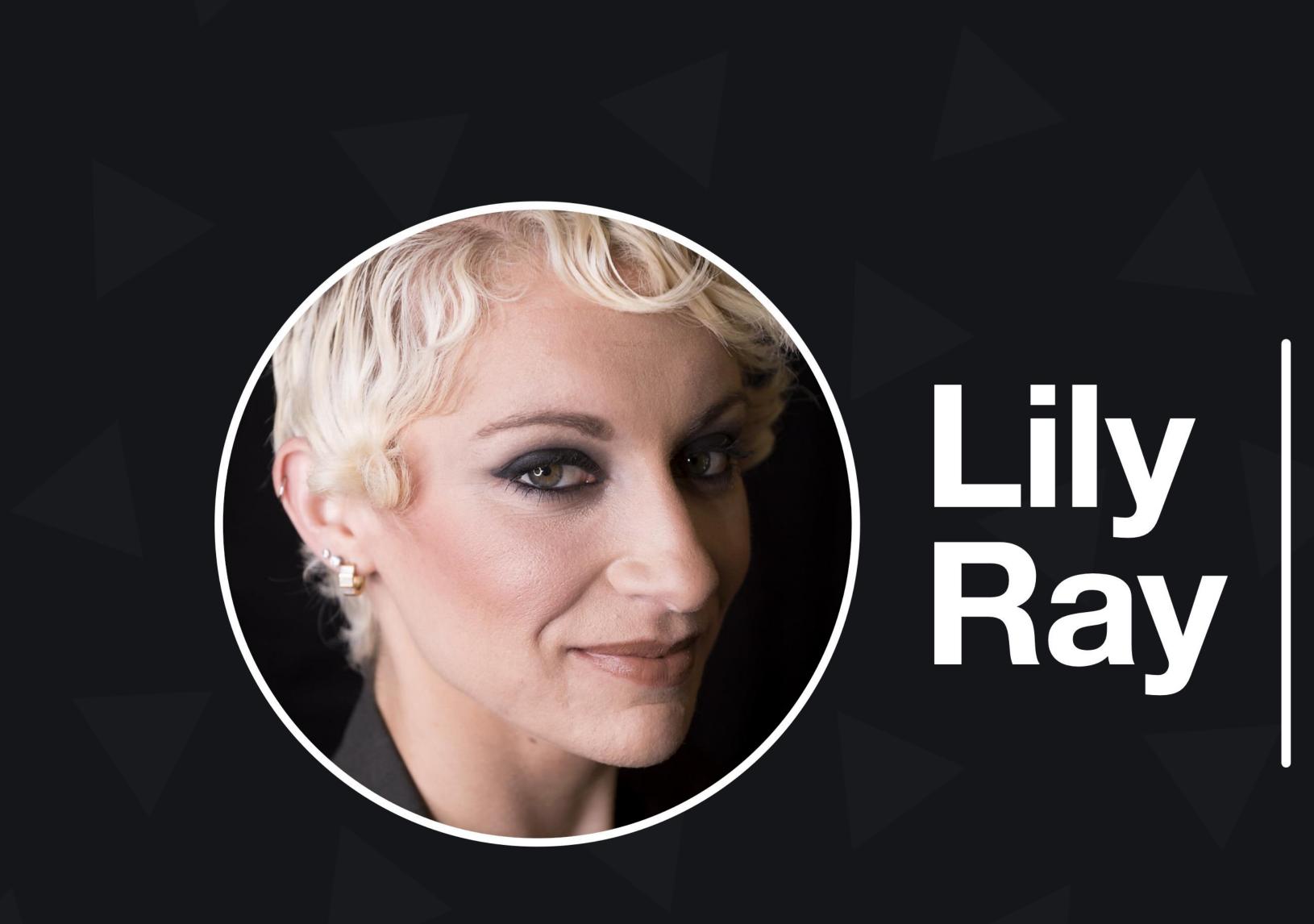
## How to Improve Your Website's



## presented by LIJY Ray

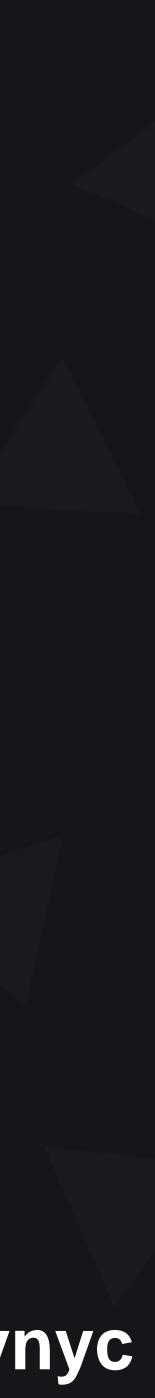


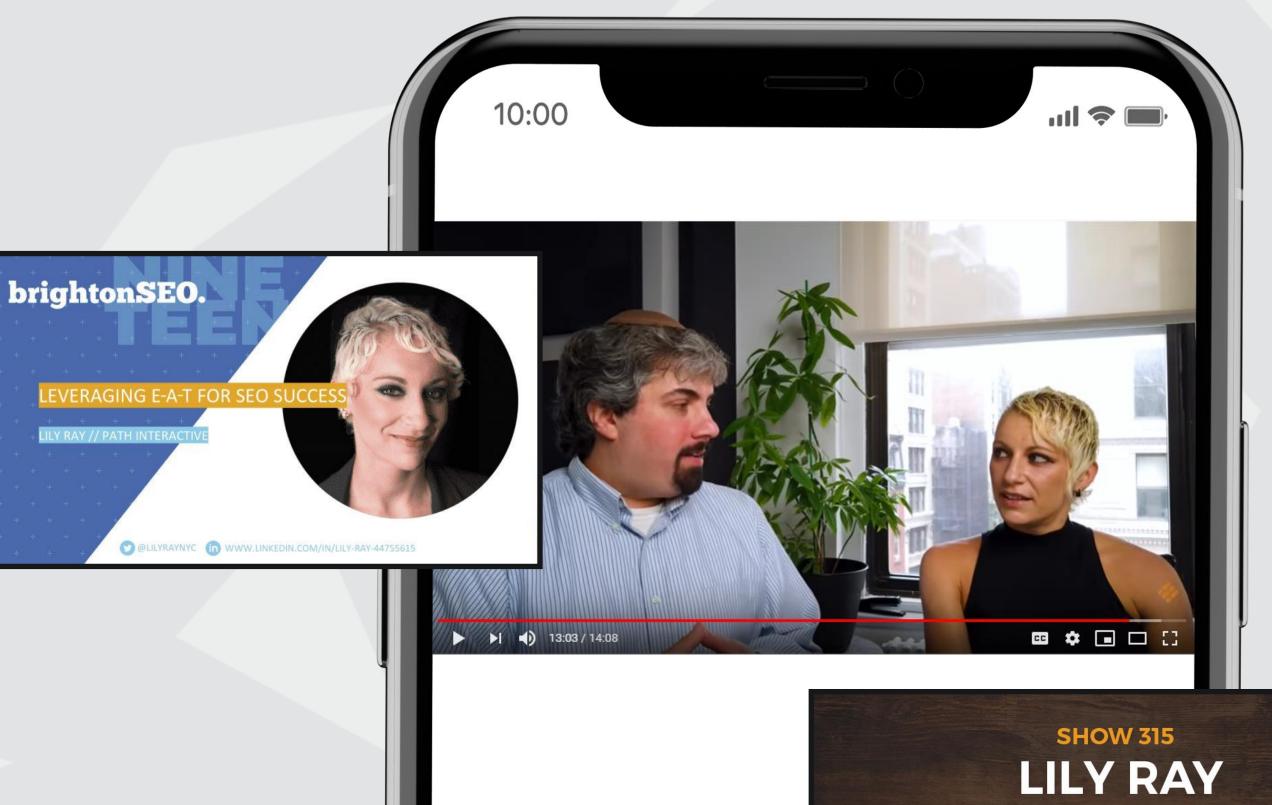




## SEO DIRECTOR OPathInteractive







## I've been talking about a lot







For the past year or so, it seems the SEO community can't stop talking about E-A-T: Expertise, Authoritativeness, and Trustworthiness.

Lily Ray Since August 1st, 2018, informally labeled the "Medic" update, Google began rolling out a October 8, 2019 series of huge core algorithm updates - one approximately every 3-4 months. While Google



About Us Our Services Our Clients Blog

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

What Does It Mean to Have Good E-A-T?

#### Post Categories

Agency News (252) Design & Development (11) Digital Marketing (92) Content Marketing (1)

