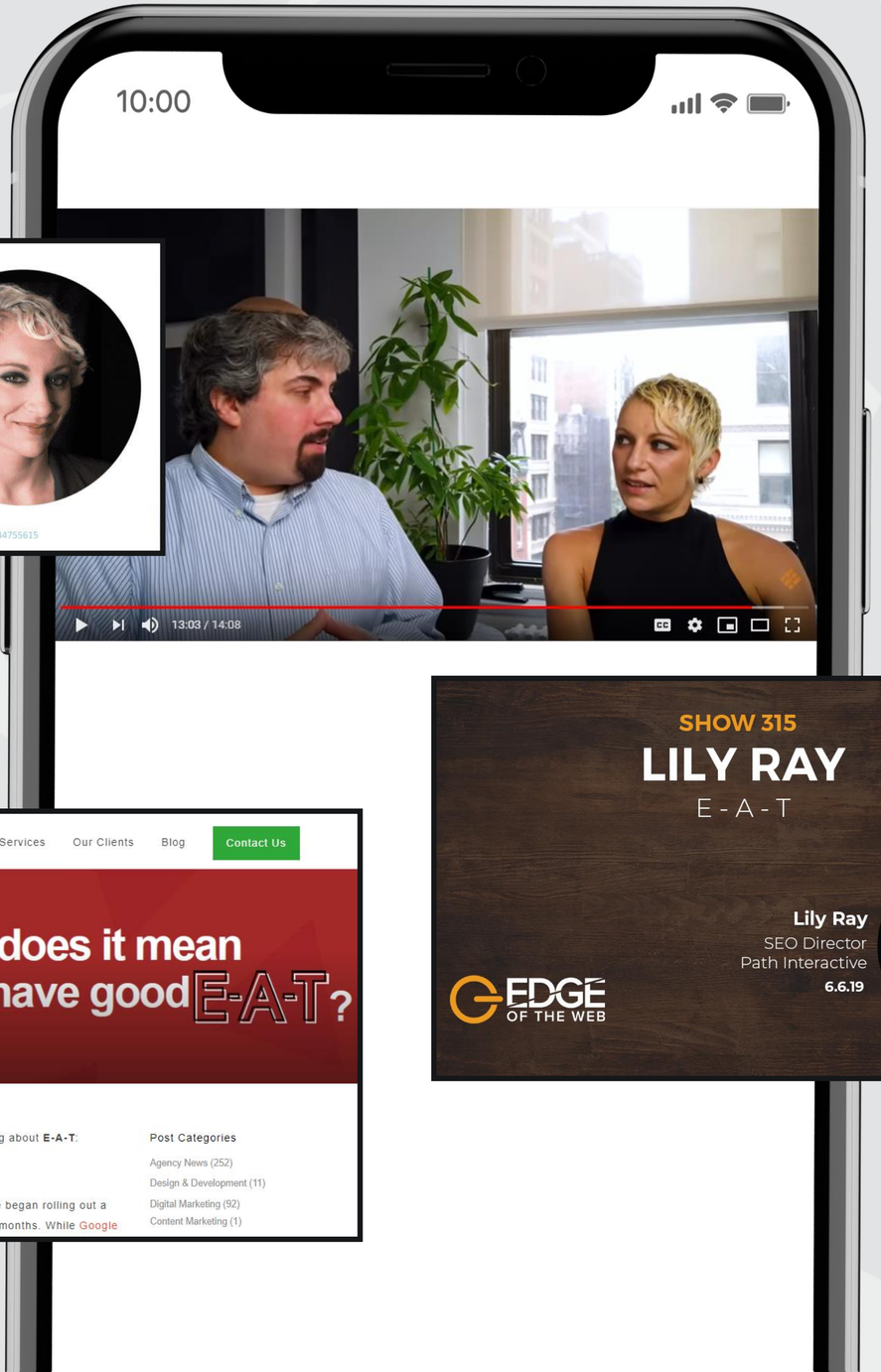
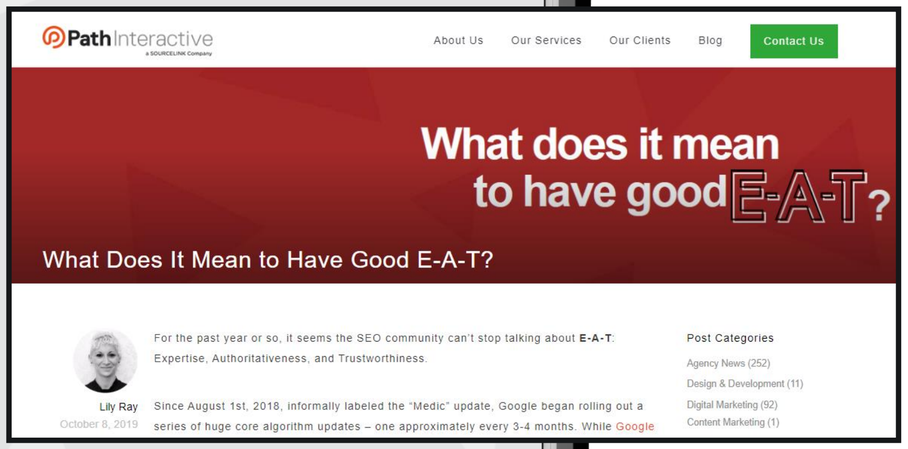
@lilyraynyc

I've been talking about E-A-T a lot





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Why?

THIS IS FINE.

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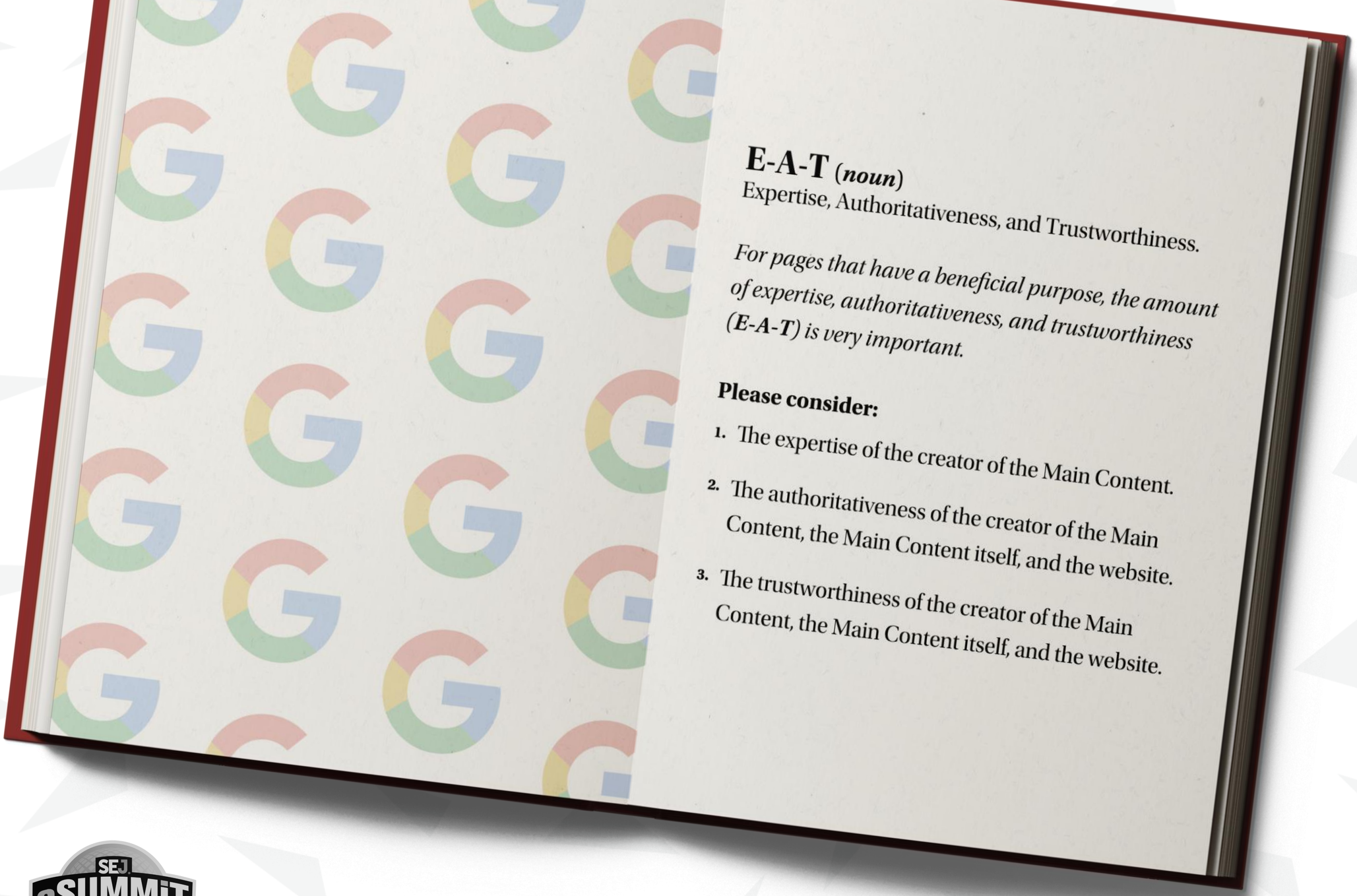

E-A-T (***noun***)
Expertise, Authoritativeness, and Trustworthiness.

*For pages that have a beneficial purpose, the amount of expertise, authoritativeness, and trustworthiness (**E-A-T**) is very important.*

Please consider:

1. The expertise of the creator of the Main Content.
2. The authoritativeness of the creator of the Main Content, the Main Content itself, and the website.
3. The trustworthiness of the creator of the Main Content, the Main Content itself, and the website.

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Is E-A-T a ranking factor?

NO not like keywords in title tags, HTTPS or page speed.

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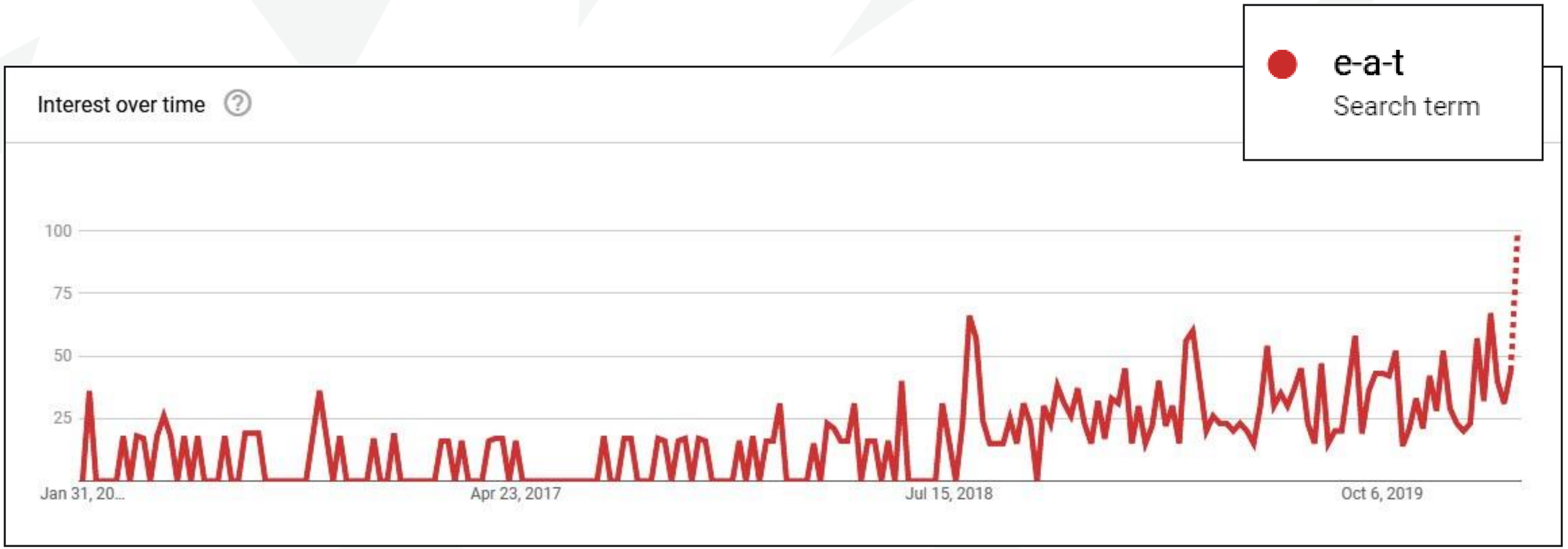
E-A-T is a growing trend in SEO



