

EEAT

How to Build Experience, Expertise, Authoritativeness & Trustworthiness

What is EEAT?

EEAT stands for Experience, Expertise, Authoritativeness, and Trustworthiness. It is a quality framework Google uses (via its Search Quality Rater Guidelines) to evaluate how reliable and useful content is.

It is not a direct ranking factor, but it strongly influences how search systems assess content quality and credibility.

THE 4 PILLARS OF EEAT

1. Experience (First-hand knowledge)

Show that you have actually done, used, or tested what you are talking about.

How to demonstrate it:

- Personal insights or case studies
- Real-world examples
- Screenshots, photos, or original data
- Product/service usage experience



2. Expertise (Subject knowledge)

Prove you understand the topic at a professional or informed level.

How to demonstrate it:

- Accurate, well-researched content
- Clear explanations of complex topics
- Author qualifications or credentials
- Citing trusted sources and studies

3. Authoritativeness (Industry recognition)

Show that others in your field recognize you as a reliable source.

How to demonstrate it:

- Backlinks from reputable websites
- Mentions in industry publications
- Strong brand reputation
- Expert contributors or reviewers

4. Trustworthiness (Most important factor)

Ensure users and search engines can trust your content and website.

How to demonstrate it:

- Transparent authorship (clear author bios)
- Contact information & business details
- Secure website (HTTPS)
- Honest, accurate claims
- Clear sourcing and references

HOW GOOGLE USES EEAT

- EEAT is evaluated through content quality signals
- Used in Google's Search Quality Rater Guidelines
- Helps improve search systems over time (not direct ranking signals)
- Especially important for YMYL (Your Money or Your Life) topics like finance, health, and legal content



EEAT IMPLEMENTATION CHECKLIST

Content Quality

- ☐ Content is accurate and fact-checked
- ☐ Written with clear user intent in mind
- ☐ Updated regularly
- ☐ Includes real examples or experience

Experience Signals

- ☐ First-hand experience is clearly shown
- ☐ Case studies or personal insights included
- ☐ Original images/screenshots used where possible
- ☐ No purely generic or AI-only content

Expertise Signals

- ☐ Author has relevant knowledge or credentials
- ☐ Content explains topics in depth
- ☐ Reliable sources are cited
- ☐ Information is technically correct

Authority Signals

- ☐ Website has quality backlinks
- ☐ Brand is mentioned elsewhere online
- ☐ Content is referenced by others
- ☐ Contributors are identifiable and credible