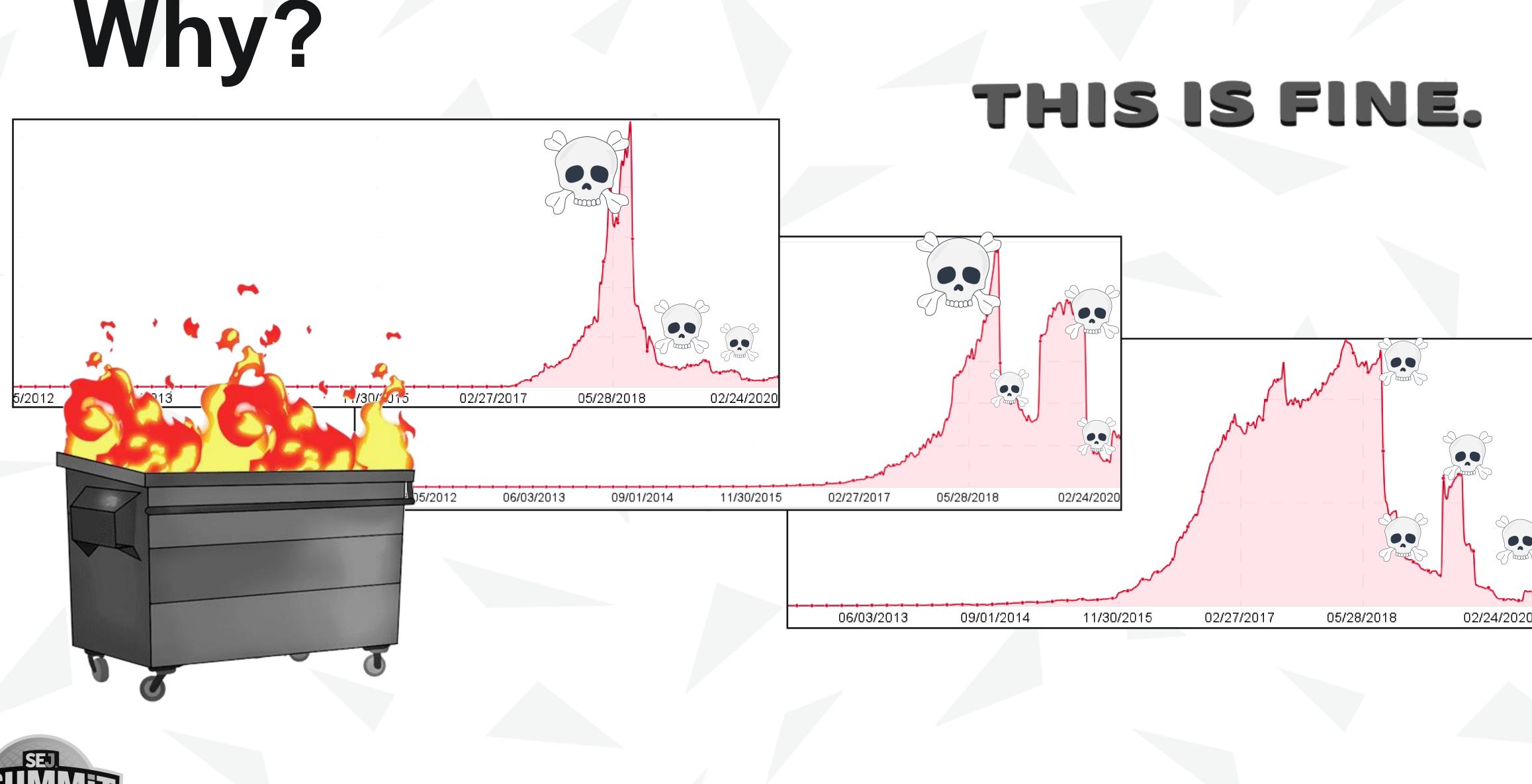
E - A - T

Lily Ray SEO Director Path Interactive 6.6.19





# Why?



## @lilyraynyc







## 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.

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.





## a ranking factor?



not like keywords in title tags, HTTPS or page speed.





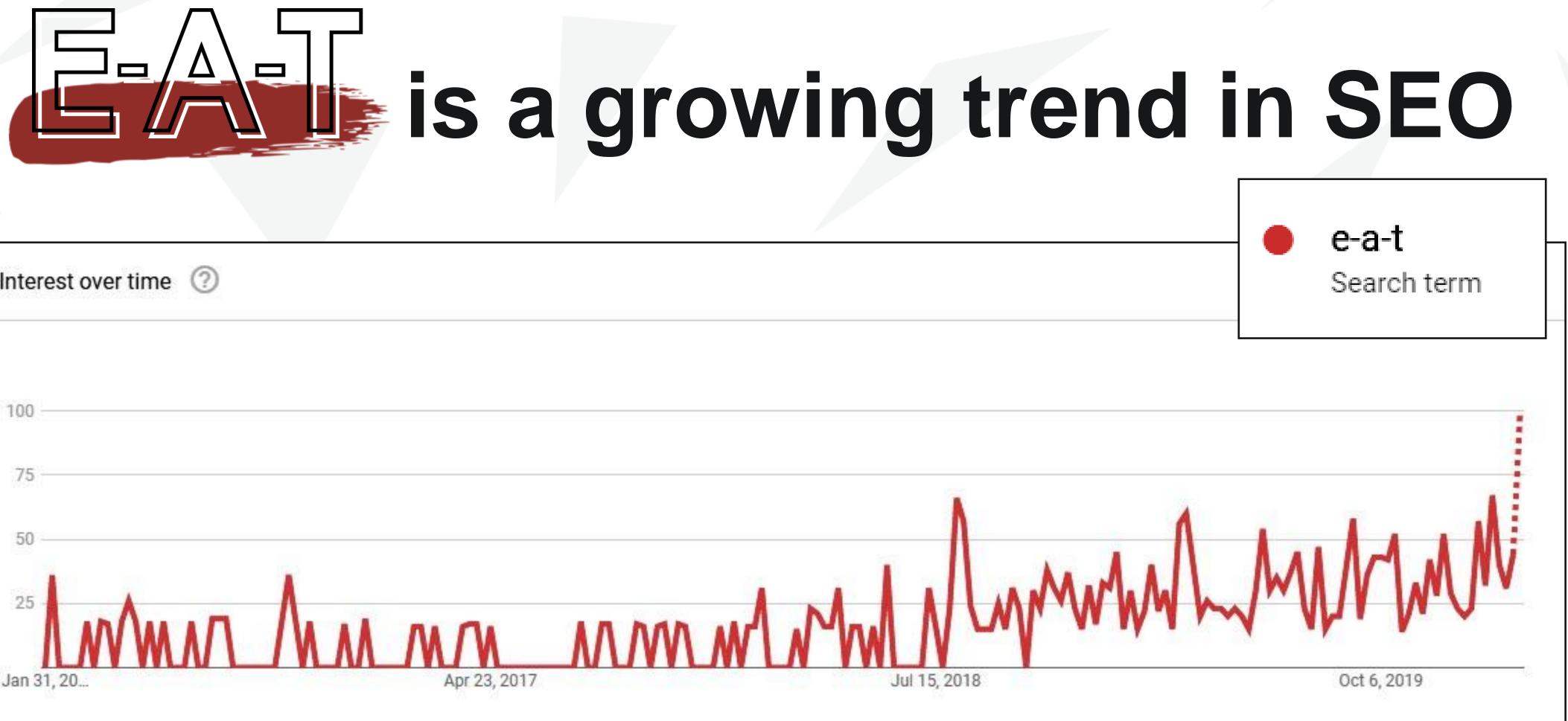
#### That's not how it works

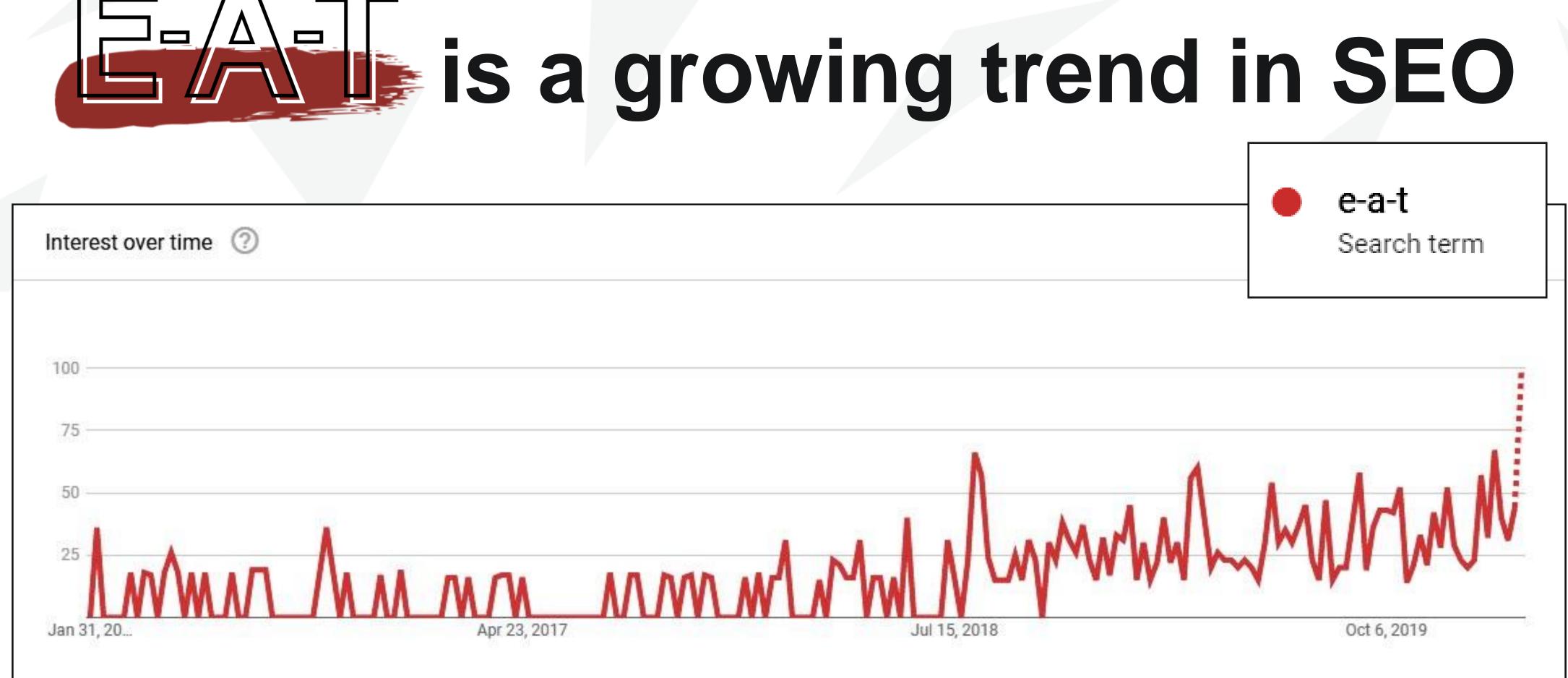
That's not how any of this works



















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



#### (D)(U) [B]

September 5, 2019

#### **General Guidelines**

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	13





## How Google Fights Disinformation





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





Official news on crawling and indexing sites for the Google index

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.

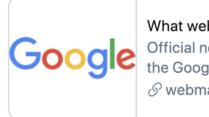
Here are a few articles written by third-parties who share how they've used the guidelines as advice to follow:

#### Google Webmaster Central Blog

#### What webmasters should know about Google's core updates Thursday, August 01, 2019

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:

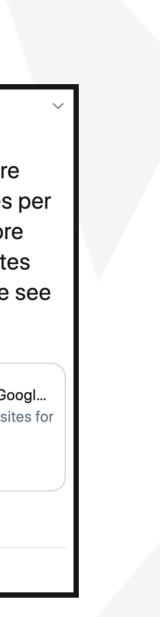


What webmasters should know about Googl. Official news on crawling and indexing sites for he Google index webmasters.googleblog.com

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

1.6K Retweets 1.9K Likes







# So how does E-A-Twork?







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.