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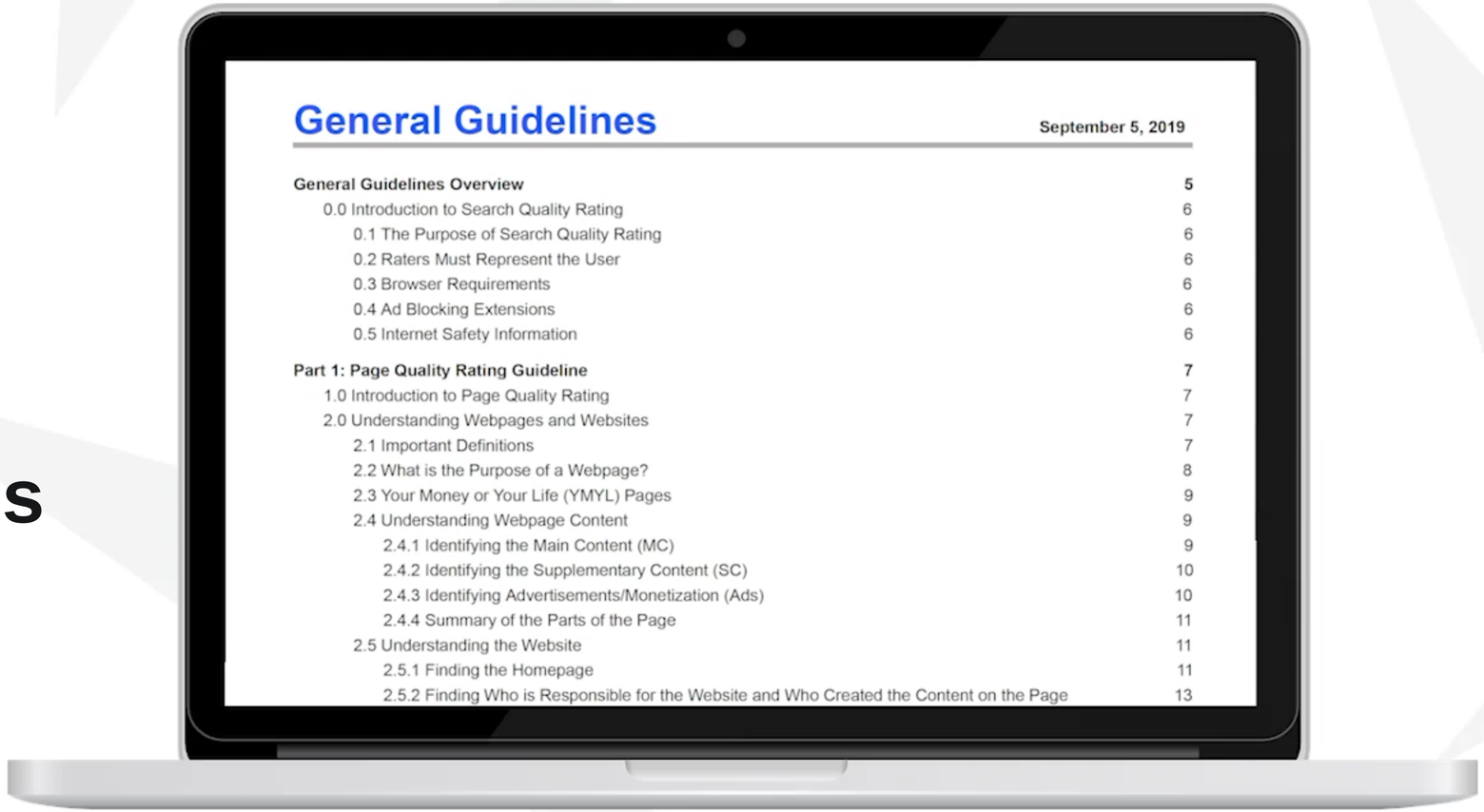
E-A-T

is mentioned **135 times** in the Search Quality Rater Guidelines



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How Google Fights Disinformation

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Every time a core update happens nowadays, Google shares this article.

Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index

What webmasters should know about Google's core updates

Thursday, August 01, 2019

Get to know the quality rater guidelines & E-A-T

Another resource for advice on great content is to review our search quality rater guidelines. Raters are people who give us insights on if our algorithms seem to be providing good results, a way to help confirm our changes are working well.

It's important to understand that search raters have no control over how pages rank. 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.

If you understand how raters learn to assess good content, that might help you improve your own content. In turn, you might perhaps do better in Search.

In particular, raters are trained to understand if content has what we call strong E-A-T. That stands for Expertise, Authoritativeness and Trustworthiness. Reading the guidelines may help you assess how your content is doing from an E-A-T perspective and improvements to consider.

Here are a few articles written by third-parties who share how they've used the guidelines as advice to follow:

Google SearchLiaison
@searchliaison

Later today, we are releasing a broad core algorithm update, as we do several times per year. It is called the September 2019 Core Update. Our guidance about such updates remains as we've covered before. Please see this blog for more about that:

What webmasters should know about Googl...
Official news on crawling and indexing sites for the Google index
webmasters.googleblog.com

8:30 AM · Sep 24, 2019 · Twitter Web App

1.6K Retweets **1.9K** Likes

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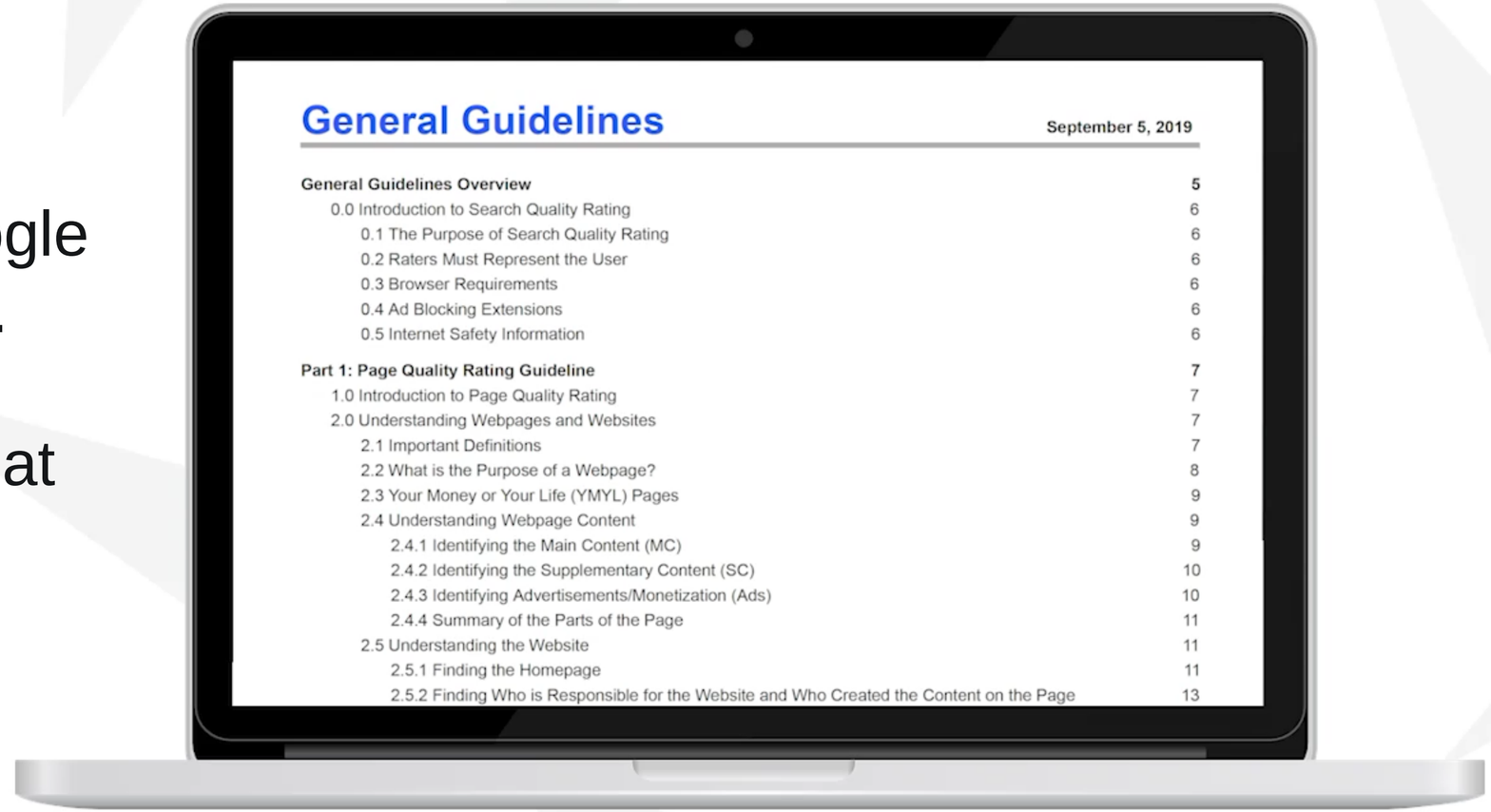
So how does E-A-T work?

The concept of **E-A-T** originated in the 2014 Google Search Quality Guidelines.

160+ pages that define what Google considers high or low-quality content.



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

Algorithms identify signals that correlate with E-A-T (i.e. PageRank & links)

Feedback is benchmarked and used to inform algorithms

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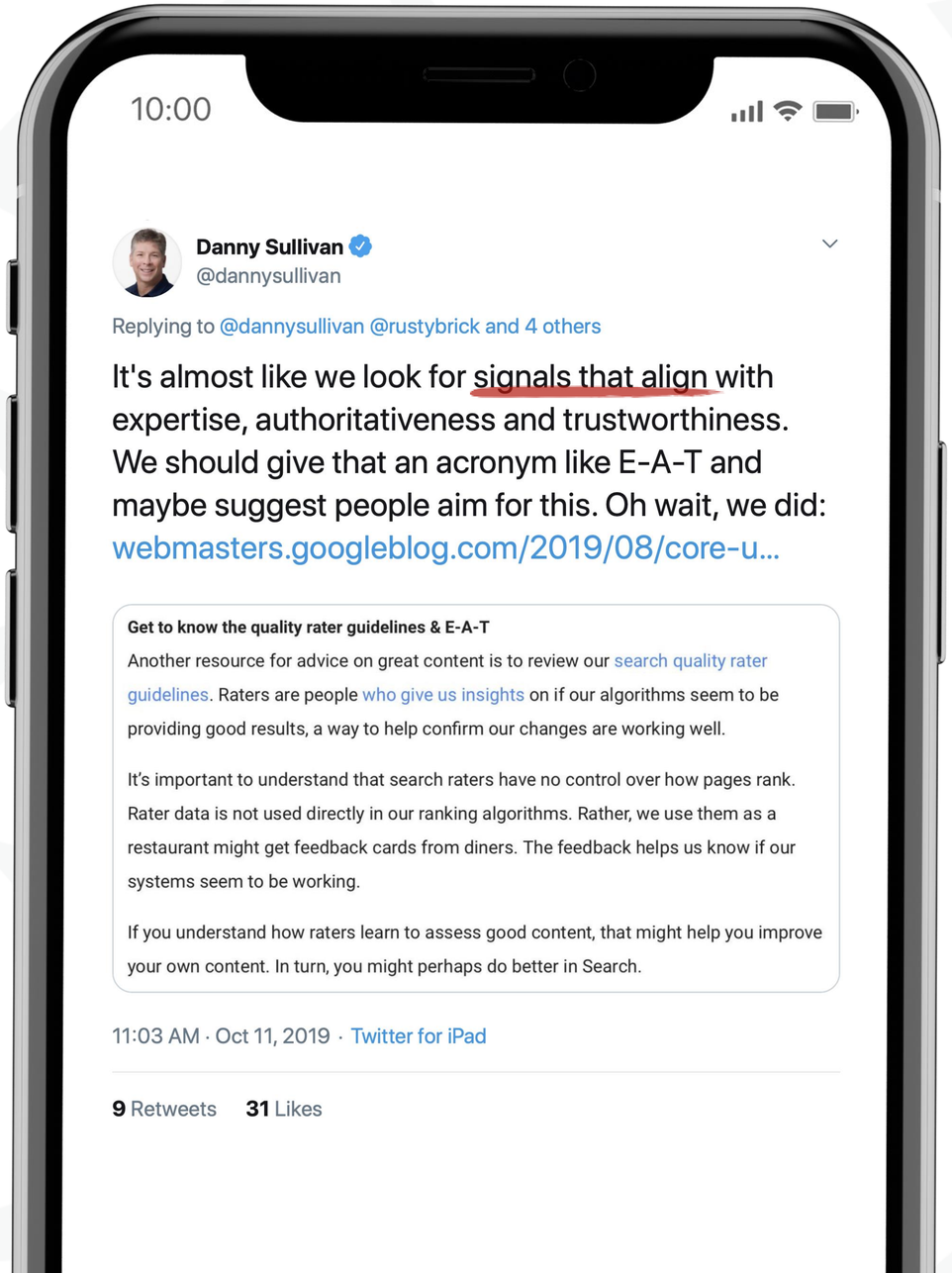

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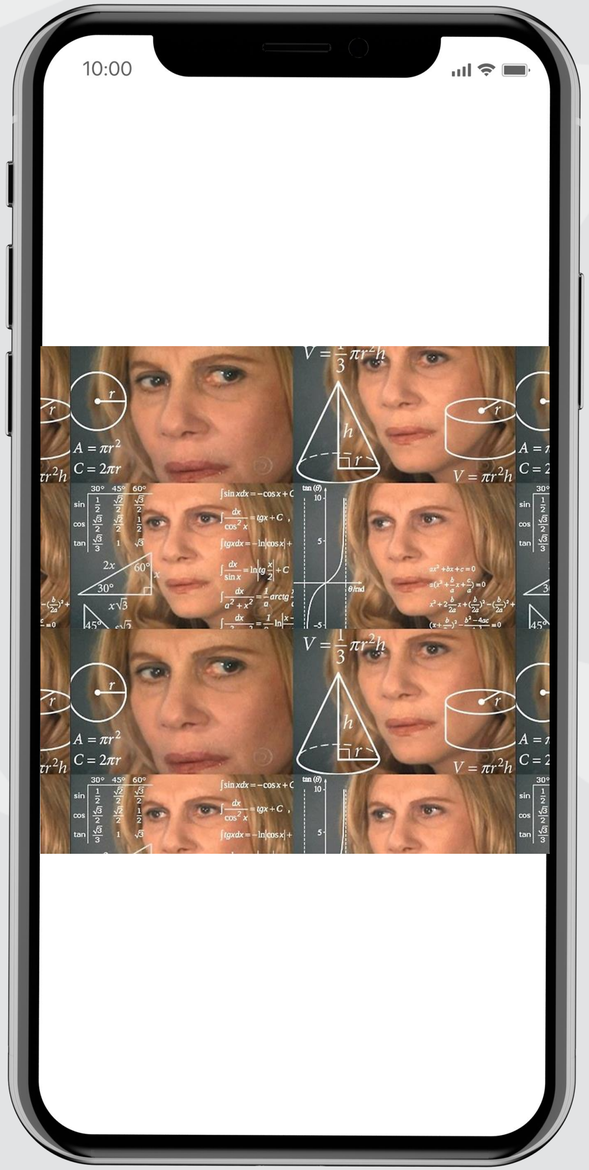

How do Google's algorithms assess expertise, authority, and trustworthiness?

