brightonSEO.

LEVERAGING E-A-T FOR SEO SUCCESS

LILY RAY // PATH INTERACTIVE

@LILYRAYNYC HTTPS://WWW.LINKEDIN.COM/IN/LILY-RAY-44755615/

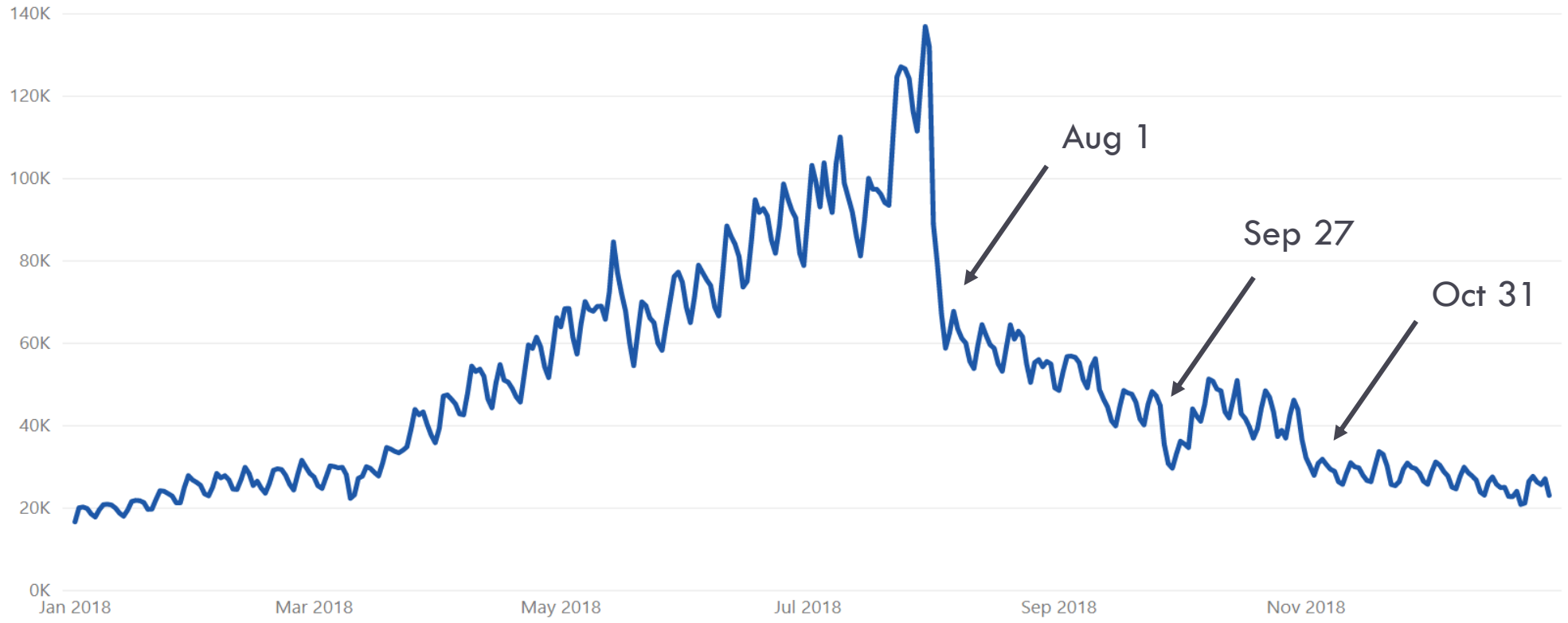
LILY RAY

DIRECTOR, SEO

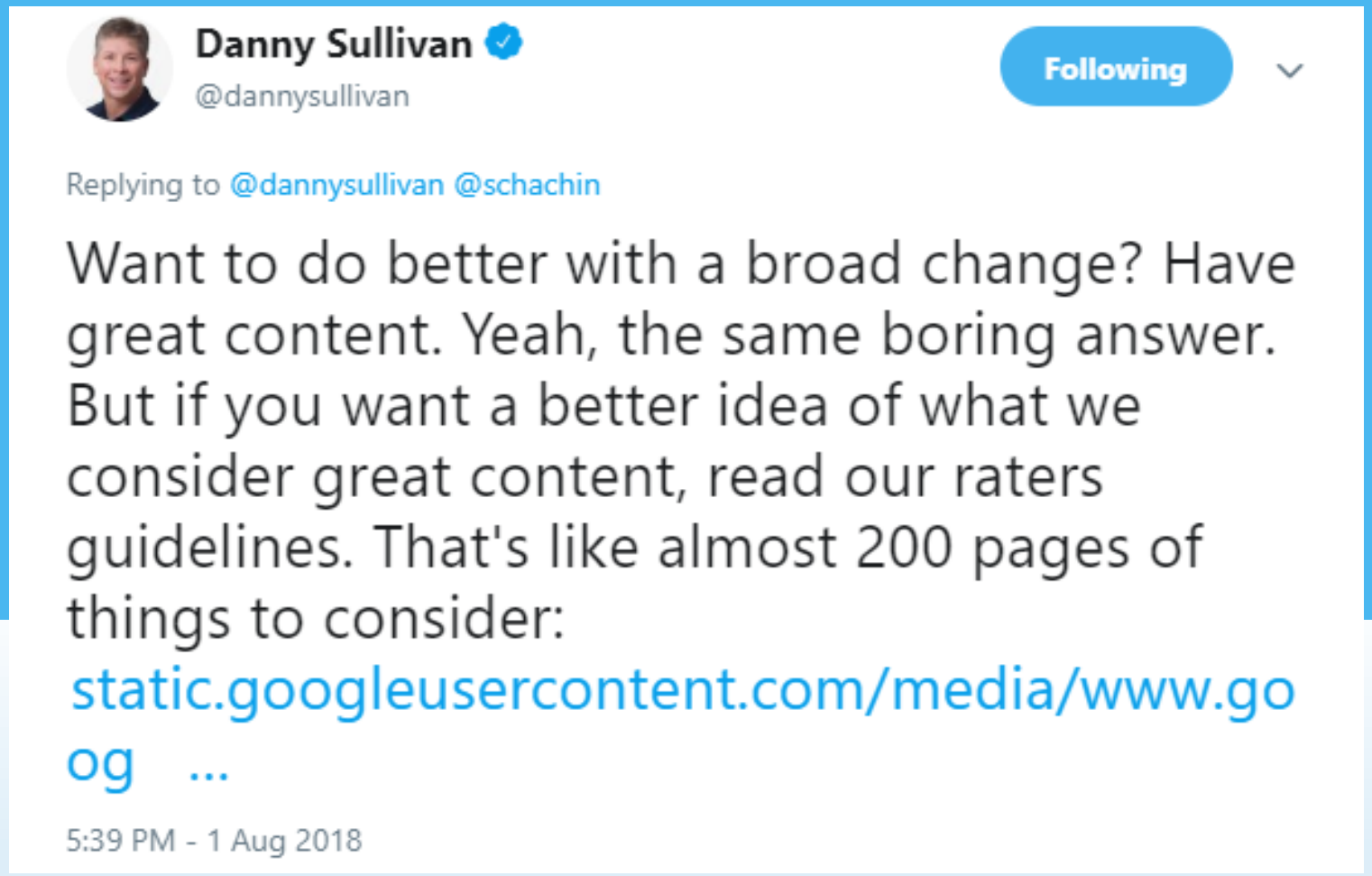
Path Interactive

@LILYRAYNYC #BRIGHTONSEO

DID YOUR 2018 TRAFFIC LOOK A BIT LIKE THIS?

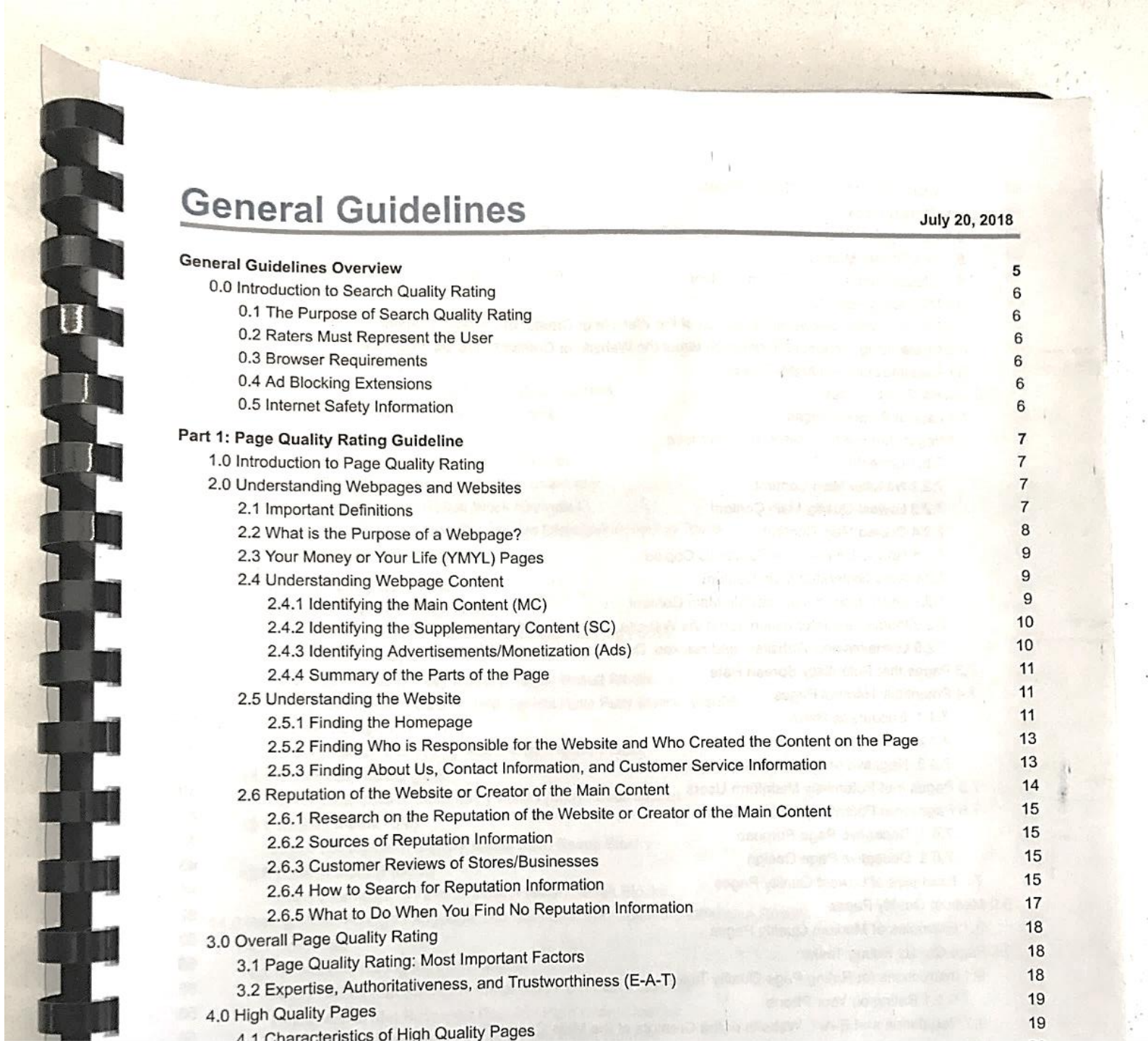


DID YOU AGONIZE OVER THIS TWEET BY GOOGLE?



DID YOU THEN PRINT THIS OUT, LAMINATE IT, AND KEEP IT WITH YOU AT ALL TIMES?

...OR WAS THAT JUST ME?



General Guidelines

July 20, 2018

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DID YOU NOTICE THE ACRONYM "E-A-T" APPEARS **186 TIMES** IN THE GUIDELINES, AND "YMYL" APPEARS **86 TIMES**?