#### (D)(U) [B]

September 5, 2019

#### **General Guidelines**

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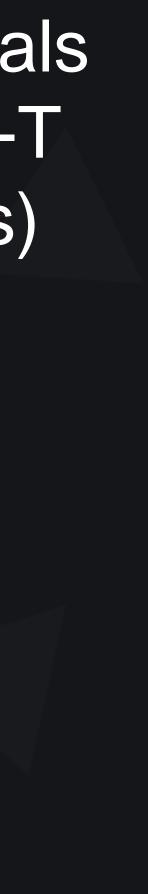
Search quality evaluators measure & assess website quality in live user tests

> Feedback is benchmarked and used to inform algorithms



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







#### 10:00



Danny Sullivan 🤣 @dannysullivan

Replying to @dannysullivan @rustybrick and 4 others

It's almost like we look for signals that align with expertise, authoritativeness and trustworthiness. We should give that an acronym like E-A-T and maybe suggest people aim for this. Oh wait, we did: webmasters.googleblog.com/2019/08/core-u...

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.

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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.

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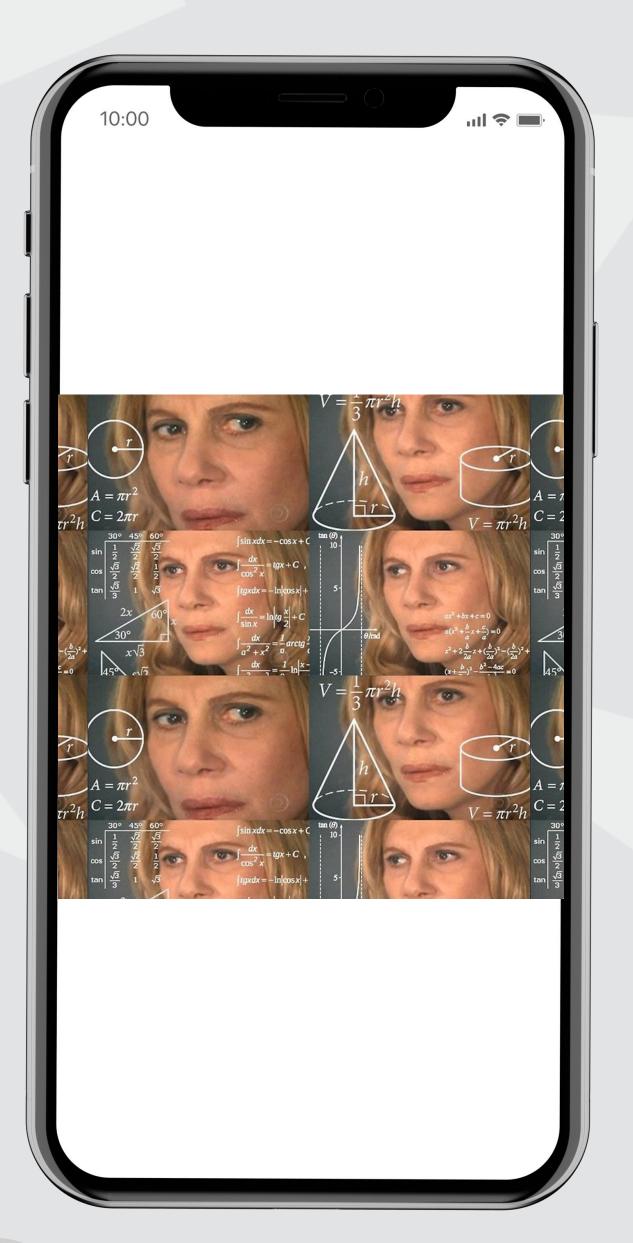
9 Retweets 31 Likes



ul 🗢 🛛







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

- authoritativeness.



• 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

• 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.





## Signals that align with

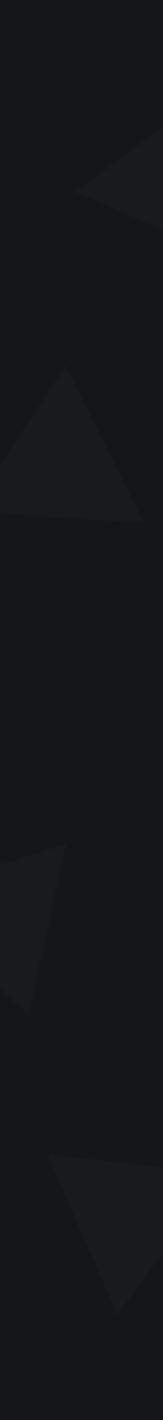




 $x = \frac{-b \pm \sqrt{b^2 - 4ac}}{4ac}$ 2aEuler's Identity N-zup + iving  $e^{i\pi} + 1 = 0$  $\sqrt[\pi]{PA^2 + (CI \times N_e)^{\Delta}}$  $e^{i2\pi k}$  $X_k = \delta_{ij}$ (x)dxn=010 $x_i$  $P\left(H_{h}|E_{e}\right) = \frac{P\left(E_{e}|H_{h}\right)P}{\Gamma}$ i=0 $P(E_e)$ 

b

a





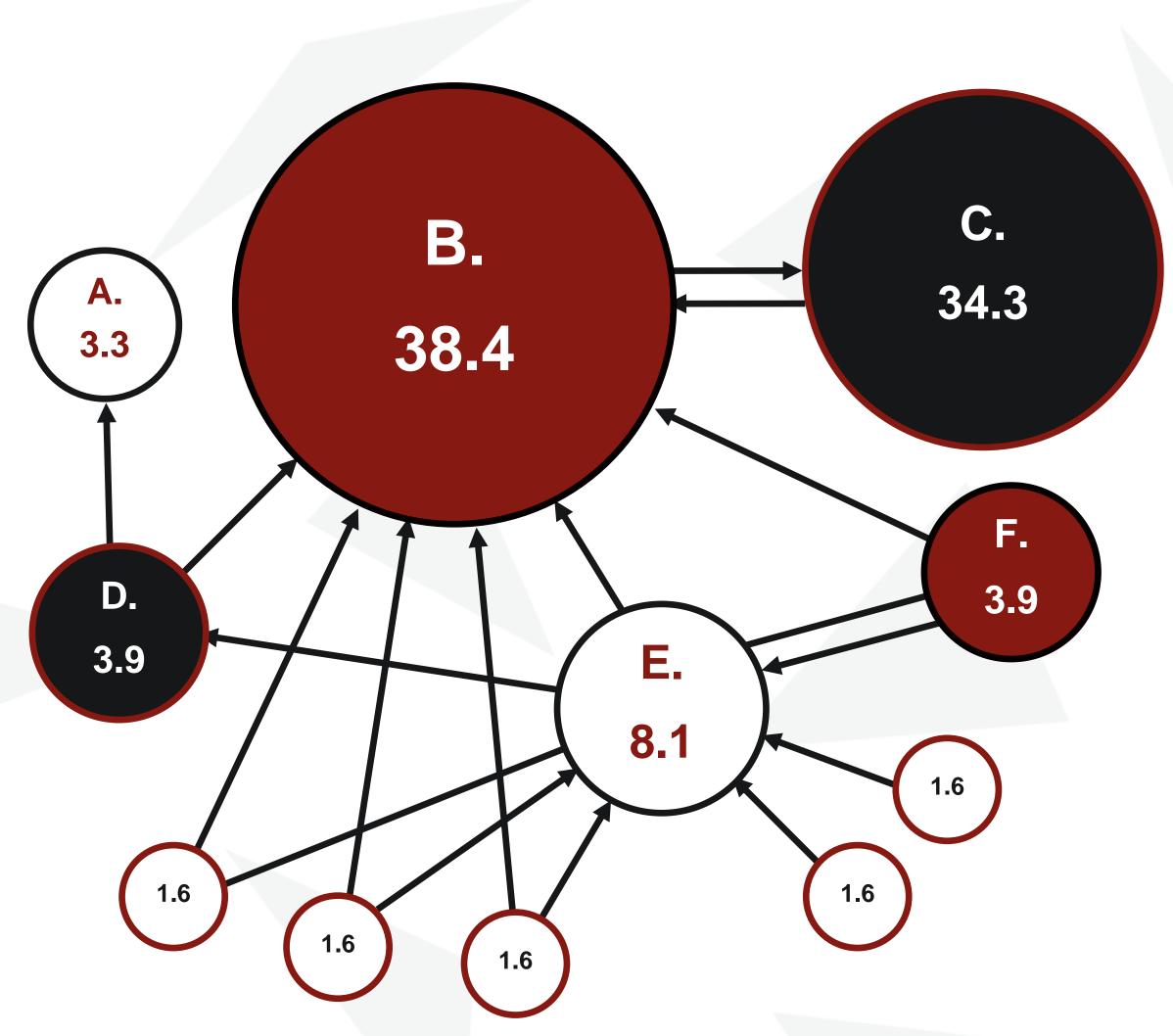
## Has Google confirmed what those signals are?





## ...well, except PageRank and links.









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







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

## Believe me, l've tried to get more info...







#### How does Google measure E-A-T?







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













## It's almost like... SEOs love spamming things.

## L SPAM



## All the things SEOs have spammed to death

## Google+

GUEST POSTING



KEYHORDS



## SOCIAL BOOKMARKING

#### Starmageddon

## Rel=author

CLOAKING



# Or maybe it's also because... Figure 1 is part of a larger Google initiative.





# Search engines & social media companies are facing government scrutiny.







#### BBC

#### NEWS

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

() 20 March 2018

🗹 < 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

## WHO, Google working to fight spread of virus disinformation





HAL Turner Radio Show

#### Nation

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

23 JANUARY 2020 | HITS: 1372794

f y G+ 🖬



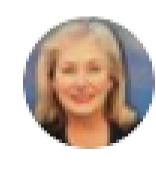


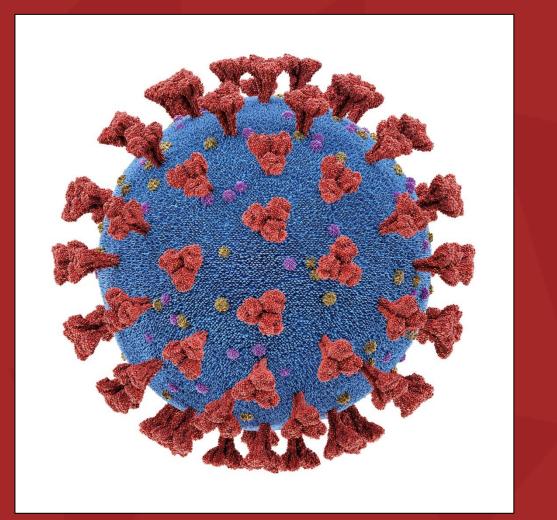
anine Princess Williams shared a link. sterday at 6:57 AM





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









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)." 