- 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.
- We are constantly evolving these algorithms to improve results – not least because the web itself keeps changing. For instance, in 2017 alone, we ran over 200,000 experiments with trained external Search Evaluators and live user tests, resulting in more than 2,400 updates to Google Search algorithms.
- To perform these evaluations, we work with Search Quality Evaluators who help us measure the quality of Search results on an ongoing basis. Evaluators assess whether a website provides users who click on it with the content they were looking for, and they evaluate the quality of results based on the expertise, authoritativeness, and trustworthiness of the content.

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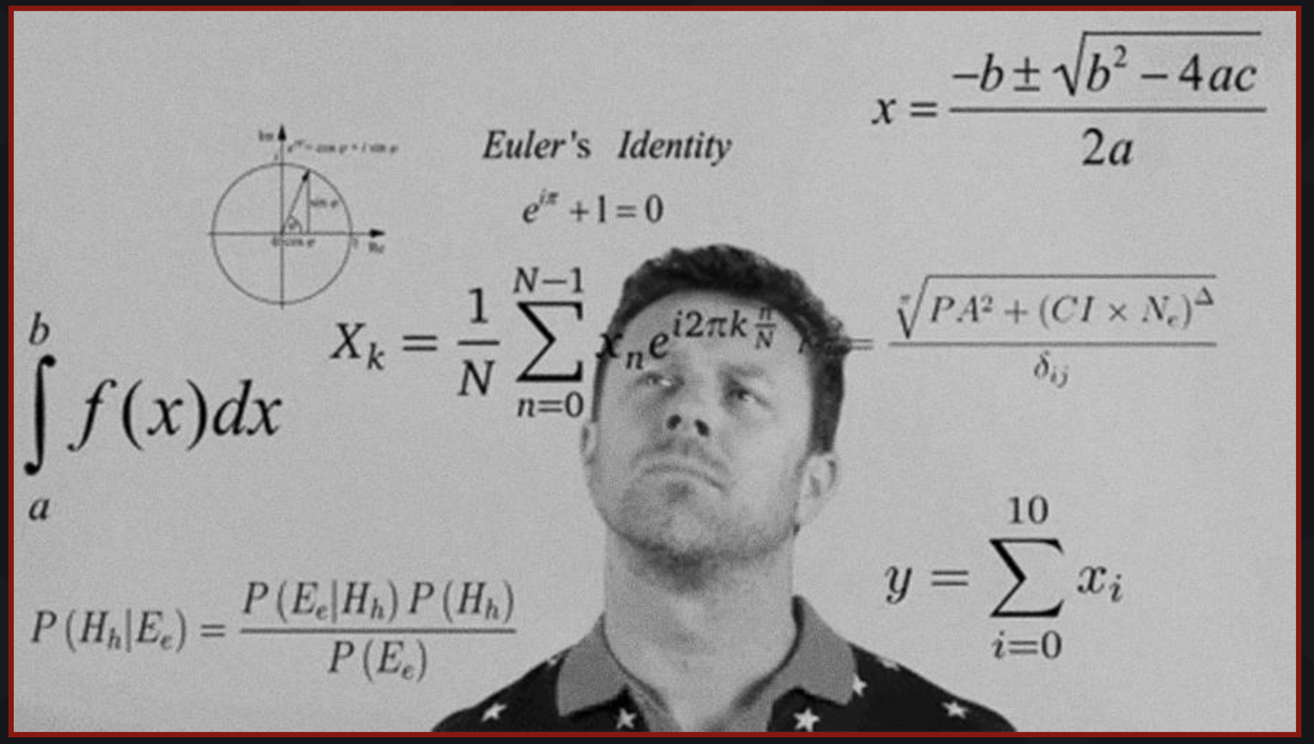
Signals that align with

E-A-T



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Has Google confirmed what those signals are?

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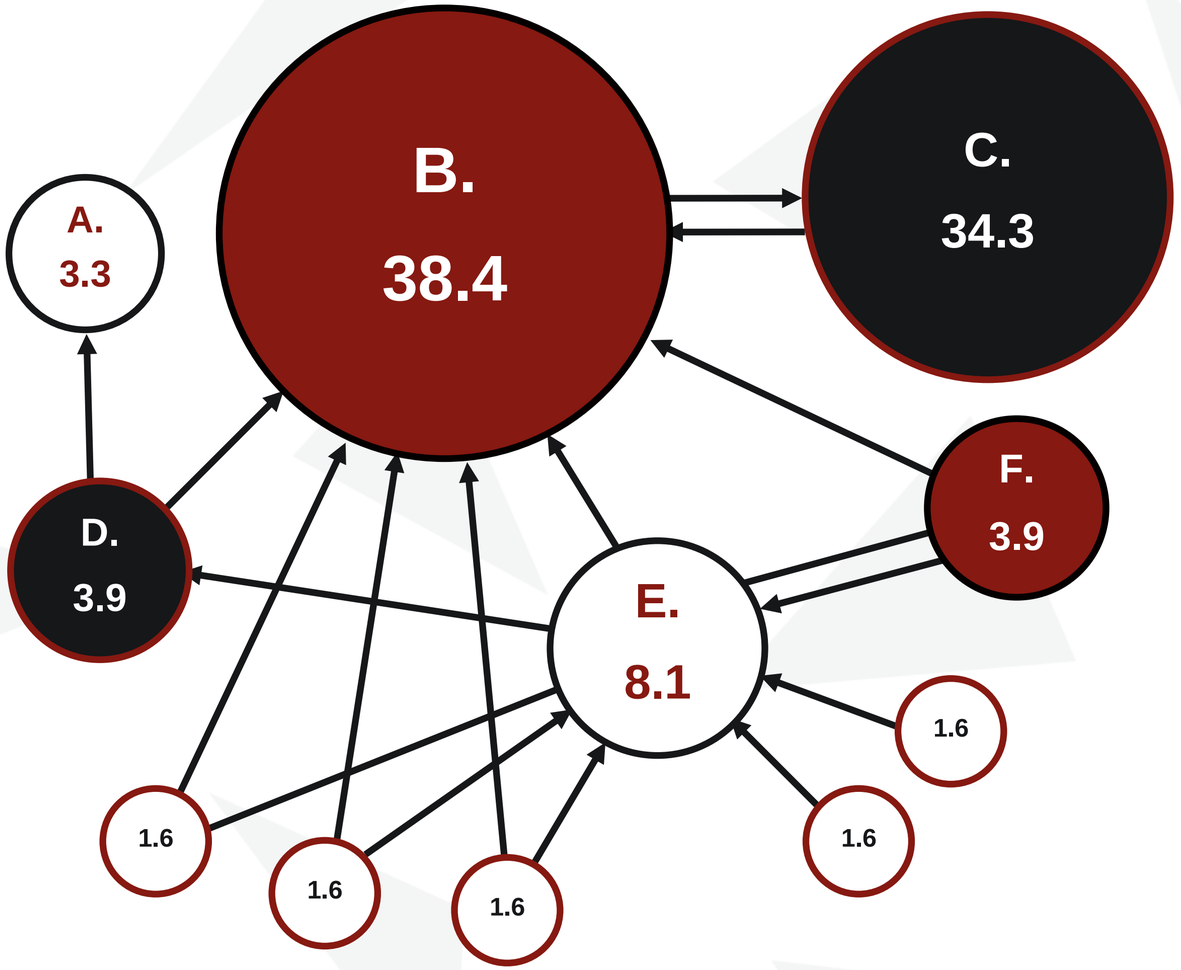
NO

…well, except PageRank and links.



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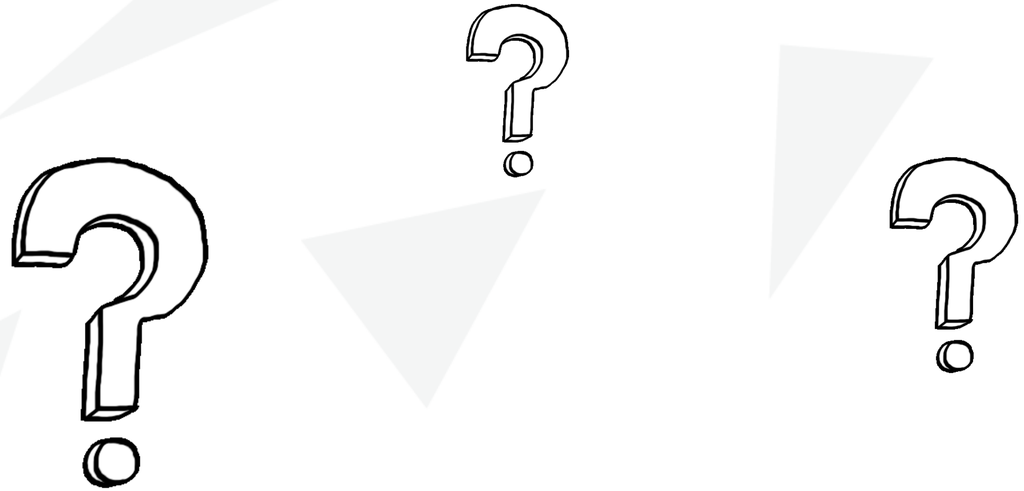
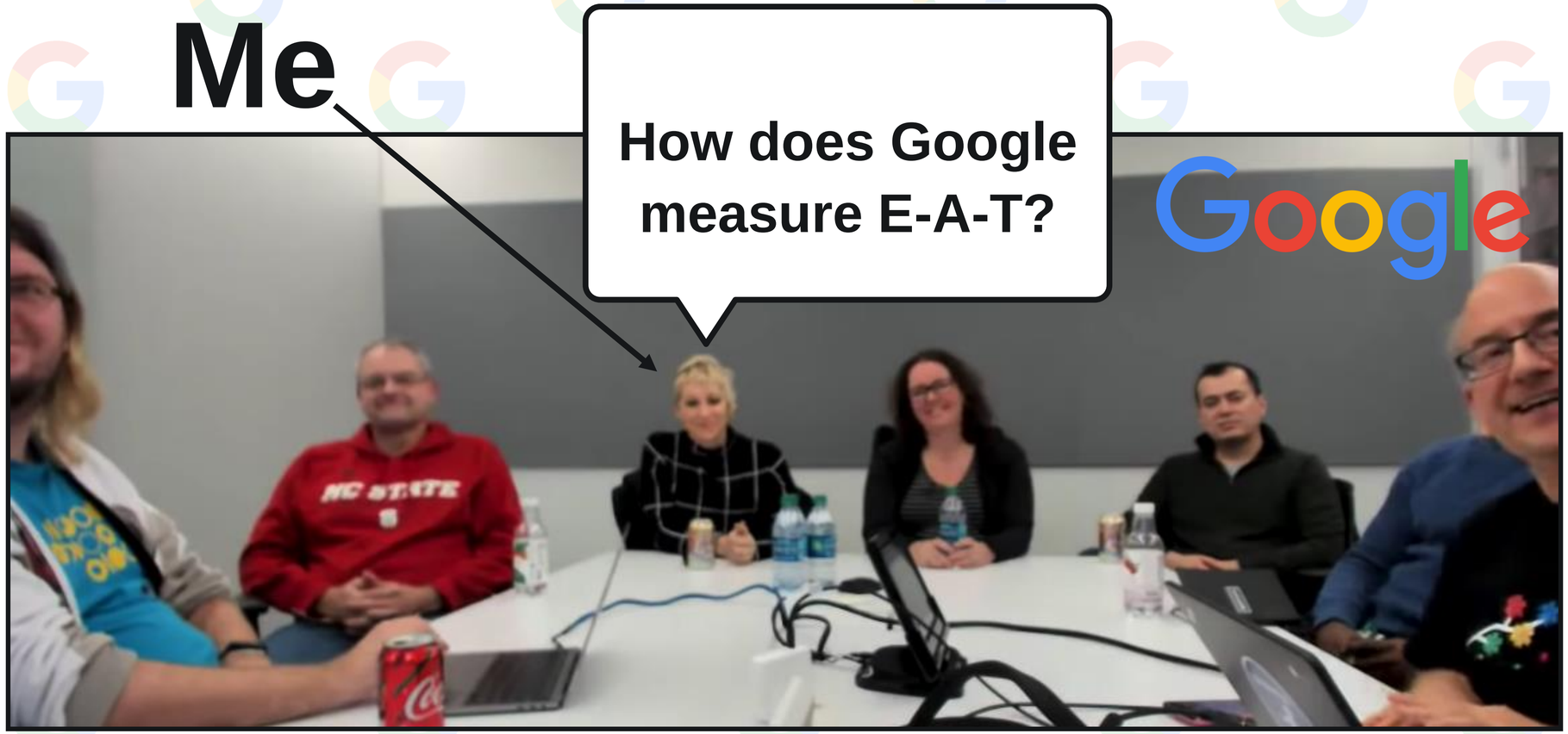
Does that mean that on-page signals aren't also part of the E-A-T evaluation?