EXPERTISE

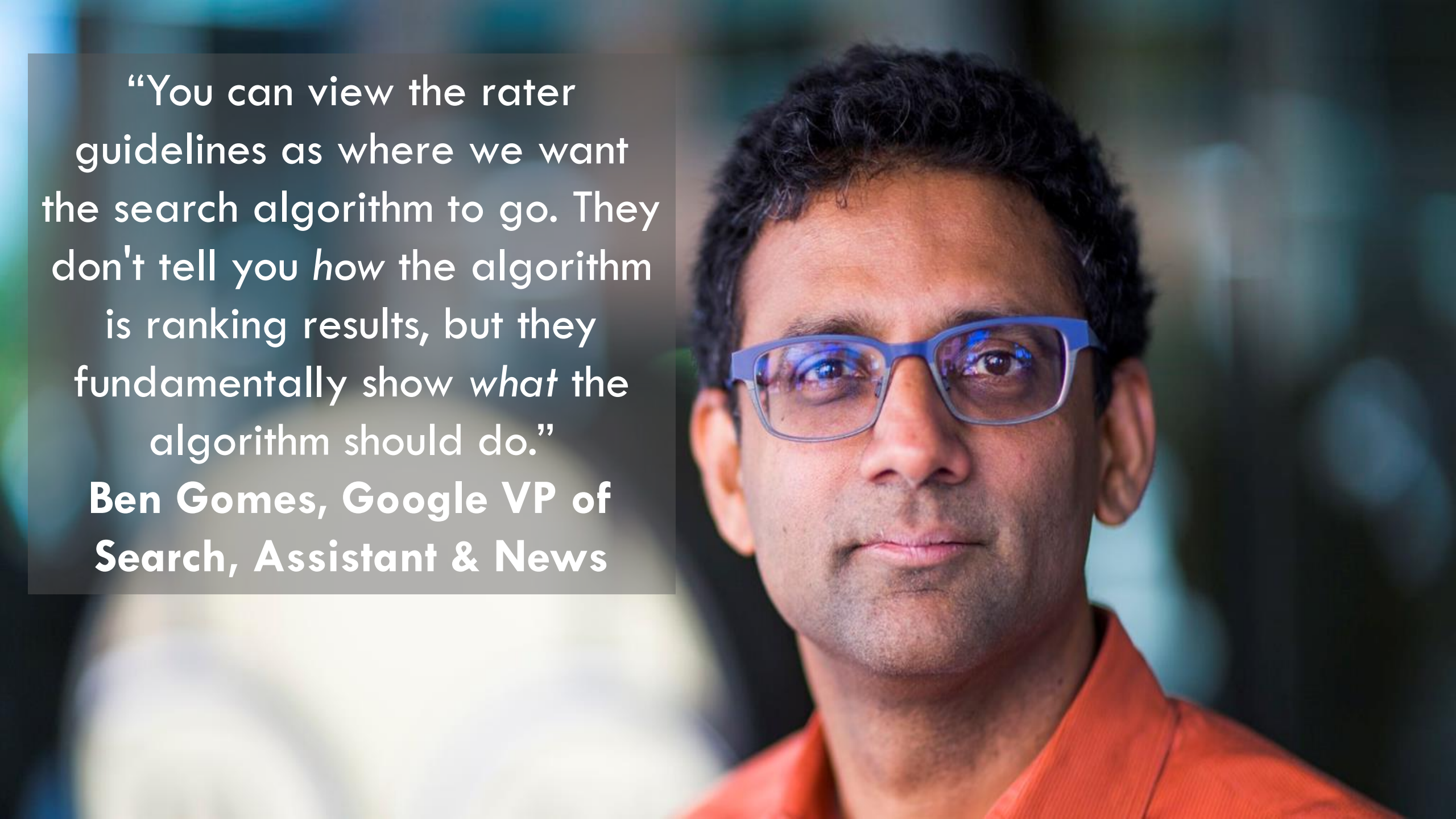
AUTHORITATIVENESS

TRUSTWORTHINESS

"of the creator of the main content, the main content itself, and the website"

YOUR MONEY YOUR LIFE

"pages that impact the future happiness, health, financial stability, or safety of users"


“You can view the rater guidelines as where we want the search algorithm to go. They don't tell you *how* the algorithm is ranking results, but they fundamentally show *what* the algorithm should do.”
Ben Gomes, Google VP of Search, Assistant & News

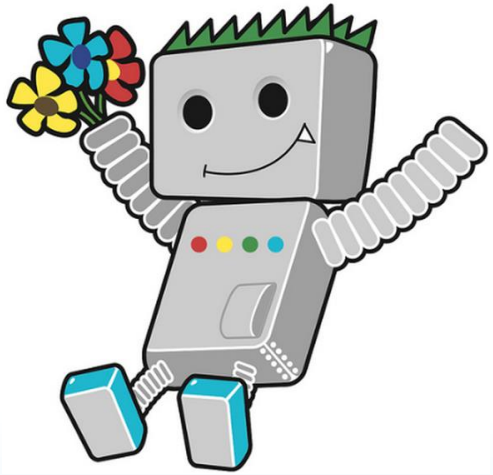
WHY, GOOGLE, WHY???

WE ANALYZED 100 AFFECTED WEBSITES TO FIND OUT:

DID E-A-T PLAY A ROLE IN THEIR PERFORMANCE?

DECEPTIVE CONTENT

"Every page on the Internet is created for a purpose… websites that are created with intent to harm users, deceive users, or make money with no attempt to help users, should receive the lowest quality rating"



BE TRANSPARENT WITH YOUR USERS

SENIORGUIDANCE.ORG
Helping seniors during most difficult times.

AMERICAN HOUSE BONITA SPRINGS is a senior living community in BONITA SPRINGS, FL in the 34135 zip code area that provides assisted living to a maximum of 130 older adults in Lee County.