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









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



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



10:0	00		0	I <b>?</b> II	
=		Goog	e		
headache on the side			×	2	
ALL	IMAGES	SHOPPING	NEWS	VIDEOS	M

#### Health<sup>t</sup> conditions related to this search

Headaches can have causes that aren't due to underlying disease. Examples include lack of sleep, an incorrect eyeglass prescription, stress, loud noise exposure, or tight headwear.

→ More about headache

#### Migraine

A headache of varying intensity, often accompanied by nausea and sensitivity to light and sound.

Symptoms may include

- Acute headache
- Throbbing headache
- Severe Headache

Consult a doctor for medical advice Sources: Mayo Clinic and others. Learn more

Feedback

**Cluster headac** 

Headaches that c

patterns or cluste

Symptoms ma

Headache

Dysautonom

• Puffy eyes

## 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.









## Sidenote.

## Google is doing other big things with health information.

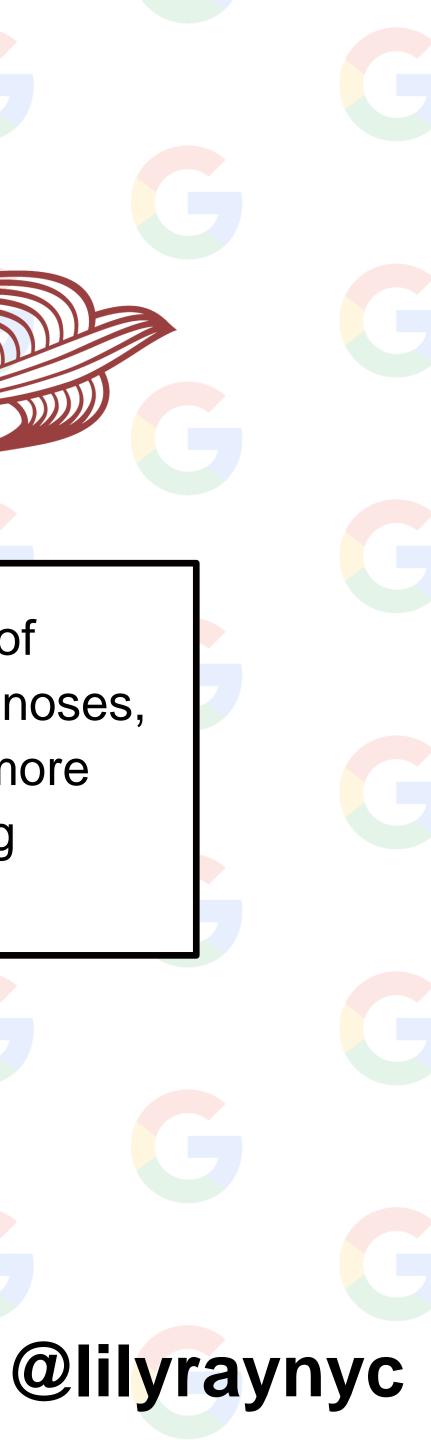
Google

fitbit.

"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." – <u>The Atlantic</u>

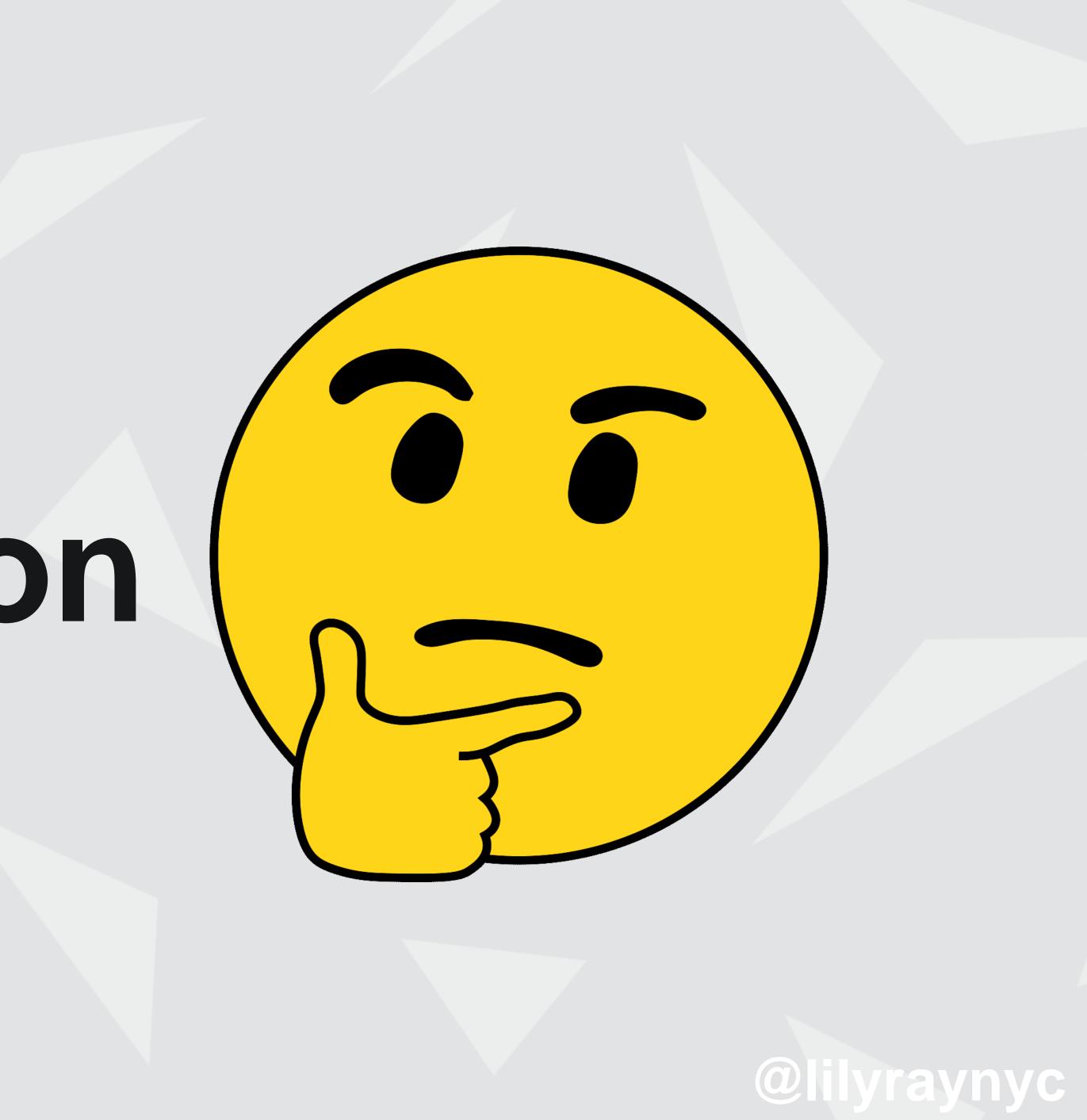
SEJ. **BUDDENE VIRTUAL CONFERENCE** 2020