Google just hasn’t confirmed which on-page signals are part of E-A-T.

Believe me, I’ve tried to get more info…

@lilyraynyc



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@lilyraynyc

It’s almost like…
Google doesn’t want to talk too much about the specifics of

E-A-T

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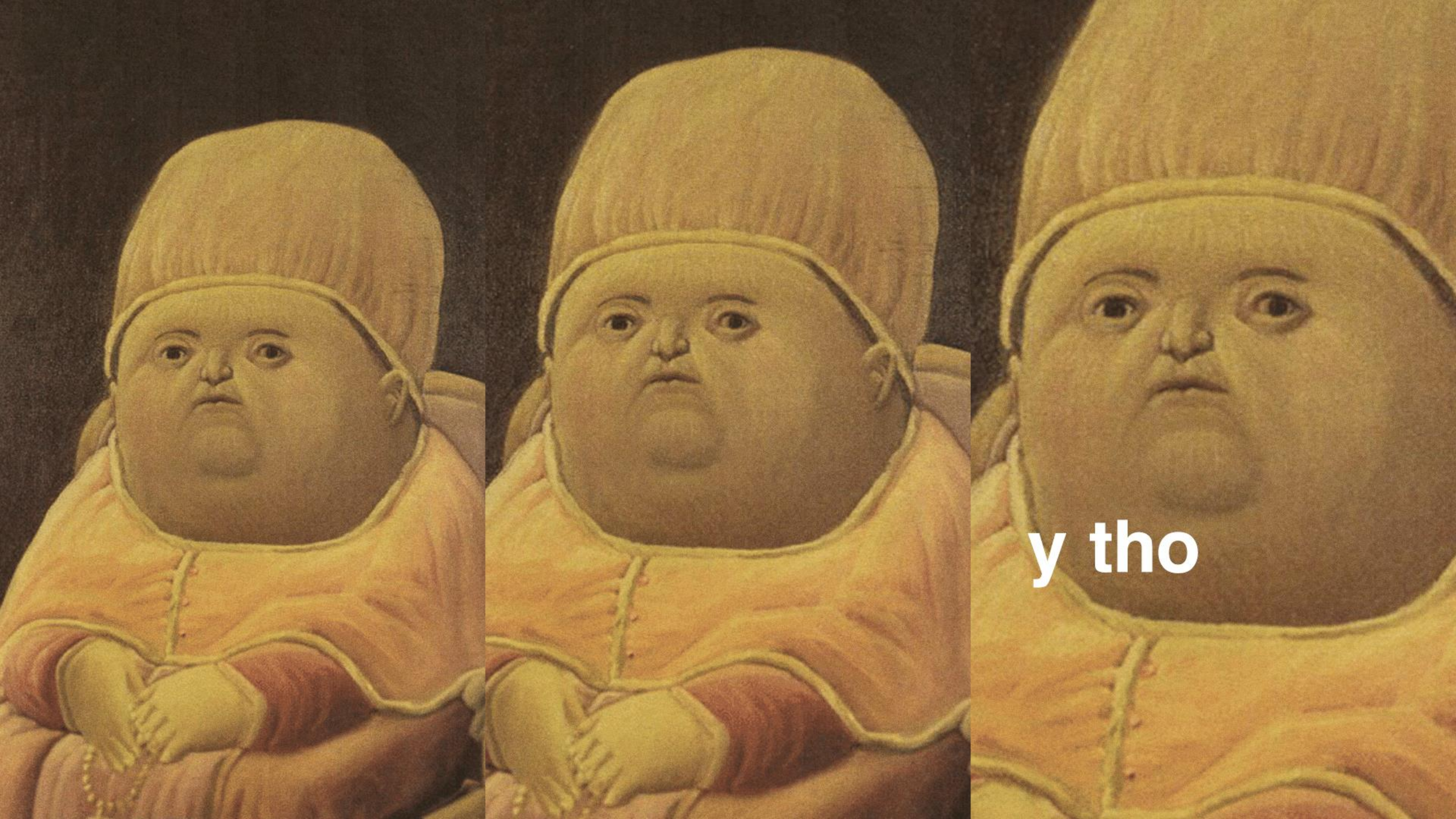
y tho

It’s almost like…
SEOs love
spamming
things.

All the things SEOs have spammed to death

Or maybe it's also because…

E-A-T is part of a larger Google initiative.

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Search engines &
social media companies
are facing government scrutiny.
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2020
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BBC NEWS

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

20 March 2018 Share

npr

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

September 5, 2019 · 11:24 AM ET

The New York Times

PERSONAL HEALTH

When Cancer Meets the Internet

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

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

THE HILL

WHO, Google working to fight spread of virus disinformation

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HAL Turner Radio Show

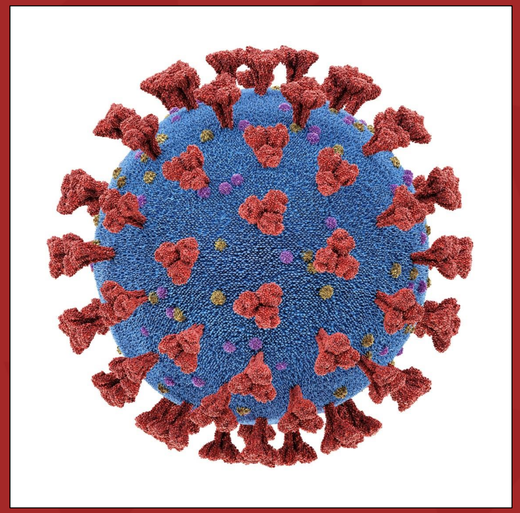
Nation

Coronavirus in China: 23 Million QUARANTINED, 2.8 Million Infected; 112,000 DEAD

NATION | NEWS DESK | 23 JANUARY 2020 | HITS: 1372794

JoanneWrightForCongress @JWrightforCA34 · Feb 28

Doesn't @BillGates finance research at the Wuhan lab where the Corona virus was being created? Isn't @georgesoros a good friend of Gates? Isn't it always when @HillaryClinton tweets that fire and brimstone hits us? Check Gates Foundation and Clinton Foundation for stock sells.



IMPROPER USE OF DISINFECTANTS

"Due to recent speculation and social media activity, RB [the makers of Lysol and Dettol] has been asked whether internal administration of disinfectants may be appropriate for investigation or use as a treatment for coronavirus [SARS-CoV-2]."

MSNBC

Janine Princess Williams shared a link.
Yesterday at 6:57 AM

MCMNT.COM

Vatican confirms Pope Francis and two aides test positive for Coronavirus - MCM

Revolting footage shows Chinese woman eating a whole bat at a fancy restaurant as scientists link the deadly coronavirus to the flying mammals

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Source: Google, the Source and Antidote to Bad Medical Advice on the Internet, Eli Schwartz

77%

of Americans admitted to going online to diagnose medical symptoms.

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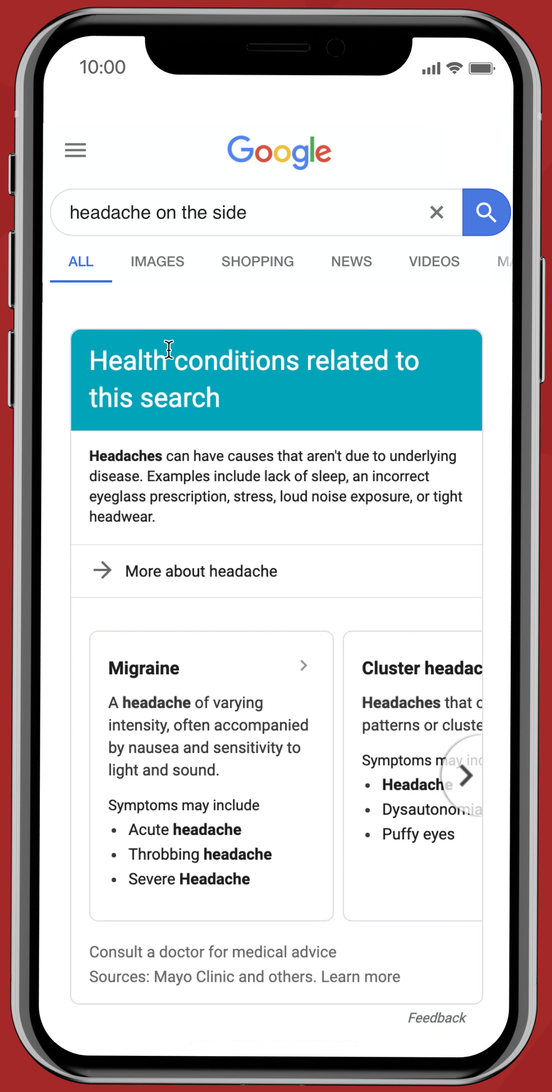

Google knows this. They created Symptom Cards in 2016.

We create the list of symptoms by looking for health conditions mentioned in web results, and then checking them against **high-quality medical information** we've collected from **doctors for our Knowledge Graph**. We worked with a **team of medical doctors** to carefully review the individual symptom information, and **experts at Harvard Medical School** and **Mayo Clinic** evaluated related conditions for a representative sample of searches to **help improve the lists** we show.

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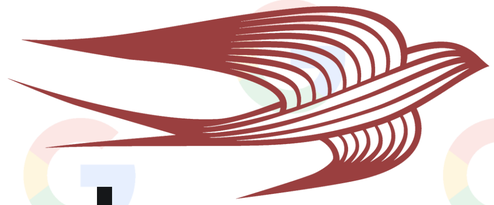
Sidenote…

Google is doing other big things with health information.



Project Nightingale

“Google had secretly harvested “tens of millions” of medical records—patient names, lab results, diagnoses, hospitalization records, and prescriptions—from more than 2,600 hospitals as part of a machine-learning project code-named Nightingale.” – **The Atlantic**