View Pricing & Availability

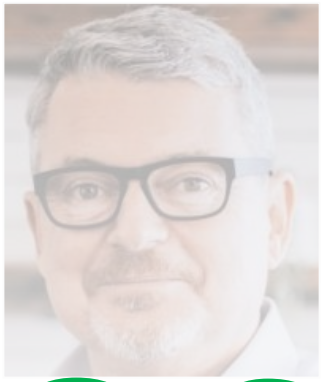
AMERICAN HOUSE BONITA SPRINGS

Get information about:

✓ Pricing & Availability
✓ Amenities
✓ Care Packages

-89%

ask the dentist
HEALTH BEGINS IN THE MOUTH



+138%

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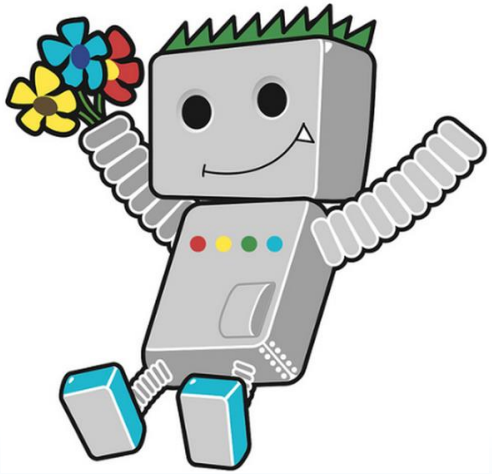
EXPERTISE

"For all pages that have a beneficial purpose, the amount of expertise, authoritativeness, and trustworthiness is very important. Please consider the expertise of the creator of the main content."



healthline®

NUTRITION ✓ Evidence Based

Was this article helpful?

Yes No

Medically reviewed by
Elaine K. Luo, MD on
February 14, 2018 – W
by Tricia Kinma

+44%

Healthline Nutrition

All Healthline Nutrition articles are based on scientific evidence and written by experts. Our team of licensed nutritionists and dietitians strive to be objective and present both sides of the argument.

tion resources

- About heart attacks. (2018). heart.org/HEARTORG/Conditions/HeartAttack/AboutHeartAttacks/About-Heart-Attacks_UCM_002038_Article.jsp#.V9rWBJMrl1g
- Cardiac catheterization. (n.d.). nhlbi.nih.gov/health/health-topics/topics/cath/
- Heart attack. (2017). cdc.gov/heartdisease/heart_attack.htm

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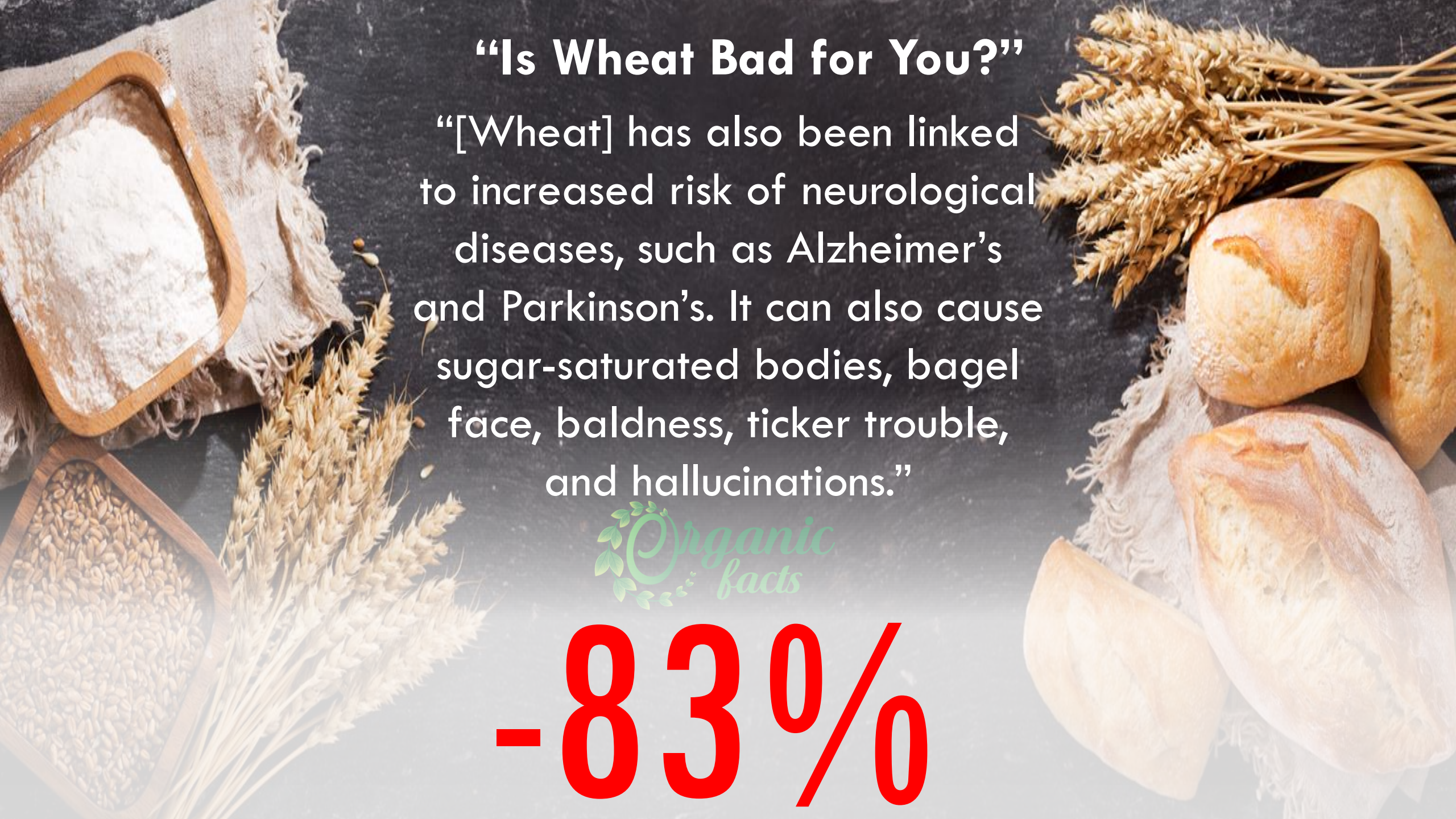
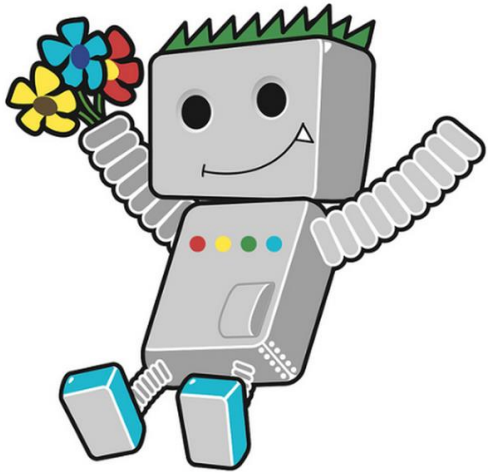

"Is Wheat Bad for You?"
"[Wheat] has also been linked to increased risk of neurological diseases, such as Alzheimer's and Parkinson's. It can also cause sugar-saturated bodies, bagel face, baldness, ticker trouble, and hallucinations."
Organic facts
-83%

AUTHORSHIP

"The reputation and E-A-T of the creators of the main content is extremely important when a website has different authors or content creators on different pages. Research the reputation and E-A-T of both the website and the creators of the main content."