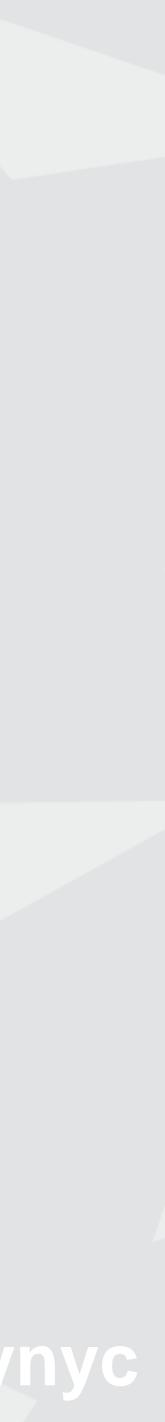
## Project Nightingale



# Speculation





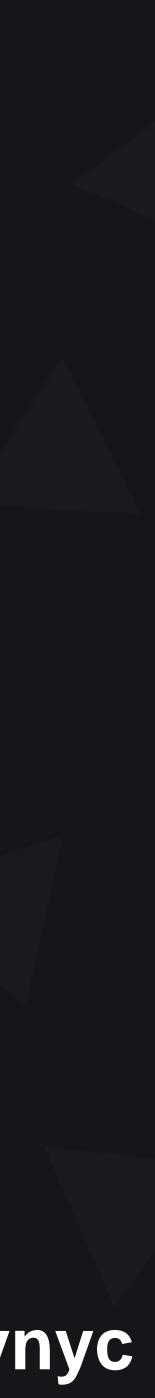


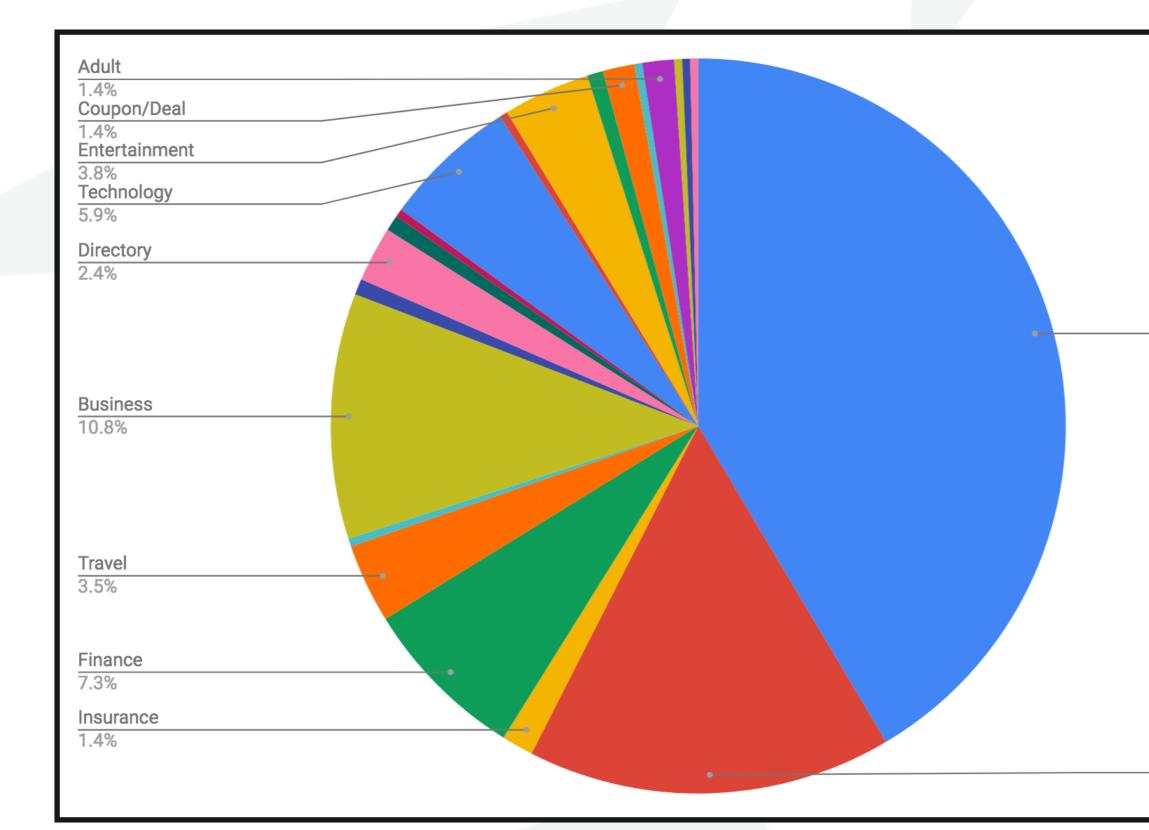
	Google Hea	alth Portal
Name Your Symptom 👻		
0		
	Q Searc	













Source: Search Engine Roundtable

Health 41.5%

## The August 1<sup>st</sup>, 2018 update was informally labeled "Medic" because it disproportionately affected health websites.

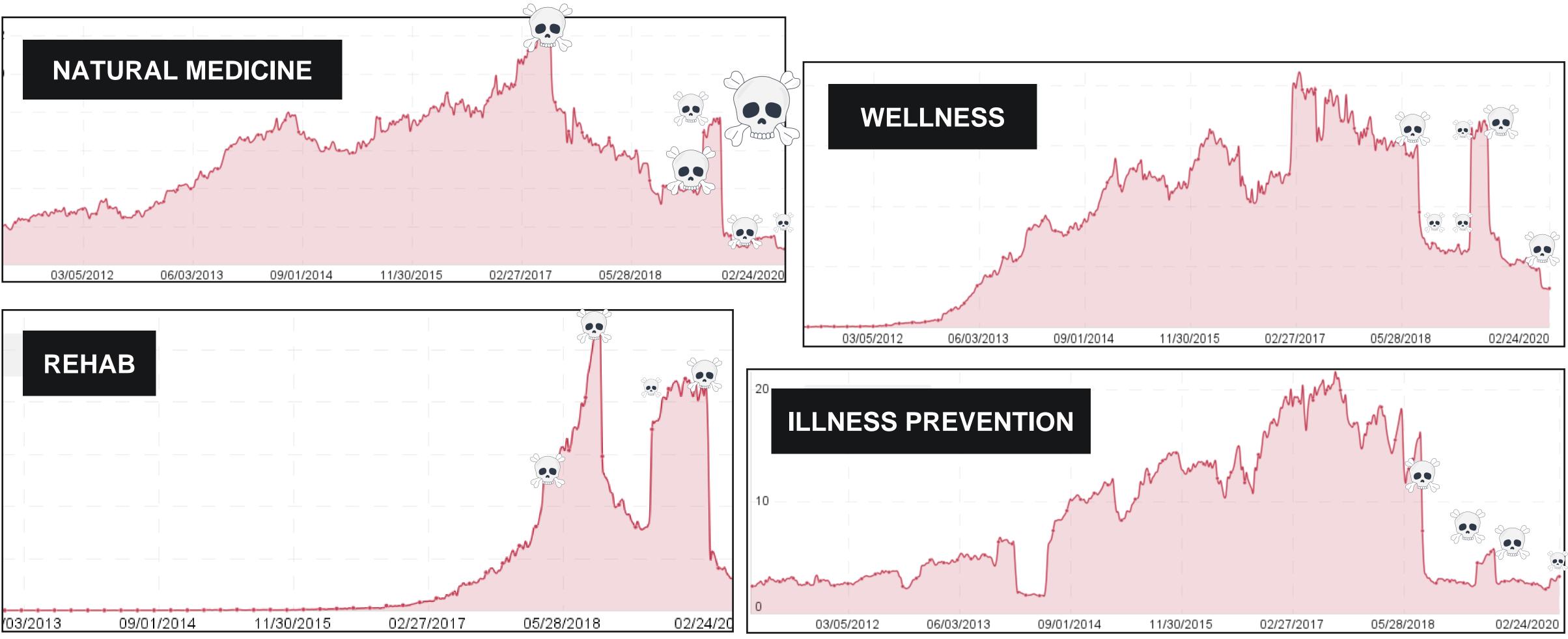
E-Commerce 16.0%

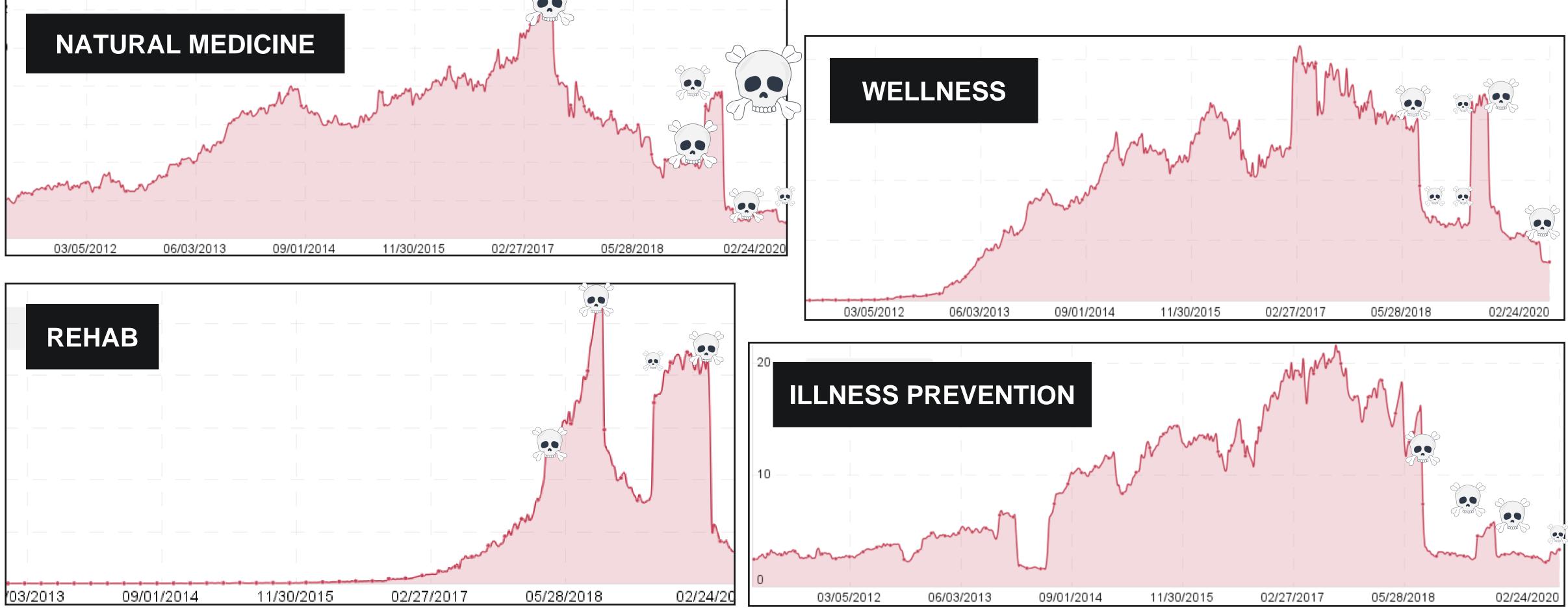






## **Patterns with Subsequent Core Updates**













# Your Money Your Life







### 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.



Source: How Google Fights Disinformation, 2019



#### MISINFORMATION

PROJECT NIGHTINGALE

#### PSEUDOSCIENCE

YOUR MONEY YOUR LIFE



GOVERNMENT SCRUTINY

**FITBIT** 

DANGEROUS HEALTH ADVICE

### Maybe all of these things are connected?



#### FAKE NEWS



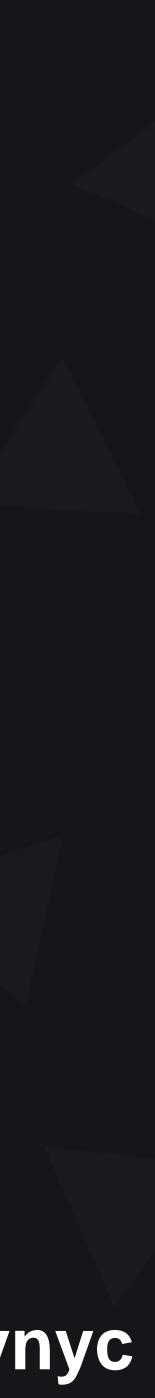


### **E (**): Google's criteria for analyzing the trustworthiness of content – and the people who publish it – in order to mitigate the spread of misinformation.