Google
fitbit

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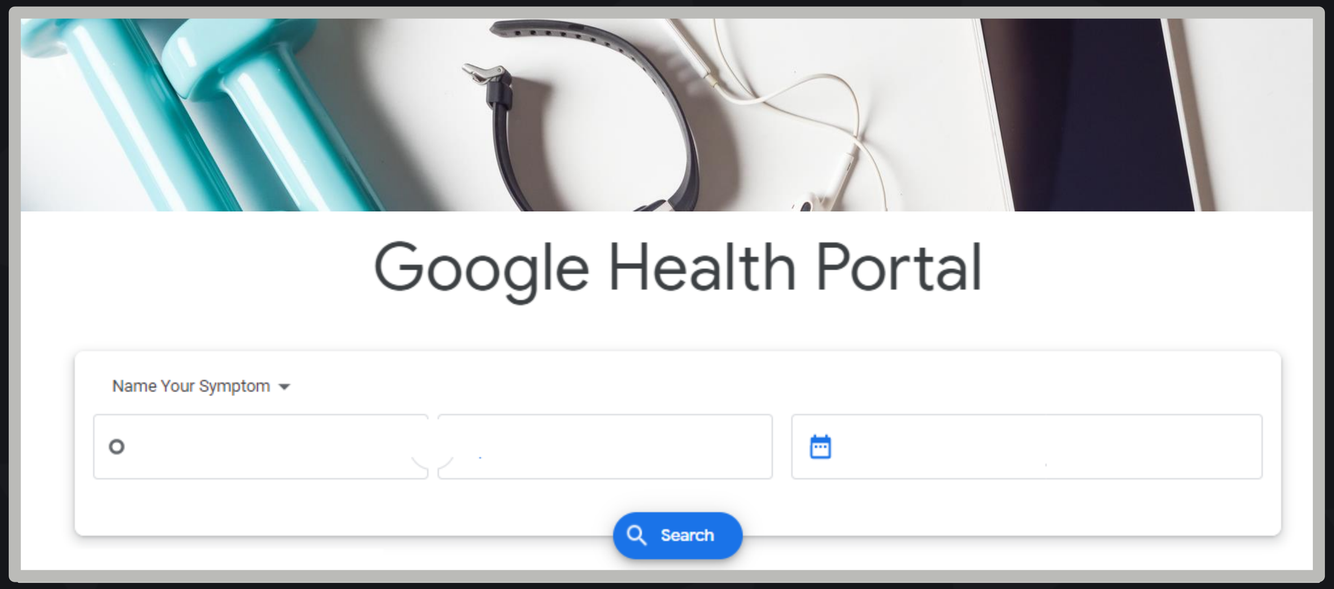
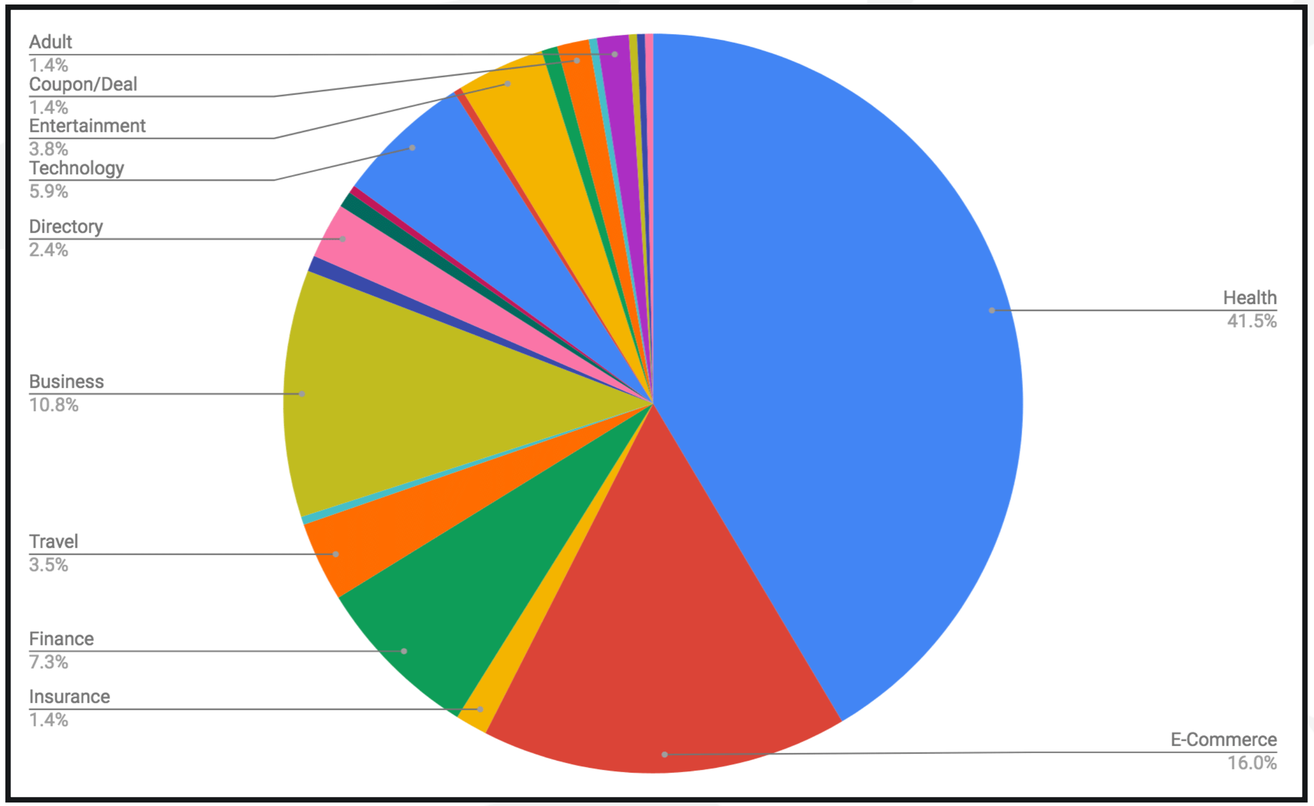
Speculation



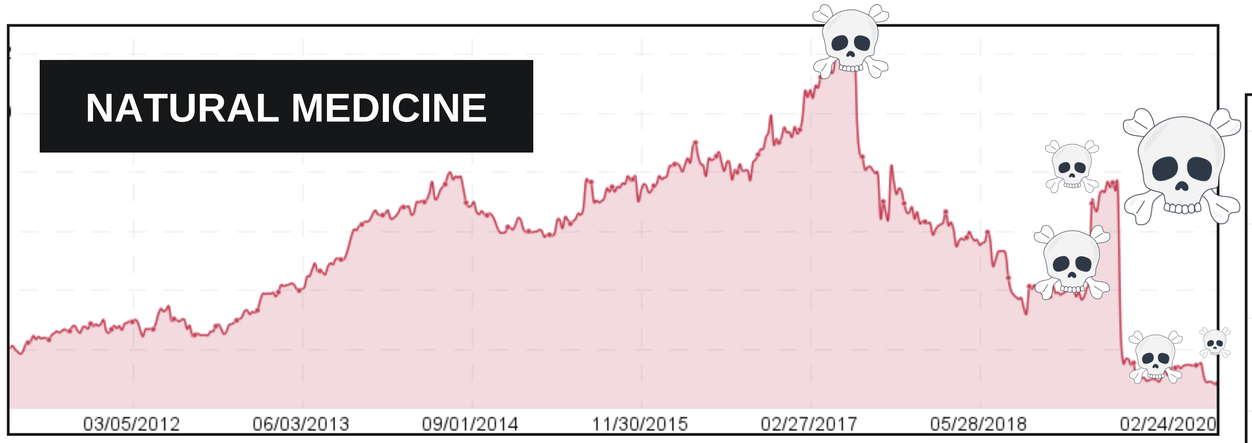
Is this on our horizon?

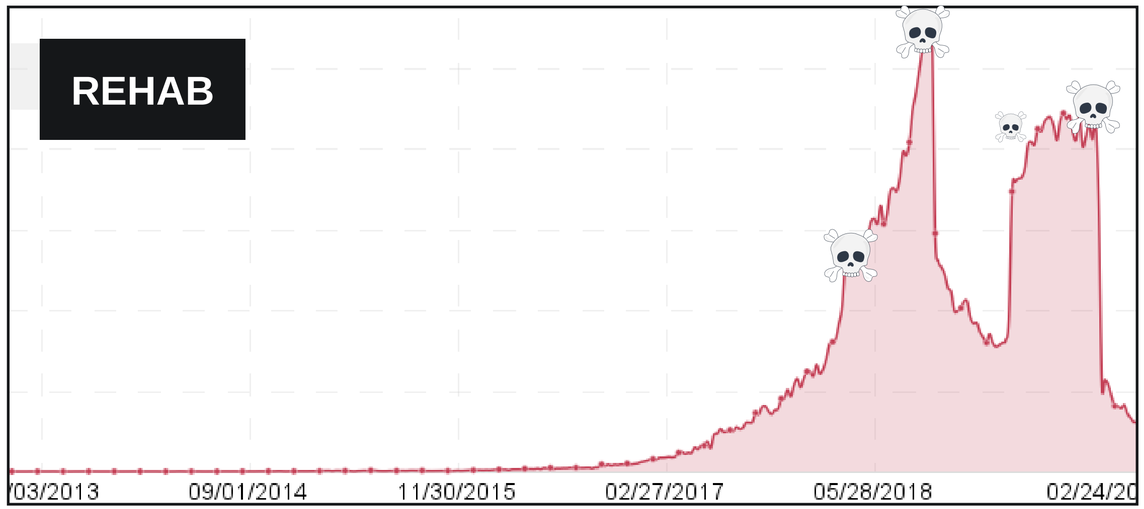
Source: Search Engine Roundtable

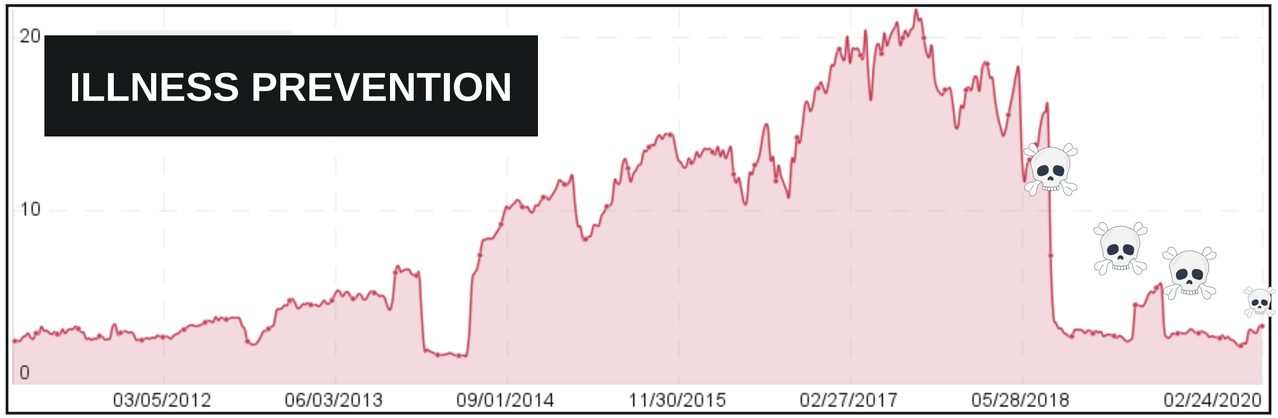


The August 1st, 2018 update was informally labeled “Medic” because it disproportionately affected health websites.

Patterns with Subsequent Core Updates







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YMYL

Your Money
Your Life

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Source: How Google Fights Disinformation, 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.**

@lilyraynyc

MISINFORMATION

PROJECT NIGHTINGALE

PSEUDOSCIENCE

FITBIT

YOUR MONEY
YOUR LIFE

E-A-T

GOVERNMENT SCRUTINY

DANGEROUS HEALTH ADVICE

FAKE NEWS

Maybe all of these things are connected?

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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.

*my definition, not theirs

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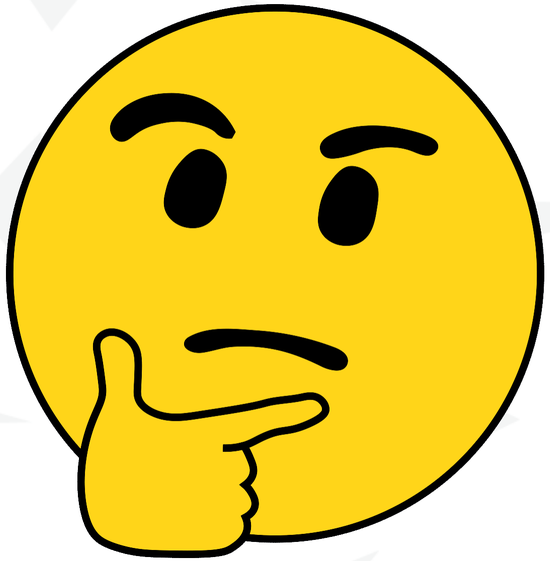
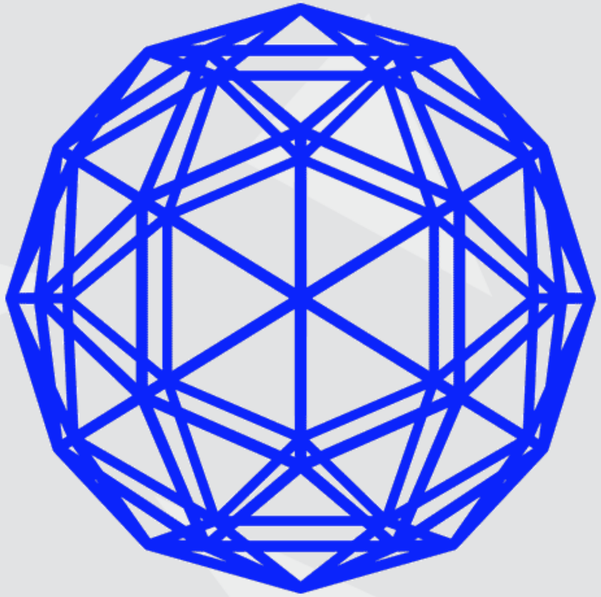
Only Google knows which exact signals are used as part of E-A-T evaluations.