DR. STEVEN LIN

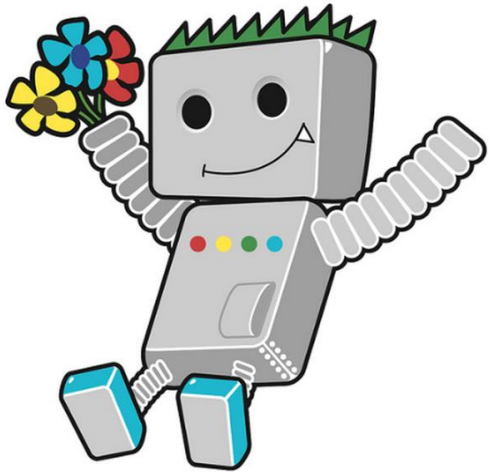
+316%

- ✓ Best-selling author
- ✓ Extensive citations
- ✓ Media coverage
- ✓ Robust expert content
- ✓ High-quality comments

@LILYRAYNYC #BRIGHTONSEO

ADVERTISEMENTS

"We expect Ads to be visible. However, pages with Ads or features that distract from or interrupt the use of the main content should be given a low-quality rating."



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IGN

-15%

HBO.

The Evolution of Game of Thrones Characters

David Griffin still watches DuckTales in his pajamas with a cereal bowl in hand. He's also the TV Editor for IGN. Say hi on Twitter.

IN THIS ARTICLE
Game of Thrones First Aired Apr. 2011 HBO

SCIFI THE WALKING DEAD

WIKI GUIDE →
GAME OF THRONES EPISODE GUIDE

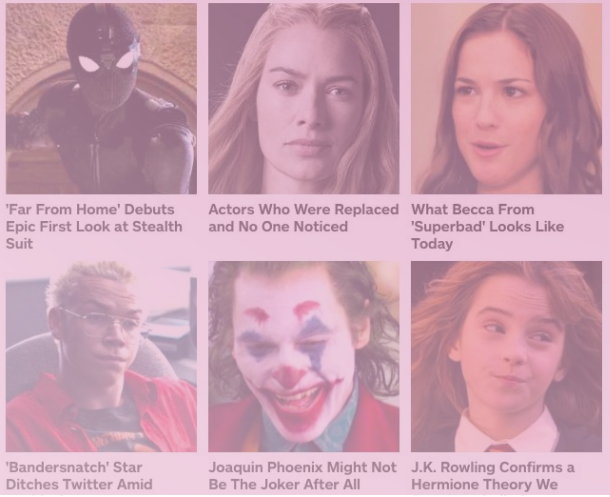
Read & Contribute:
Season 1, Season 2, Season 3, Season 4, Season 5, Season 6, More...

TV-Book Differences
Season 1 Differences, S...

Characters
House Stark, House Tull...

627 PAGES →

FROM AROUND THE WEB



'Far From Home' Debuts Epic First Look at Stealth Suit

Actors Who Were Replaced and No One Noticed

What Becca From 'Superbad' Looks Like Today

'Bandersnatch' Star Ditches Twitter Amid

Joaquin Phoenix Might Not Be The Joker After All

J.K. Rowling Confirms a Hermione Theory We

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A TALE OF TWO WEBSITES

- ✗ Overwhelming ads & pop-ups
- ✗ Paid link schemes

SPEND WITH PENNIES
EASY HOME COOKED COMFORT

Hi there, I'm Holly!

I am a wine and cheese lover, recipe creator, shopping enthusiast and self-appointed foodie. My greatest passion is creating in the kitchen and making deliciously comforting recipes!

More About Me

Lil' Luna
ALL THINGS GOOD

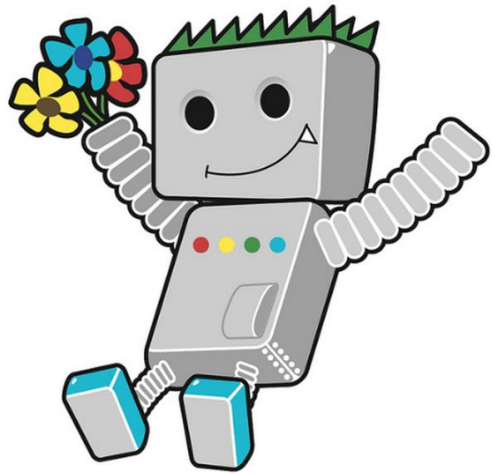
Hi! I'm Kristyn!