\*my definition, not theirs

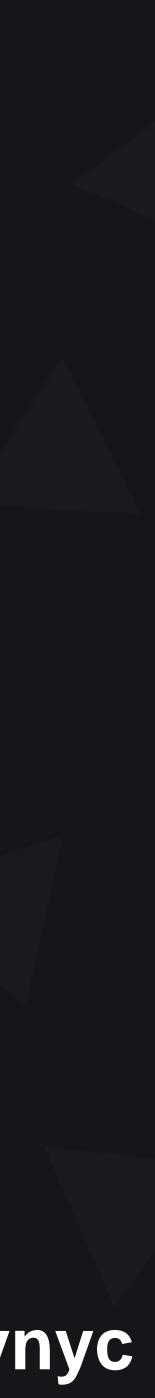






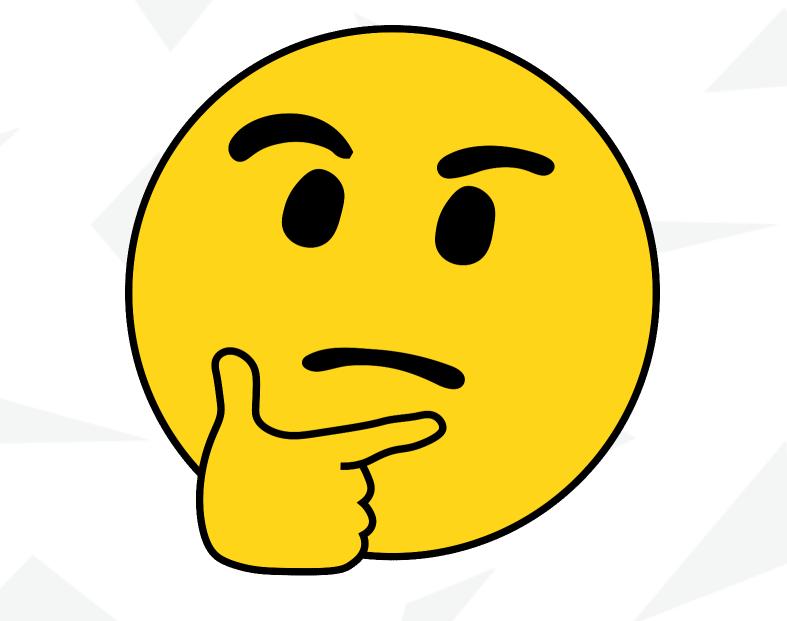
#### Only Google knows which exact signals are used as part of E-A-T evaluations.





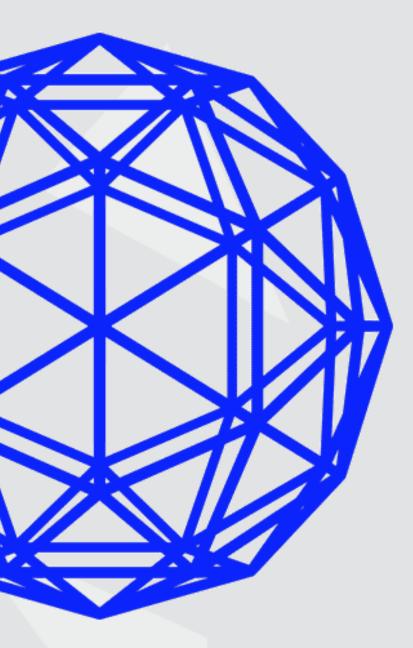
### Us SEOs are left with:

#### Speculation









#### **Patents**





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

- Patent application uses <u>Neural Networks</u> 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)



### **BILL SLAWSKI**

#### @lilyraynyc



#### THE CURIOUS CASE OF...

#### Examine.com

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

	•							
	Sign up       Login       About us       Contact Us       Newsletter         Sale       Search       Q       The search with the search withe search withe search with the search with the search w							
	Science-based nutrition & supplement information							
	Q     Search       Some sample searches: coronavirus, blood pressure, boosting testosterone, creatine							
	Save up to 50% on all Examine.com products during our 9th-Anniversary Sale							
<u>Our team</u> is composed of scientists, not marketers; all we do all day, every day, is analyze studies on nutrition and supplementation, to answer <i>your</i> questions.								
	The New York Times The Washington Post Menstlealth BBC theguardian MEDPAGE TODAY Forbes will Academy of Nutrition							
	MacBook							



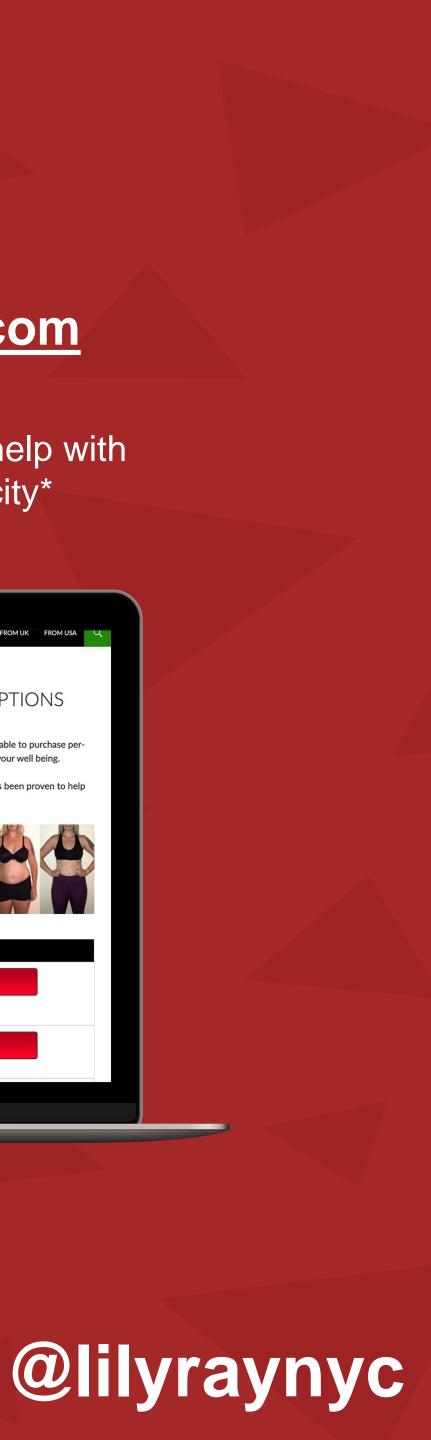
#### **Buyphentermineonline247.com**

VS

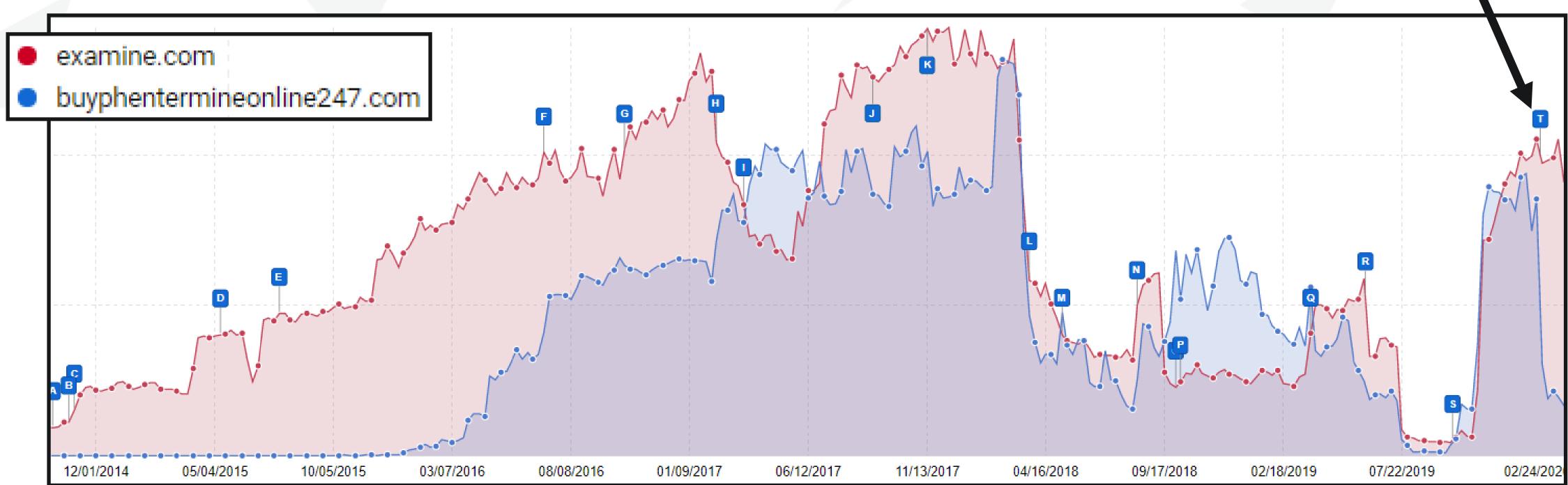
Online marketplace for Phentermine, a weight loss supplement that claims to help with anxiety and increase your learning capacity\*

Buy Phentermine Online	24/7					
BULK BUY PHENTERMINE						
DIET PLAN WHEN TAKING PHENTERMINE						
IMPROVING YOUR SLEEP PATTERNS	BUY PHENTERMINE ONLINE 24/7 WITHOUT PRESCRIPTIONS © JULY 7, 2015 LARA JOHNSON LAST MODIFIED: JANUARY 17, 2020 Thanks to advances in research and development you are going to find a range of different medications that are available to purchase per- fectly legally online that can help you with a range of illnesses, conditions and also purchase drugs that can improve your well being. One such drug which is now available to buy online and without the need of a prescription is Phentermine, which has been proven to help with weight loss, help control anxiety and also help increase your learning capacity. Who am 1 ? Why did I start this website and My real life story and results of taking Phentermine for weight loss. My name is Lara, founder of this Blog. You will find out as you read on why I have decided to start this Phen- termine Blog Update: As I mentioned on the above page, I have posted an update on how I am progressing with					
INCREASE YOUR LEARNING CAPACITY						
PHENTERMINE FOR PHYSICAL WELL BEING						
BUY PHENTERMINE ONLINE - PHENTERMINE FOR WEIGHT LOSS						
TAKE PHENTERMINE REDUCE ANXIETY						
TYPES OF REGULAR EXERCISES YOU CAN DO WHEN TAKING PHENTERMINE	the weight loss on the above link on 17/01/2020.					
RECENT POST	Authorised Phentermine Sellers:					
My real life story and results of taking Phentermine for weight loss	SELLERS	BUY NOW				
Losing Weight in Time for Christmas	Phentramin-D	BUY NOW!				
Lose Weight Whilst Maintain- ing Your Energy Levels	(* Phentermine Alternative)					
Do Something about Your Ex- panding Waistline	PhenQ	★ BUY NOW!				
Daily Phentermine Routine Get Slimmer Faster with						