Us SEOs are left with:

Speculation



Data



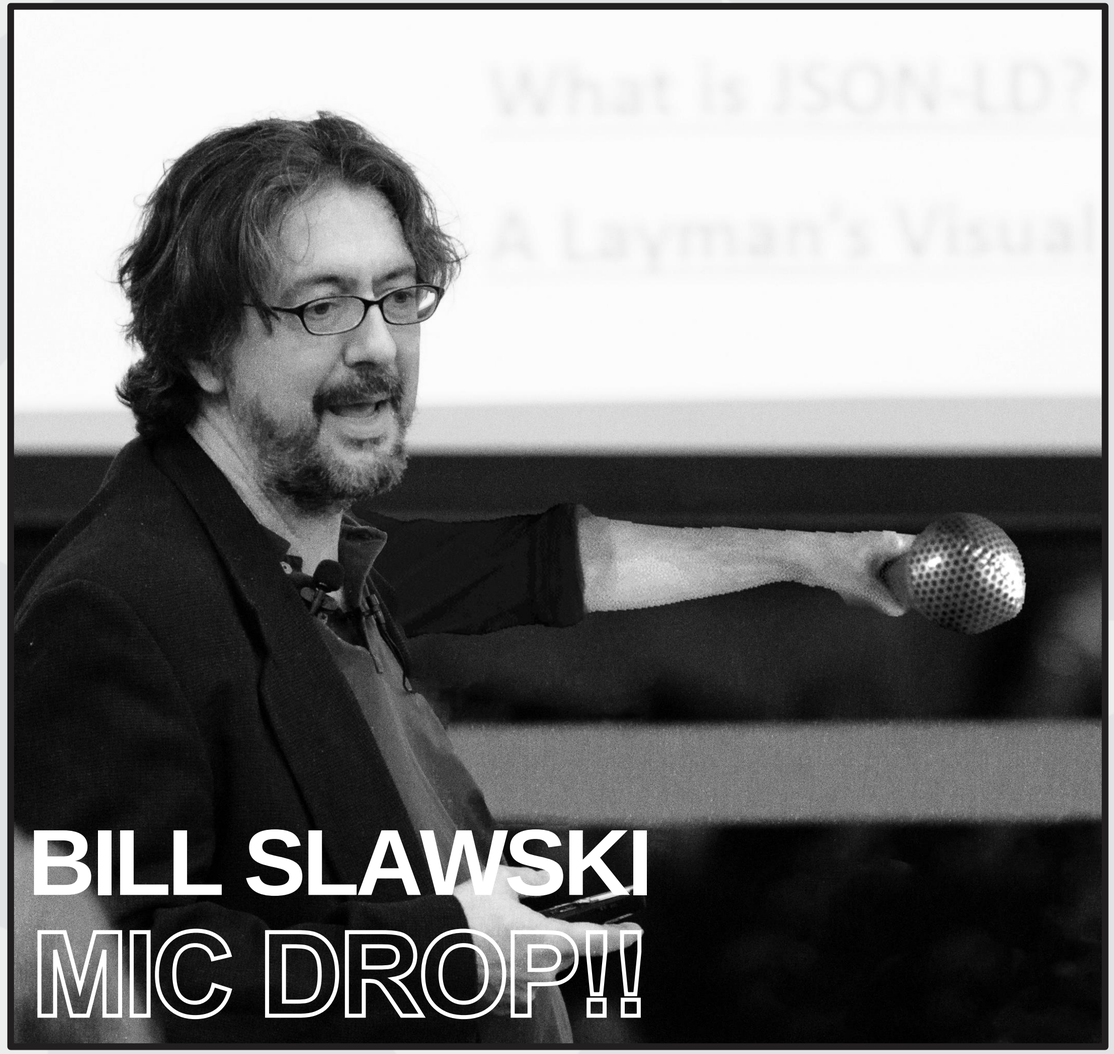
Patents

Google Using Website Representation Vectors to Classify Sites with Expertise and Authority (Patent Filed Aug 2018)

- Patent application uses **Neural Networks** to understand **patterns** and features behind websites to **classify those sites.**

- The classifications include an **expert level** of sites in the health domain, an **apprentice level** of sites and a **layperson level** of sites.

- These classifications are based upon **different levels of expertise**, and this patent tells us that it is **ranking pages** on the **basis of authority** too (source)



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THE CURIOUS CASE OF…

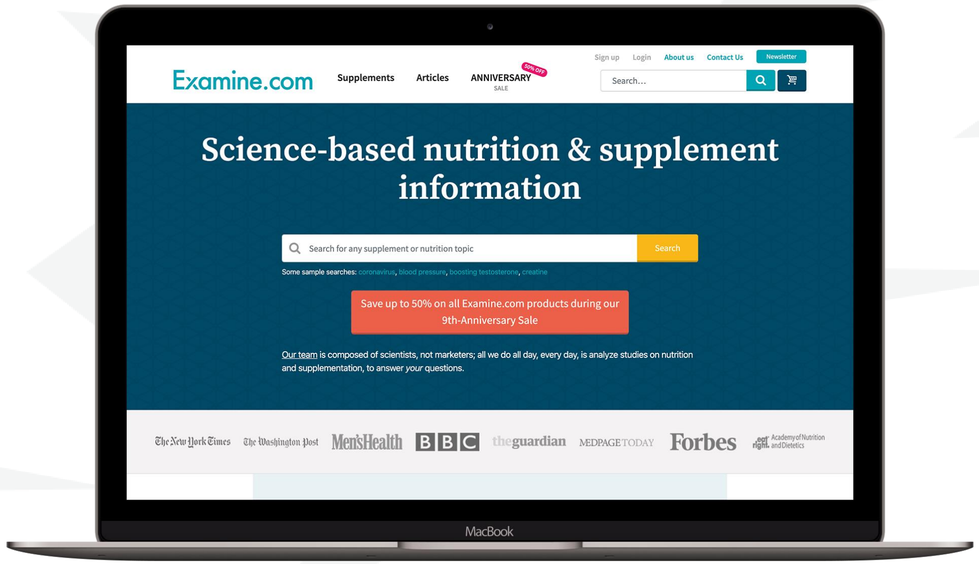
Examine.com

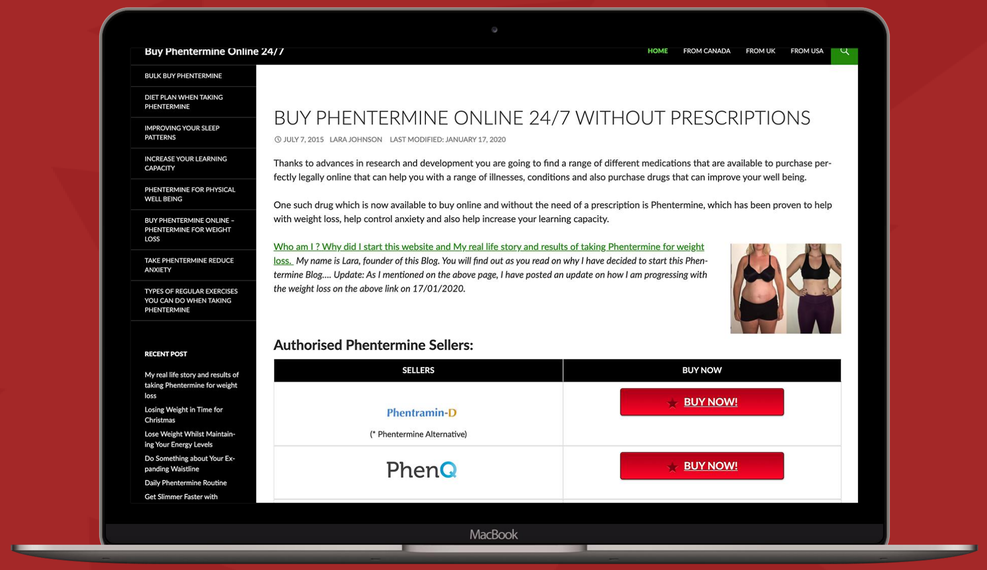
Largest online database of unbiased, science-backed, evidence-based nutrition and supplement research

VS

Buyphentermineonline247.com

Online marketplace for Phentermine, a weight loss supplement that claims to help with anxiety and increase your learning capacity*





* but can also cause rapid or irregular heartbeat, delirium, panic, psychosis, or heart failure

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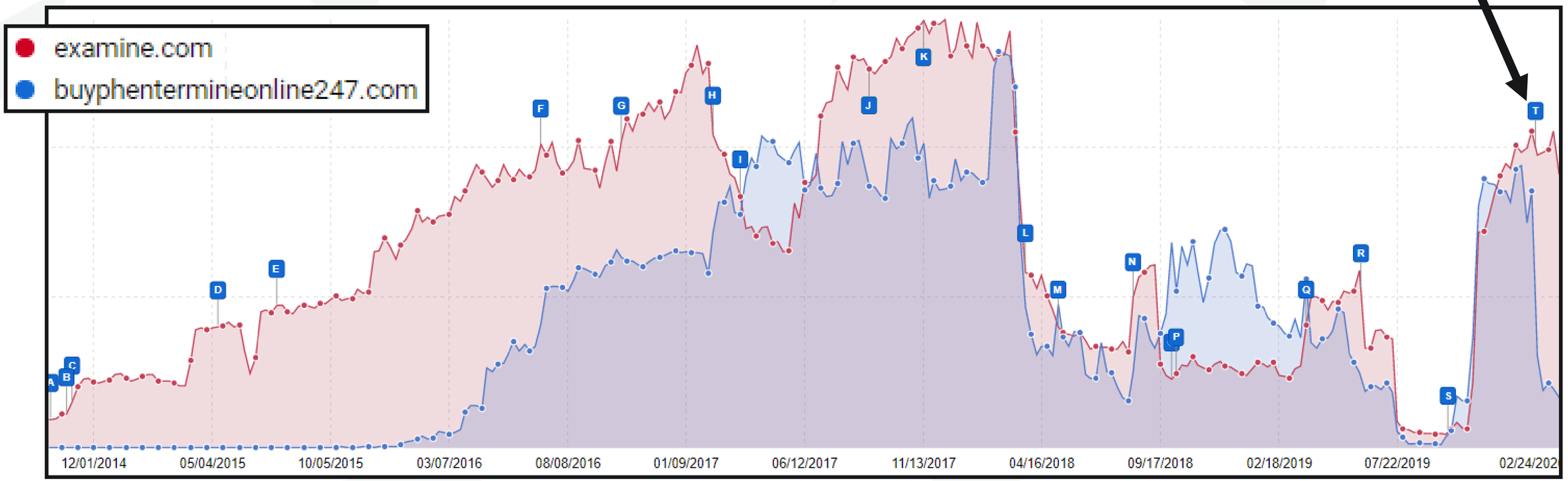
Google Classifying Sites

Jan 2020 Core Update: maybe the sites are not so similar after all?



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If your website is classified as

YMYL,

Your **E-A-T** will be held to a higher standard.

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SO, WHAT CAN YOU DO ABOUT IT?

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Remember…
“signals that align with E-A-T ?”

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Qualities of Winning Sites

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my E-A-T analysis / Methodology

- Analyze 500+ algorithm winners and losers between the Medic update (8-1-18) and now
- Use Sistrix Visibility Index API
- Use Archive.org to look at sites before they gained/lost traffic
- Use crawlers to extract page elements
- Use Readable.io to analyze readability
- Analyze structured data usage and Knowledge Graph presence
- Analyze YMYL queries and the associated top performers

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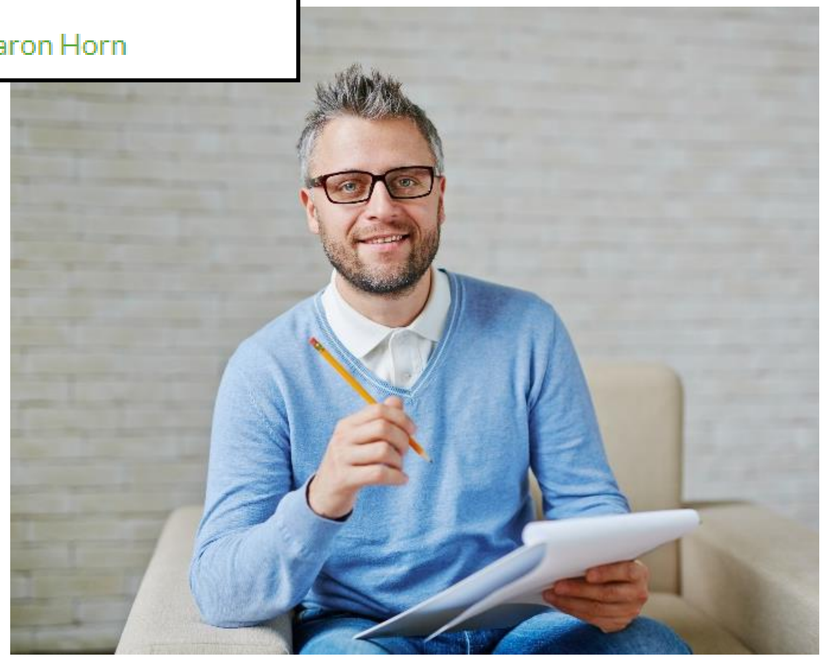
Winning sites disclose who their authors are and utilize expert reviewers whenever possible.