ABOUT ME

+151% **-56%**

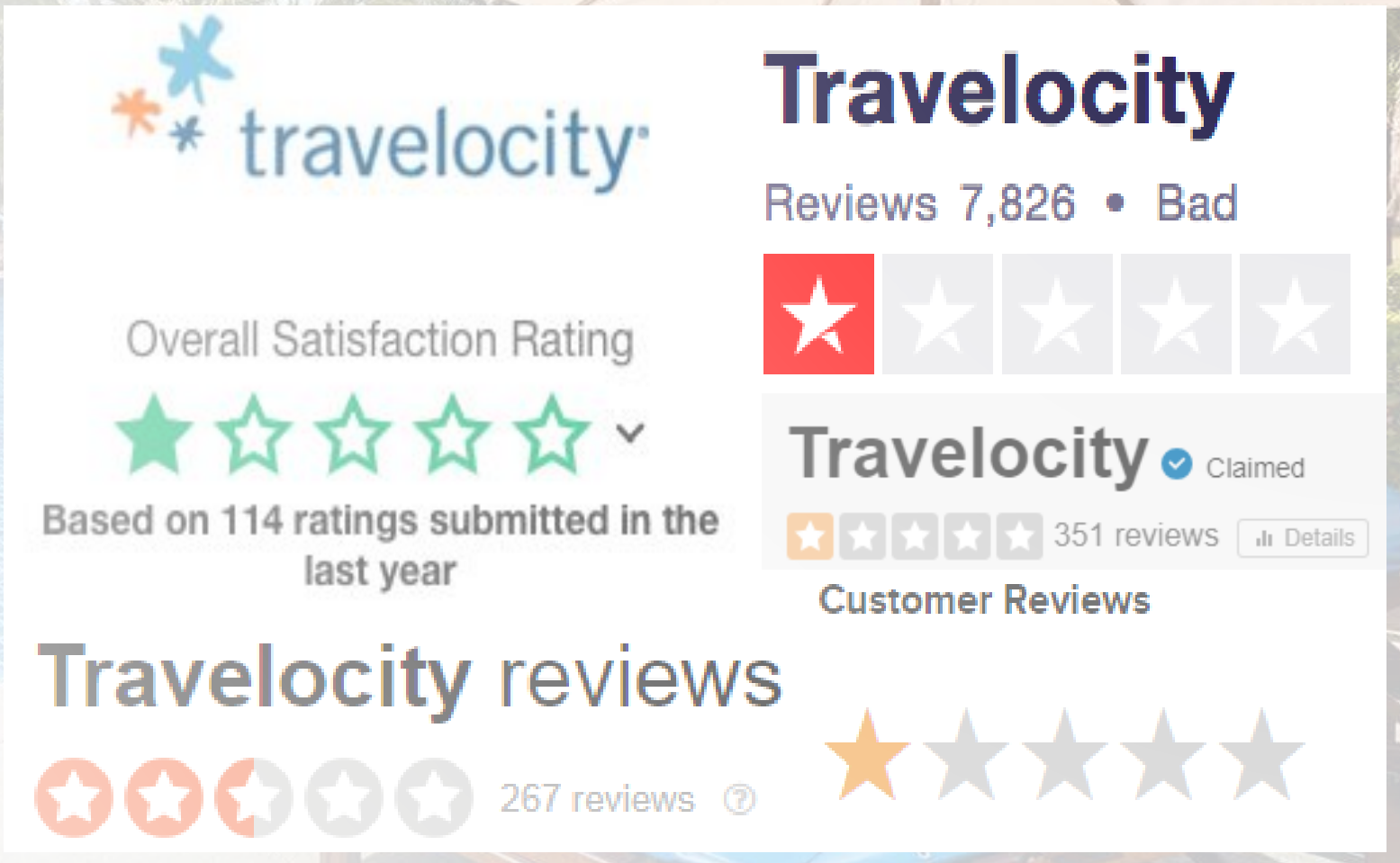
EXTERNAL REVIEWS

“Use reputation research to find out what real users, as well as experts, think about a website. Look for reviews, references, recommendations by experts, news articles, and other credible information"



travelocity®

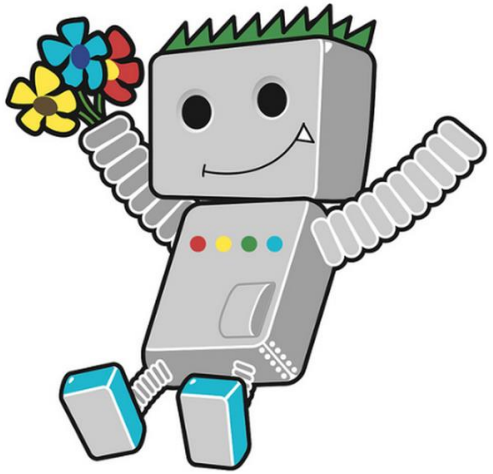
-49%



charlotte russe
Search
Español
New
Shoes
Dresses
Jeans
Clothes
Plus Sizes
Accessories & Jewelry
Sale
New / Dresses
Shop New
Sort By: Please Select One
APPLY
Shop All New
Shoes
Dresses
Clothes
Plus Sizes
Accessories
Bestsellers
Animal Print
Cozy Up
Denim Everything
Festival Clothing
Getaway
Jewel Tones
Matching Sets
Menswear Trend
Retro Stripes
Shades Of Yellow
Spring Styles
Workwear
Hook And Eye Ribbed Bodycon Dress
$29.99 $25.00
NOW: $25
Floral Crisscross Back Skater Dress
$28.99 $25.00
NOW: $25
-38%
charlotte russe
BBB Rating
F
• 80 complaint(s) filed against business
Jun 14, 2018
NEVER EVER ORDER FROM THIS WEBSITE
Updated Jun 4, 2018
DO NOT BUY ONLINE
Apr 10, 2018
TERRIBLE!
Dec 26, 2018
Everything I ordered smells like fish.

TRUST ISSUES

"When there is disagreement between what the website says about itself and what reputable independent sources say about the website, we'll trust the independent sources."