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



### **Google Classifying Sites**





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

#### @lilyraynyc



### If your website is classified as

# 





# higher standard.

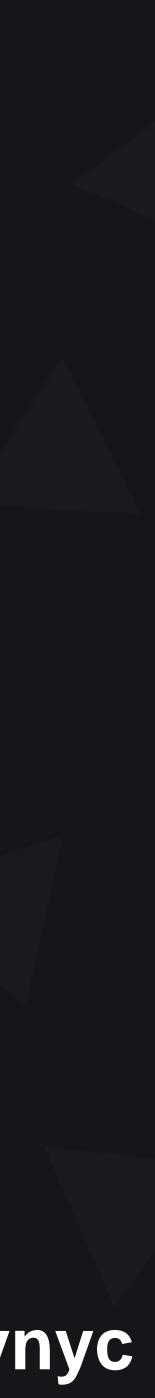
@lilyraynyc









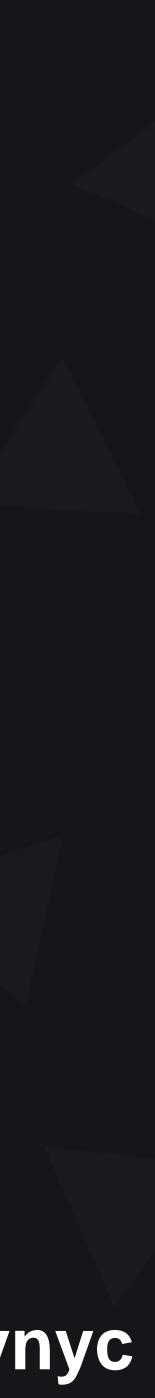


# Remember... "signals that align with









### Qualities of Winning Sites











# my E-A-Tanalysis 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





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





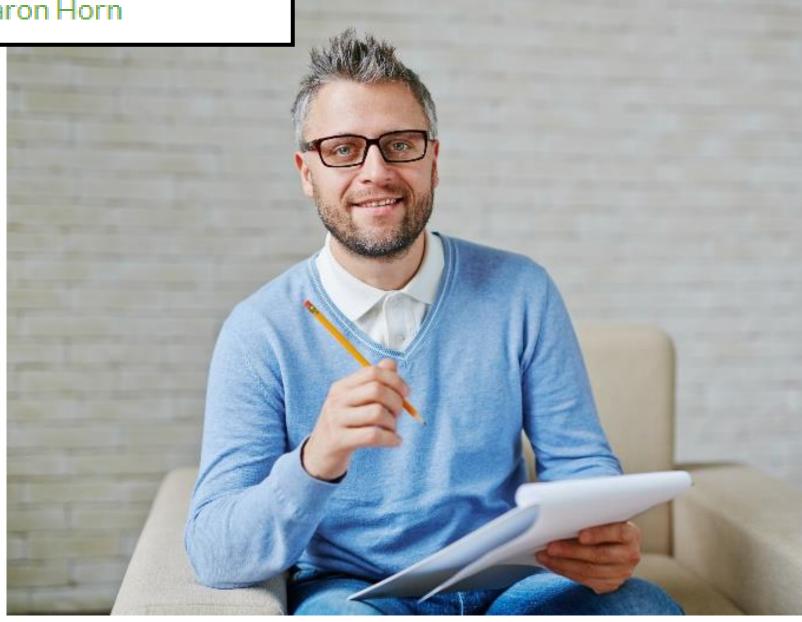




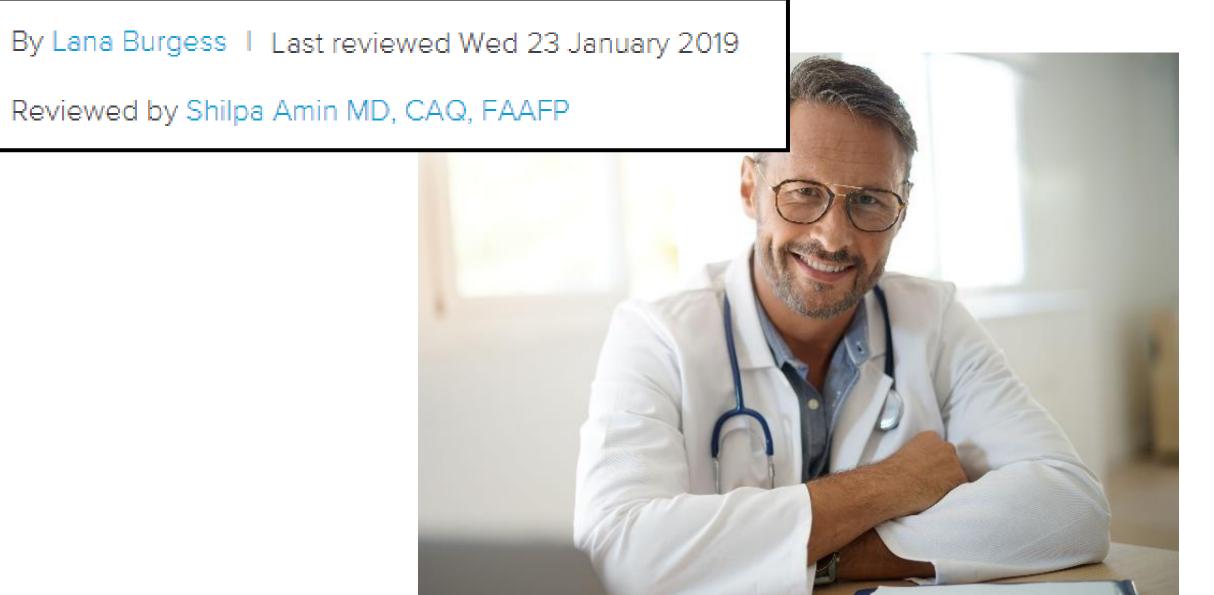
#### By Amy Gardner

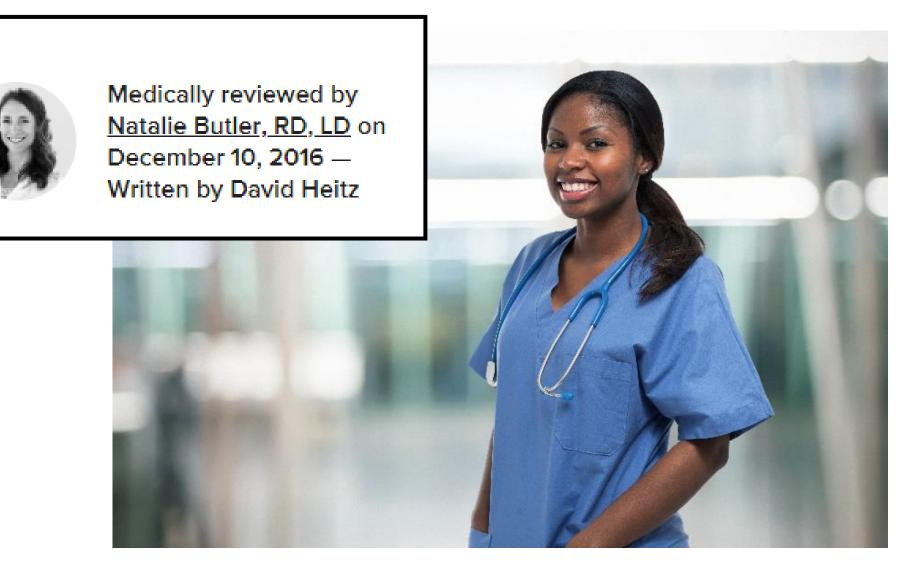
Updated September 06, 2019

#### Reviewer Aaron Horn















#### **Benjamin Paul** MD

**Facial Plastic and Reconstructive Surgery** 

#### in O

#### 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



Davi	d Shafer							
MD, FACS								
Plastic Surgery								
in f	90							

#### Visit their site

Dr. David Shafer is boardcertified 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

#### Robinson

MD

Dermatology

f 🞯

#### 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





#### Deanne Mraz



#### Estee Williams MD

**Dermatology and Aesthetics** 

in O

#### Visit their site

Dr. Estee Williams is a boardcertified 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

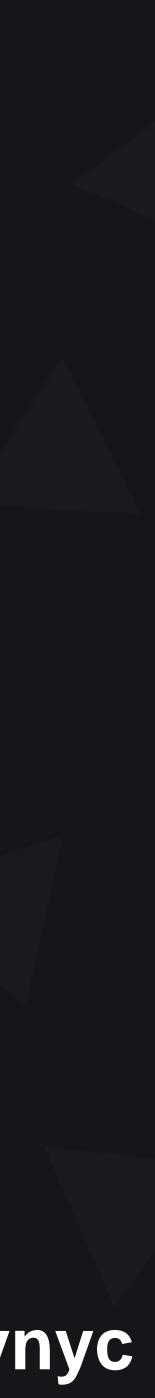
**Oculoplastic Surgery and** Plastic Surgery



#### 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





#### SUBSCRIBE

#### 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



### healthline





I added the author names to all my articles, but I didn't see any impact!

#### CLIENT





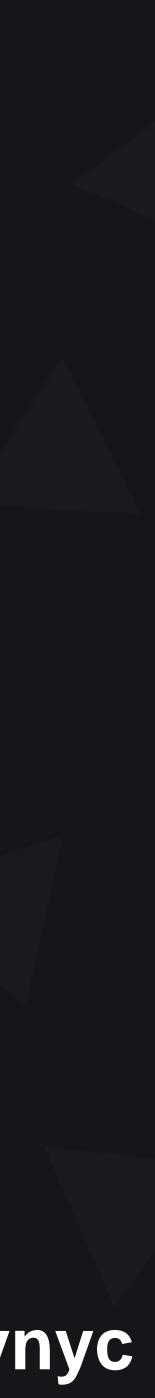




### Author bios and expert reviewers are not ranking factors.







### Ideally, your writers and reviewers are actual experts that ensure your content is high-quality and evidencebased.







### 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.

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. 
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. Olymptead, 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.