By Amy Gardner

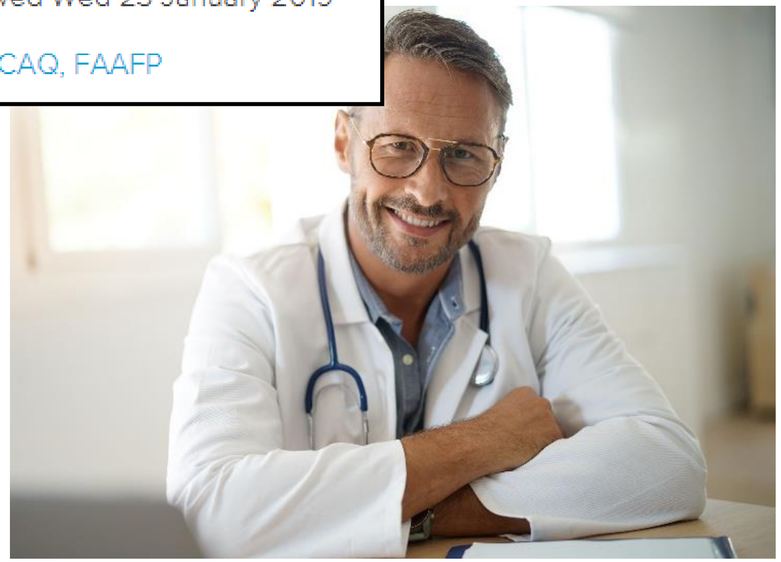
Updated September 06, 2019

Reviewer Aaron Horn



By Lana Burgess | Last reviewed Wed 23 January 2019

Reviewed by Shilpa Amin MD, CAQ, FAAFP



Medically reviewed by Natalie Butler, RD, LD on December 10, 2016 — Written by David Heitz

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Benjamin Paul

MD

Facial Plastic and Reconstructive Surgery

Visit their site

Dr. Benjamin Paul is a double board-certified facial plastic and reconstructive surgeon who practices in Manhattan. Dr. Paul is known for exceptional talent in rhinoplasty, facelift, eyelid surgery, and hair restoration. He prides himself on delivering natural, long-lasting results with no evidence of surgery and minimal down time. Dr. Paul completed the prestigious Honors Program in Medical Education at Northwestern University, where he earned his undergraduate and medical degrees. Dr. Paul went on to

David Shafer

MD, FACS

Plastic Surgery

Visit their site

Dr. David Shafer is board-certified in plastic surgery, is a diplomate of the American Board of Plastic Surgery, and is a member of the American Society of Plastic Surgeons and fellow of the American College of Surgeons. As a graduating Chief Resident, Dr. Shafer was honored with all 3 possible awards, one of which was the Harry W. Hale Jr. Surgery Award for Outstanding Surgeon. He trained at Mayo Clinic and was selected as an Aesthetic Surgery Fellow at the Manhattan Ear, Eye & Throat Hospital in NYC. In addition, he teaches plastic surgery

Deanne Mraz Robinson

MD

Dermatology

Visit their site

Dr. Deanne Mraz Robinson received her Doctorate of Medicine from University of Rochester School of Medicine and Dentistry and completed her dermatology residency at Yale-New Haven Hospital, where she served as Chief Resident and Director for the Yale Resident Cosmetic Clinic. Following her time at Yale-New Haven, she completed a Cosmetic and Laser Surgery Fellowship. Currently, she is president and co-founder of Modern Dermatology of Connecticut. Dr. Mraz Robinson serves as assistant clinical professor of

Estee Williams

MD

Dermatology and Aesthetics

Visit their site

Dr. Estee Williams is a board-certified medical, cosmetic, and surgical dermatologist, as well as an assistant clinical professor in dermatology at Mount Sinai Medical Center. She treats adult and pediatric patients and has a focus on the interplay between hormones and the skin. Dr. Williams graduated with honors from Barnard College, Columbia University, with a double major in Premedical Sciences and History. She received her medical degree from Albert Einstein College of Medicine. She is a member of the American Academy of Dermatology, the American

Sheila Barbarino

MD, FAAO, FAACS, FACS

Oculoplastic Surgery and Plastic Surgery

Visit their site

Dr. Sheila Barbarino is a board-certified surgeon who has completed two fellowships, one in oculoplastic surgery and a second in full face and body aesthetic plastic surgery. Dr. Barbarino is a fellow of the American Academy of Cosmetic Surgery, diplomate of the American Board of Ophthalmology, and member of the American Academy of Facial Plastic and Reconstructive Surgery. She also sits on the executive board of the Cosmetic Surgery Foundation. She

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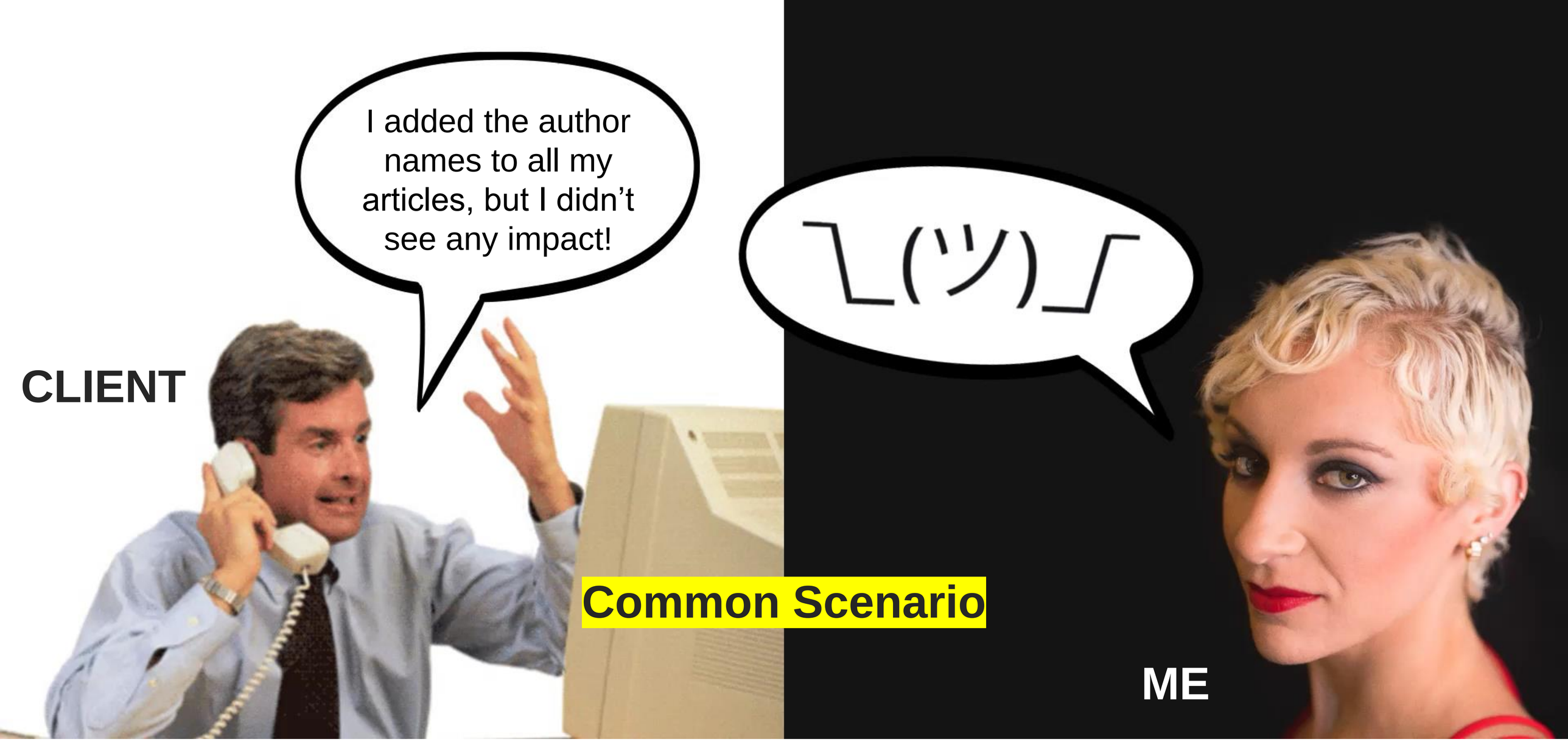
healthline

Healthline contacted several public health specialists to see what they think.

- Pamela Aaltonen, PhD, RN, professor emerita of nursing, Purdue University
- Dina L.G. Borzekowski, EdD, research professor of behavioral and community health and interim director of The Global Health Initiative, University of Maryland
- Benjamin M. Brunjes, PhD, assistant professor specializing in Public Management and Leadership, University of Washington
- Boris D. Lushniak, MD, MPH, dean and professor of the School of Public Health, University of Maryland
- Amira Roess, PhD, MPH, professor of Global Health and Epidemiology, George Mason University
- Rodney E. Rohde, PhD, professor in the College of Health Professions who focuses on public health microbiology, Texas State University



Common Scenario

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Author bios and expert reviewers are not ranking factors.

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Ideally, your writers and reviewers are *actual experts* that ensure your content is *high-quality* and *evidence-based*. 😏

Substantiating Claims

1. What is low carb?

A low-carb diet means that you eat fewer carbohydrates and a higher proportion of fat. This can also be called a low-carb, high-fat diet (LCHF) or a keto diet. [4]

For decades we've been told that fat is detrimental to our health. Meanwhile low-fat "diet" products, often full of sugar, have flooded supermarket shelves. This has likely been a major mistake, that coincided with the start of the obesity epidemic. [5] While this doesn't prove causation, it's clear the low-fat message didn't prevent the obesity increase, and it is possible it contributed.

Studies now show that there's no reason to fear natural fats. [6] Instead, on a low-carb diet fat is your friend. Simply minimize your intake of sugar and starches and you can eat all the fat you need to feel satisfied. [7]

When you avoid sugar and starches, your blood sugar tends to stabilize and the levels of the fat-storing hormone insulin drop. [8] This helps increases fat burning and makes you feel more satiated, thereby naturally reducing food intake and promoting weight loss. [9]

Studies show that a low-carb diet can make it easier to lose weight and to control your blood sugar, among other benefits. [10]

While this is still controversial, repeated modern systematic reviews find no benefit from avoiding saturated fats, or replacing them with unsaturated fats:

- Open Heart 2016: **Evidence from randomised controlled trials does not support current dietary fat guidelines: a systematic review and meta-analysis [strong evidence]**
- Nutrition Journal 2017: **The effect of replacing saturated fat with mostly n-6 polyunsaturated fat on coronary heart disease: a meta-analysis of randomised controlled trials [strong evidence]**

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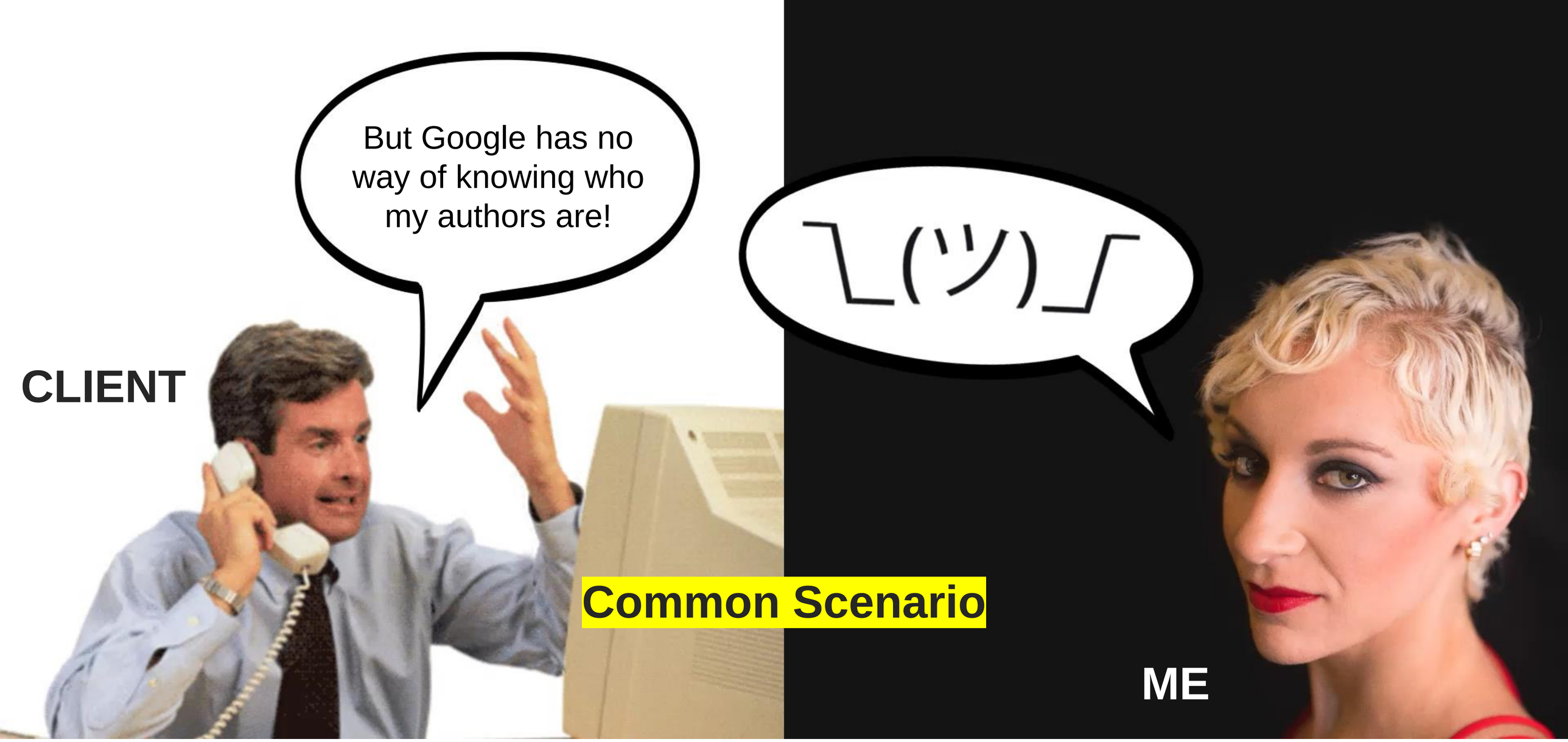