Dr. Axe

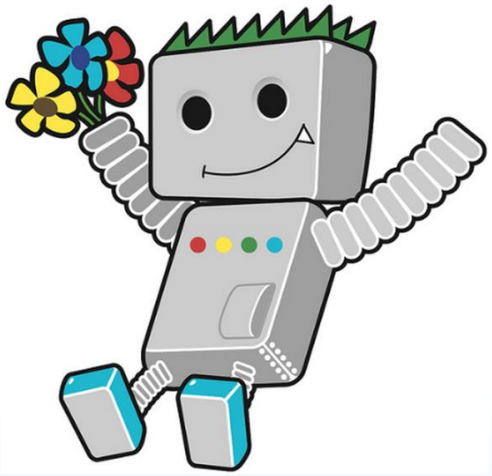
FOOD IS MEDICINE

-84%

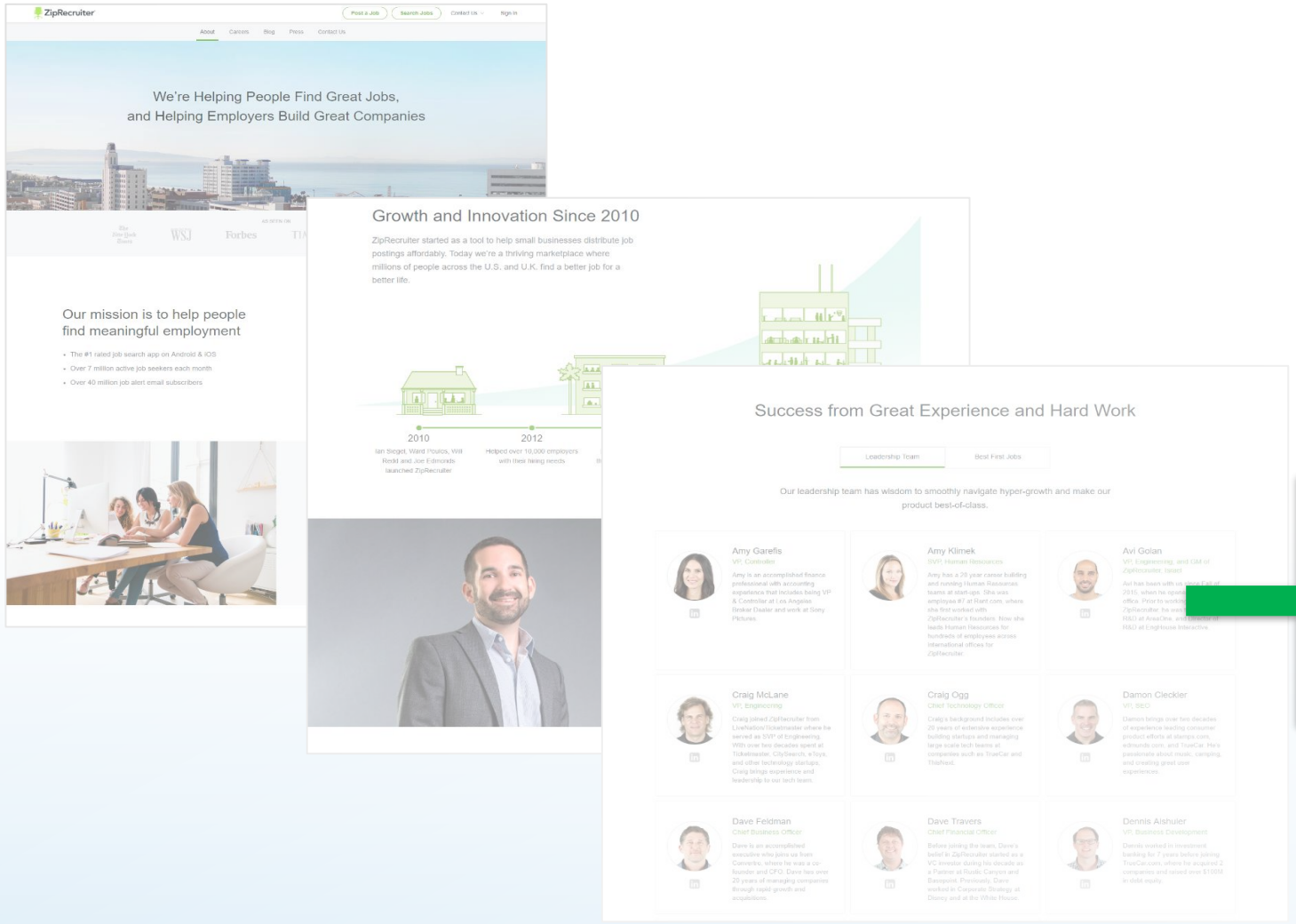
- ✗ Low ratings on external sites
- ✗ Lack of medical credentials
- ✗ Customer service issues
- ✗ Lack of scientific consensus

“ABOUT US” PAGE

“Every page belongs to a website, and it should be clear who (what individual, company, business, foundation, etc.) is responsible for the website.”



90% OF TOP-PERFORMING SITES IN POST-AUG 1 ANALYSIS HAVE ROBUST "ABOUT US" PAGES



ZipRecruiter®

+85%

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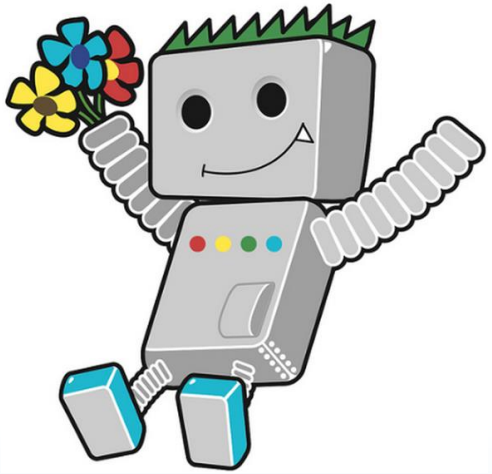
USER-GENERATED CONTENT

"We'll consider a comment or forum discussion to be "spammed" if there are posts with unrelated comments that are not intended to help other users, but rather to advertise a product or create a link to a website."



COMMENTS & UGC

CAN ENHANCE CONTENT QUALITY

innit

1. (**British slang**, esp. Asian, i.e. Indian, **Pakistani**, etc.)

Contraction of "isn't it", "isn't he/she", "aren't they", "isn't there" and many other end-of-sentence questions. For greatest effect use in places where it would make no sense whatsoever if **expanded**.

2. General positive exclamation meaning "yes, I agree!"

*1. "Hey **dere's** some pigs in dat **cop car** over there innit?"*
"Yo look at my new car innit!"

2. Raj: "Da Matrix is to'ally cool!"
Nisha: "Innit!"

by hux May 22, 2

+12%

...OR DETRACT FROM IT

HEALTHSTREET

TheBigDM • 3 years ago
"Yo i have a drug test coming up Monday i need to pass or i go to jail .. text me at ([redacted]) [redacted] please "
44 • Reply • Share ›

Grant Simpson • 3 years ago
Will shaving your head hair 2 months prior to hair test stop drugs showing on the test if iv been clean from day of shave?
43 • Reply • Share ›

Bumper Bumpis • 4 years ago
will Dawn dish soap paired with ultra clean shampoo, cover up occasional use??
41 • Reply • Share ›

Sandra Smith • 3 years ago
I had smok[redacted]n the morn[redacted]oday an[redacted]found out I [redacted]e a drug test in 3 days do I just d[redacted]wa[redacted]et green[redacted]s? I weigh[redacted]5[redacted]very ski[redacted] I need help it was on short notice
38 • Reply • Share ›

-36%

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SO, DOES IMPROVING E-A-T ACTUALLY WORK?