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

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



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]

#### @lilyraynyc



But Google has no way of knowing who my authors are!

#### CLIENT









### Pay Attention to the Knowledge Graph



#### Steven Raichlen

American writer

Steven Raichlen is an American culinary writer, TV host, and most recently novelist. Wikipedia

Born: March 11, 1953 (age 66 years), Nagoya, Aichi, Japan

Spouse: Barbara Seldin

TV shows: Barbecue University, Steven Raichlen's Project Smoke, Primal Grill with Steven Raichlen, Steven Raichlen's Project Fire

Awards: James Beard Award for Focus on Health, MORE

Parents: Isadore Raichlen, Frances Raichlen



Almond Plants

Scientific name: Prunus dulcis

Rank: Species

Higher classification: Prunus

Family: Rosaceae

Species: P. dulcis

Calories in handful: A serving of almonds has 162 calories, 14 grams of heart-healthy unsaturated fat, and 6 grams of protein, and when snacking on almonds, portion control is key. foodnetwork.com



How to oven roast almonds?



The almond is a species of tree native to Iran and surrounding countries but widely cultivated elsewhere. The almond is also the name of the edible and widely cultivated seed of this tree. Wikipedia

#### Top questions answered

What's an unexpected way.



#### 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





#### G Google Search > Knowledge Graph Search API



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#### MedicalWebPage

#### 0 ERRORS 0 WARNINGS ^

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		During a heart attack, blood supply that normally nourishes the		
	description	heart with oxygen is cut off and the heart muscle begins to die.		
		Here's what you should know.		
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	datePublished	2018-02-14T08:00:00+00:00		
	dateModified	2018-09-17T02:30:41+00:00		
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		content/uploads/2019/05/Healthline-Logo-Black.png		
	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.







### Person

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

### Organization

- address
  - award
- brand

- duns
- founder

- logo memberOf



foundingDate foundingLocation **knowsAbout** knowsLanguage

parentOrganization

### LocalBusiness

- address
- openingHours
- specialAnnouncement
  - telephone





### "A [website] is known by the company it keeps." Aesop\*



\*he didn't actually say that





### **Use Your Crawler of Choice to** Audit Your External Links

Audit Overview	All Hints 39	URL Explorer		SiteVisualisations
SEO	External URLs			
Internal				
Links	Summary	URLs	Тор	External Domains
Indexability				
Redirects	Top 25 of 498 External Domains			
On Page	URL			
Duplicate Content	☑ www.medicare.gov			
Security	www.medicaresupplement.com			
Page Resources	☑ www.benefits.gov			
External	✓ www.cms.gov			
	☑ adap.directory			



Sitebulb

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





### Eliminate Garbage Comments (but keep good comments if they add value)



🌙 John 🌙 🕗 @JohnMu · Feb 27  $\sim$ If you publish low-quality / spammy comments as a part of your website, that's what people (and search engines) will use when checking out your site. What you present is what you'll be perceived as, regardless of where the parts come from -- just like any business.

112









### **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?

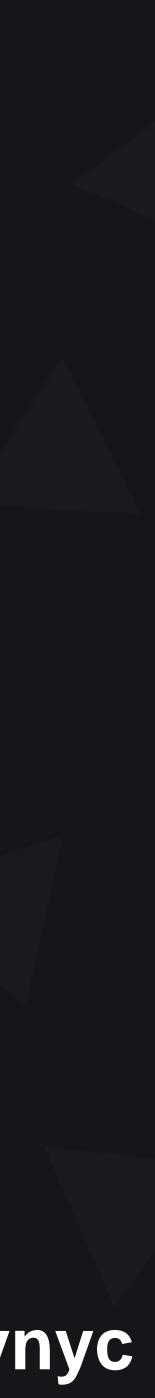




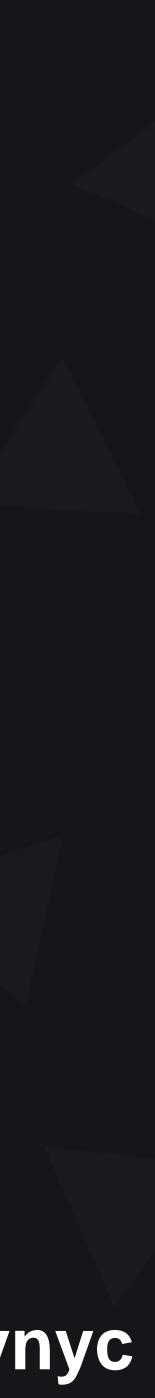










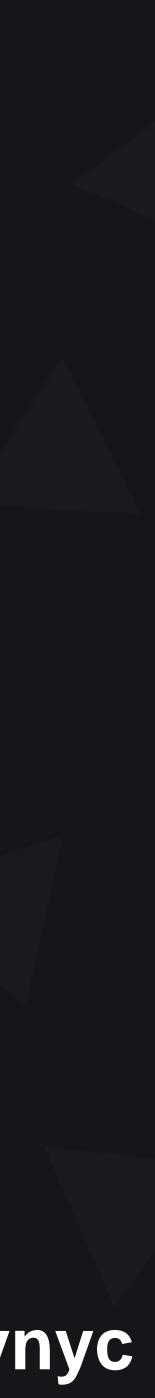


# If you want to improve EAT, please stop:

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





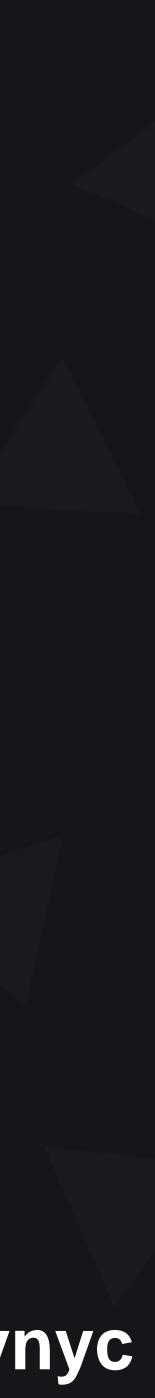


### If you want to improve EAT, please Stop:

 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







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



### and that's ok





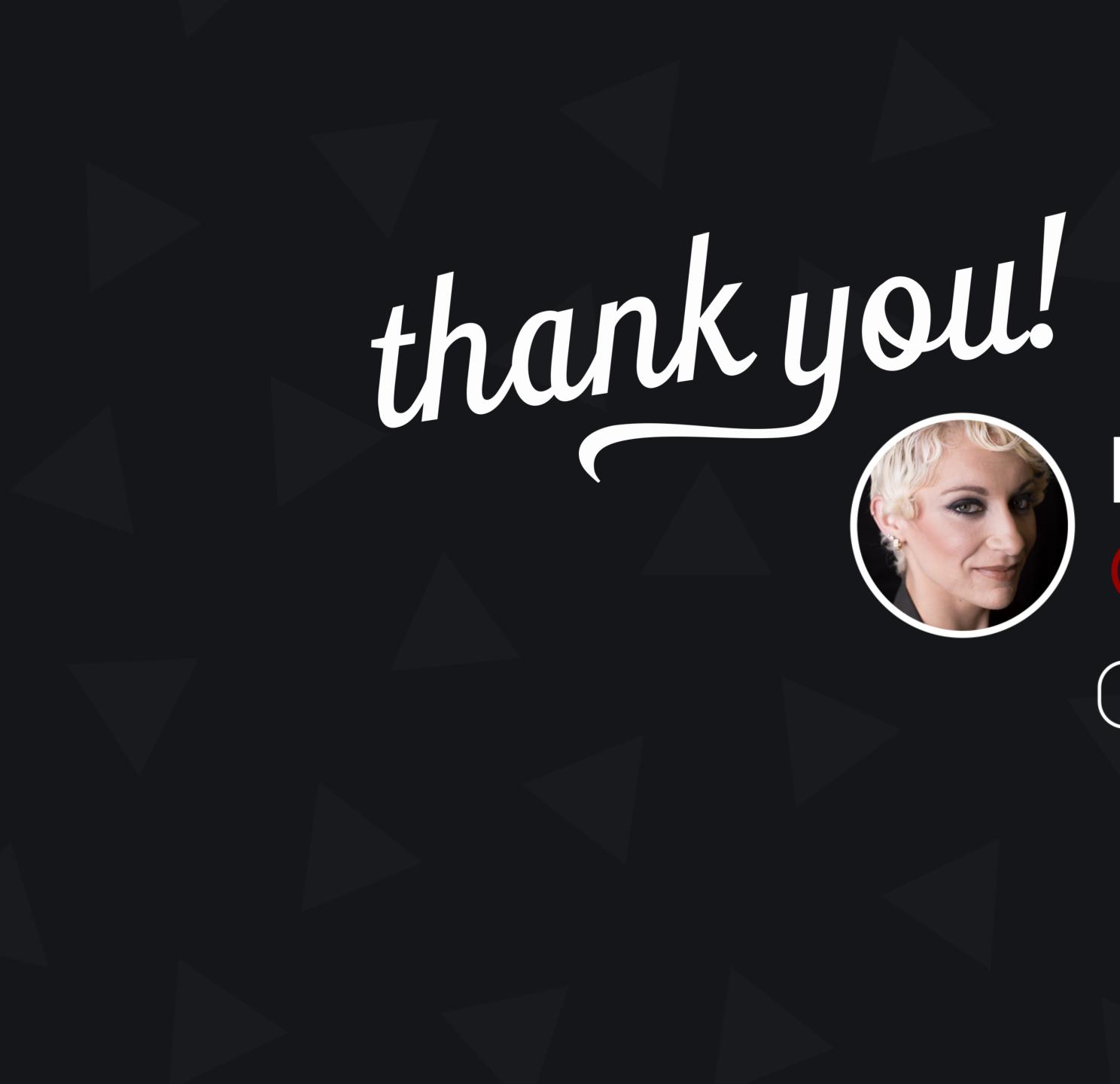


# Improving A requires a serious consideration of what is best for your users, not just for search engines.









### Lily Ray Oliyraynyc

**Path**Interactive