Common Scenario

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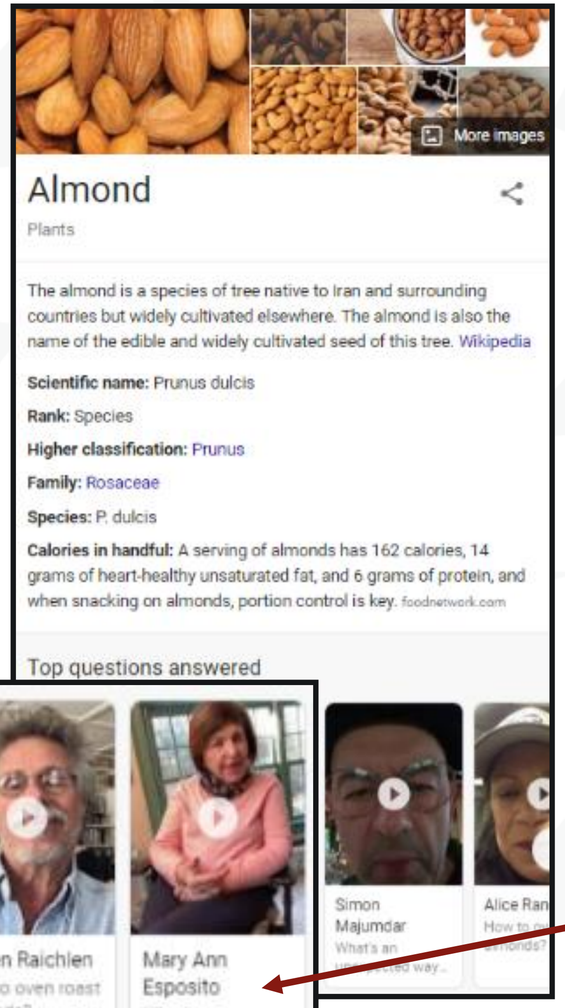
Pay Attention to the Knowledge Graph



Google Search > Knowledge Graph Search API

Mary Ann Esposito

American chef

Mary Ann Esposito is an American chef, cookbook writer, and the television host of Ciao Italia with Mary Ann Esposito, which started in 1989 and is the longest-running television cooking program in America. Esposito has published over a dozen cookbooks. Wikipedia

Born: August 3, 1942 (age 77 years), Buffalo, NY

Spouse: Guy M. Esposito (m. 1968)

TV shows: Ciao Italia

Children: Chris Esposito, Beth Esposito

Education: University of New Hampshire, Daemen College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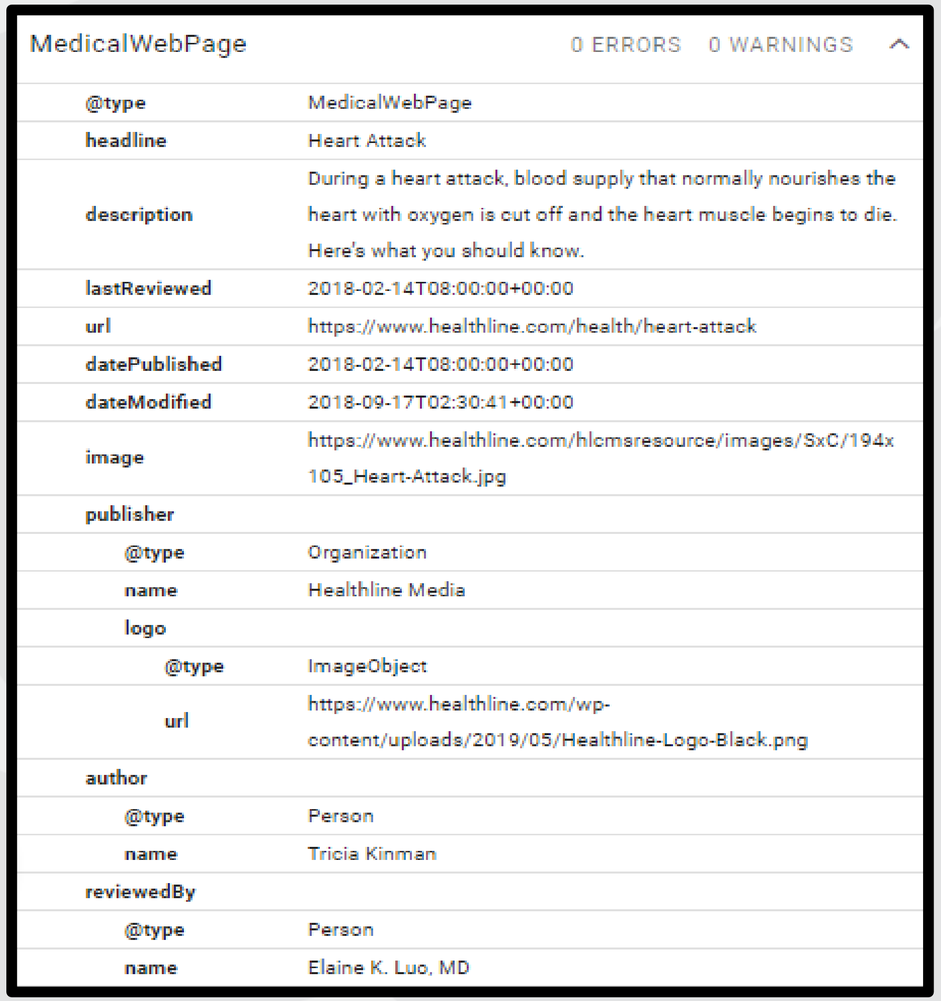

MedicalWebPage 0 ERRORS 0 WARNINGS

@type	MedicalWebPage
headline	Heart Attack
description	During a heart attack, blood supply that normally nourishes the heart with oxygen is cut off and the heart muscle begins to die. Here's what you should know.
lastReviewed	2018-02-14T08:00:00+00:00
url	https://www.healthline.com/health/heart-attack
datePublished	2018-02-14T08:00:00+00:00
dateModified	2018-09-17T02:30:41+00:00
image	https://www.healthline.com/hlcmsresource/images/SxC/194x105_Heart-Attack.jpg
publisher	
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name	Healthline Media
logo	
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author	
@type	Person
name	Tricia Kinman
reviewedBy	
@type	Person
name	Elaine K. Luo, MD

Schema can play a role in E-A-T.

You can even use Schema.org as a guide to inform what content you include on your page.

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Person

- address
- affiliation
- alumniOf
- award
- honorificPrefix
- honorifixSuffix
- jobTitle
- knowsLanguage
- owns
- Parent
- worksFor
- sameAs

Organization

- address
- award
- brand
- duns
- founder
- foundingDate
- foundingLocation
- knowsAbout
- knowsLanguage
- logo
- memberOf
- parentOrganization

LocalBusiness

- address
- openingHours
- specialAnnouncement
- telephone

“A [website] is known by the company it keeps.” – Aesop*

*he didn’t actually say that

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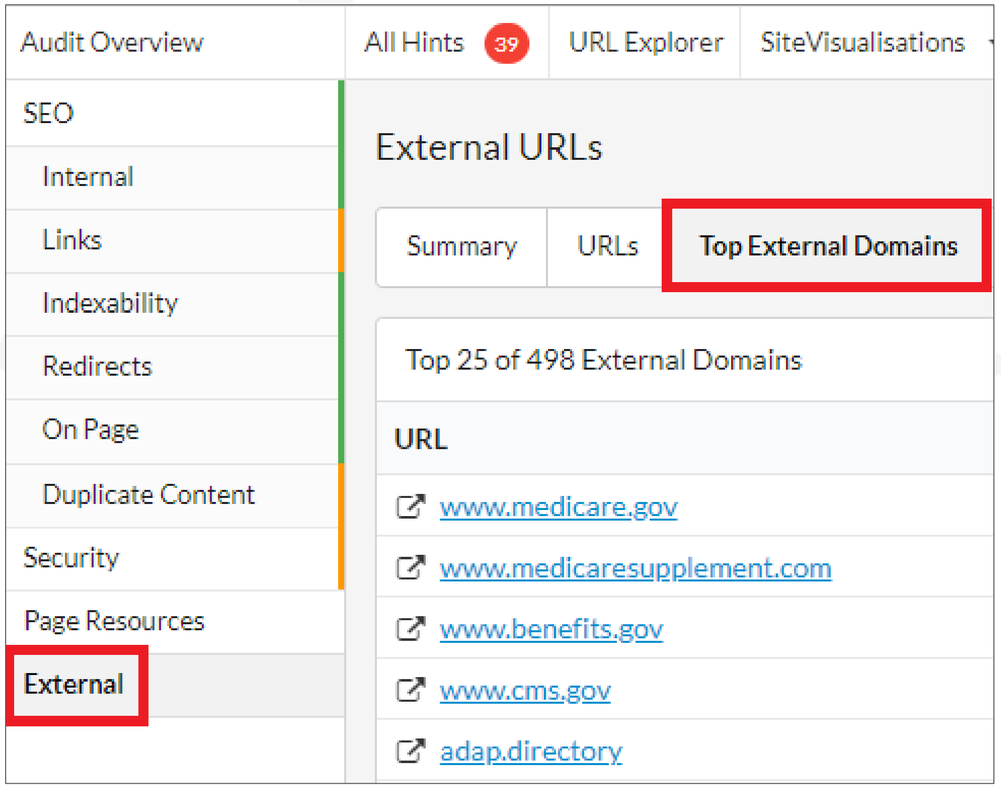
Use Your Crawler of Choice to Audit Your External Links



Are they authoritative?
Do you trust them?
Do you *want* to be associated with them?

Sitebulb

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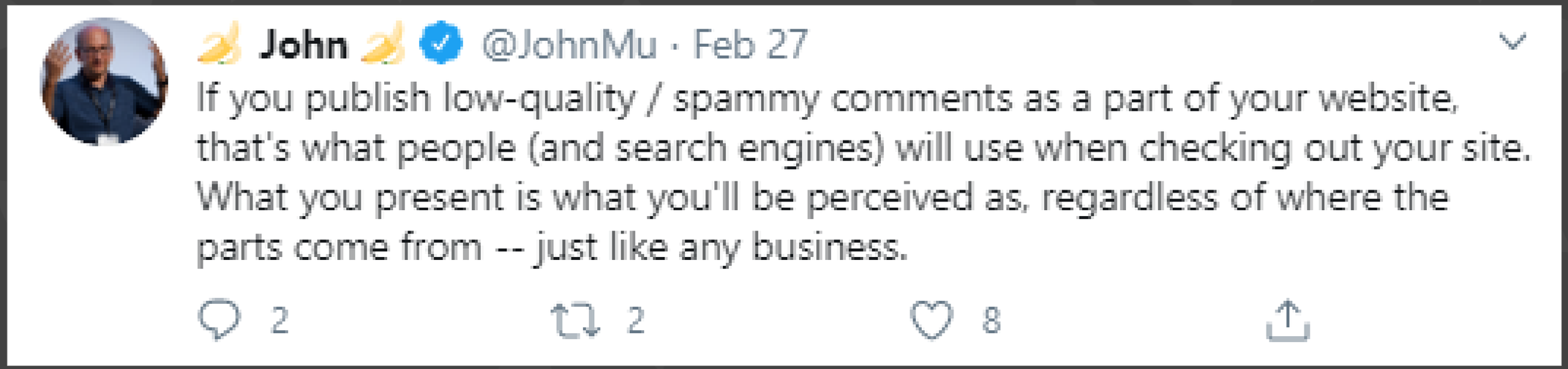
Eliminate Garbage Comments

(but keep good comments if they add value)



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Conduct Reputation Research

-mycompanywebsite.com “my company” reviews

-mycompanywebsite.com “my company” scam

-mycompanywebsite.com “my company” fraud

-mycompanywebsite.com “my company” quality

-mycompanywebsite.com “my company” customer service

What do losing sites

get wrong?

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If you want to improve E-A-T, please stop:

- Auto-generated content
- Overwhelming advertisements or CTAs
- Guilt-tripping calls to action
- Overtly-salesy YMYL content
- Lack of customer support

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If you want to improve E-A-T, please stop:

- Not addressing bad reviews or Q&A
- Distracting ads that are hard to close
- Meaningless SEO content
- Low-quality local landing pages
- Mysteries about your brand or authors
- Paid link campaigns

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E-A-T initiatives can't all be directly tied to confirmed SEO ranking factors.

…and that's ok.

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Improving E-A-T requires a serious consideration of what is best for your users, not just for search engines.

thank you!

Lily Ray

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Path Interactive