BEFORE AUGUST 1

Men'sHealth

6 Post-Workout Foods That Will Help You Build Muscle and Recover Faster

Optimize your training with these science-backed recovery aids

MH BY MATTHEW KADEY, R.D. JAN 12, 2018

-15%

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AFTER AUGUST 1

Men'sHealth

9 Post-Workout Foods That Will Help You Build Muscle and Recover Faster

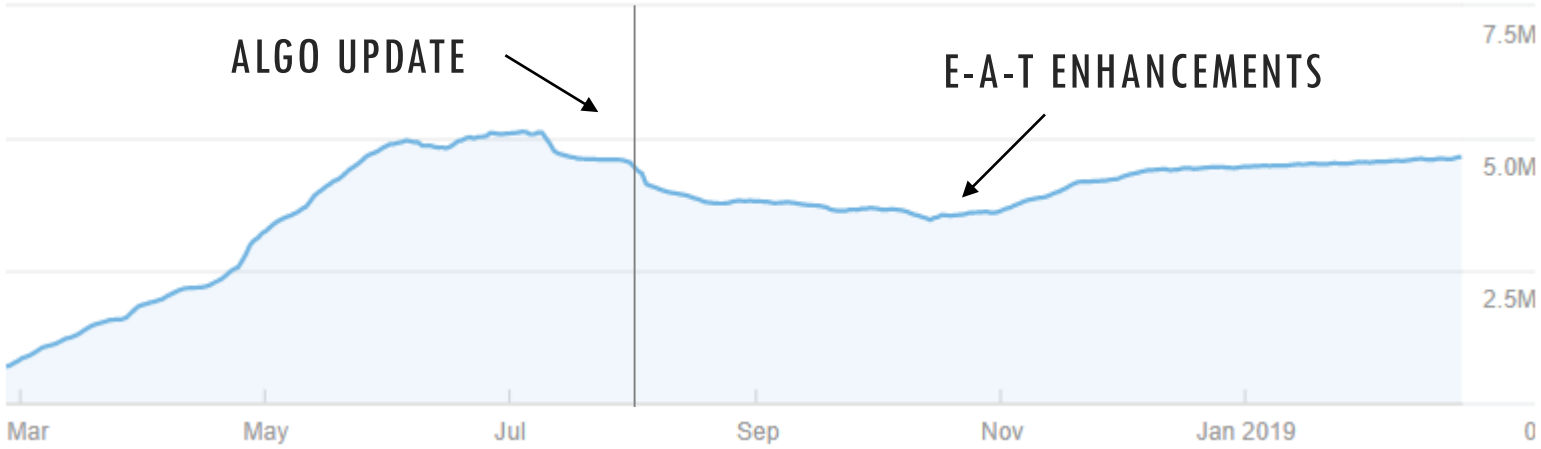
They'll fill you up and boost your gains.

BY MATTHEW KADEY, R.D. AND CHRIS MOHR, PH.D., R.D., R.D. AUG 22, 2018

+33%

- ✓ Reviewed by renowned PHD
- ✓ Additional high-quality citations
- ✓ Enhanced content
- ✓ Edited for grammar
- ✓ Improved scientific credibility

DISPLAYING MORE E-A-T



verywell fit

verywell family

BEFORE AUG 1

In addition to authoring nine books for teens

Sherri Gordon is a bullying prevention advocate and the author of nearly 20 books for teens

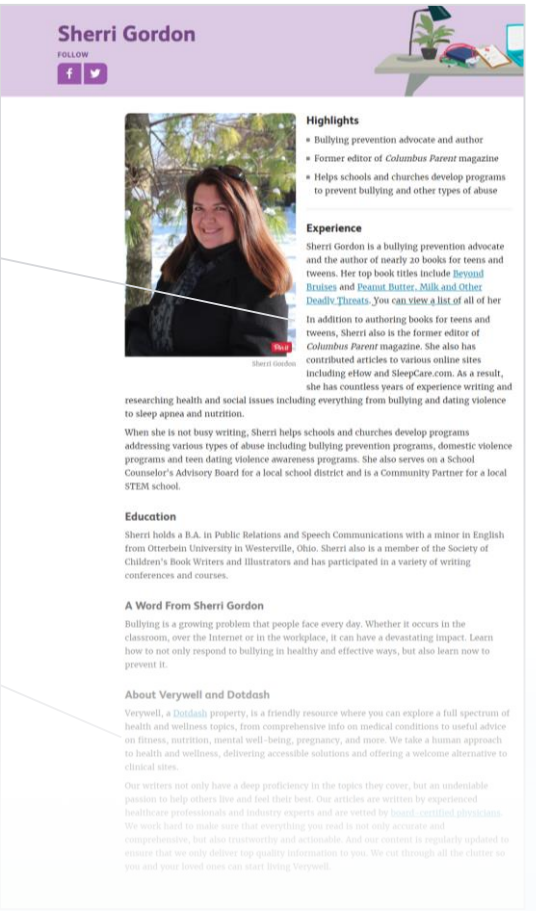
About Verywell and Dotdash

Verywell, a Dotdash property, is a friendly resource where you can explore a full spectrum of health and wellness topics, from comprehensive info on medical conditions to useful advice on fitness, nutrition, mental well-being, pregnancy, and more. We take a human approach to health and wellness, delivering accessible solutions and offering a welcome alternative to clinical sites.

Our writers not only have a deep proficiency in the topics they cover, but an undeniable passion to help others live and feel their best. Our articles are written by experienced healthcare professionals and industry experts and are vetted by board-certified physicians. We work hard to make sure that everything you read is not only accurate and comprehensive, but also trustworthy and actionable. And our content is regularly updated to ensure that we only deliver top quality information to you. We cut through all the clutter so you and your loved ones can start living Verywell.

+21%

AFTER AUG 1



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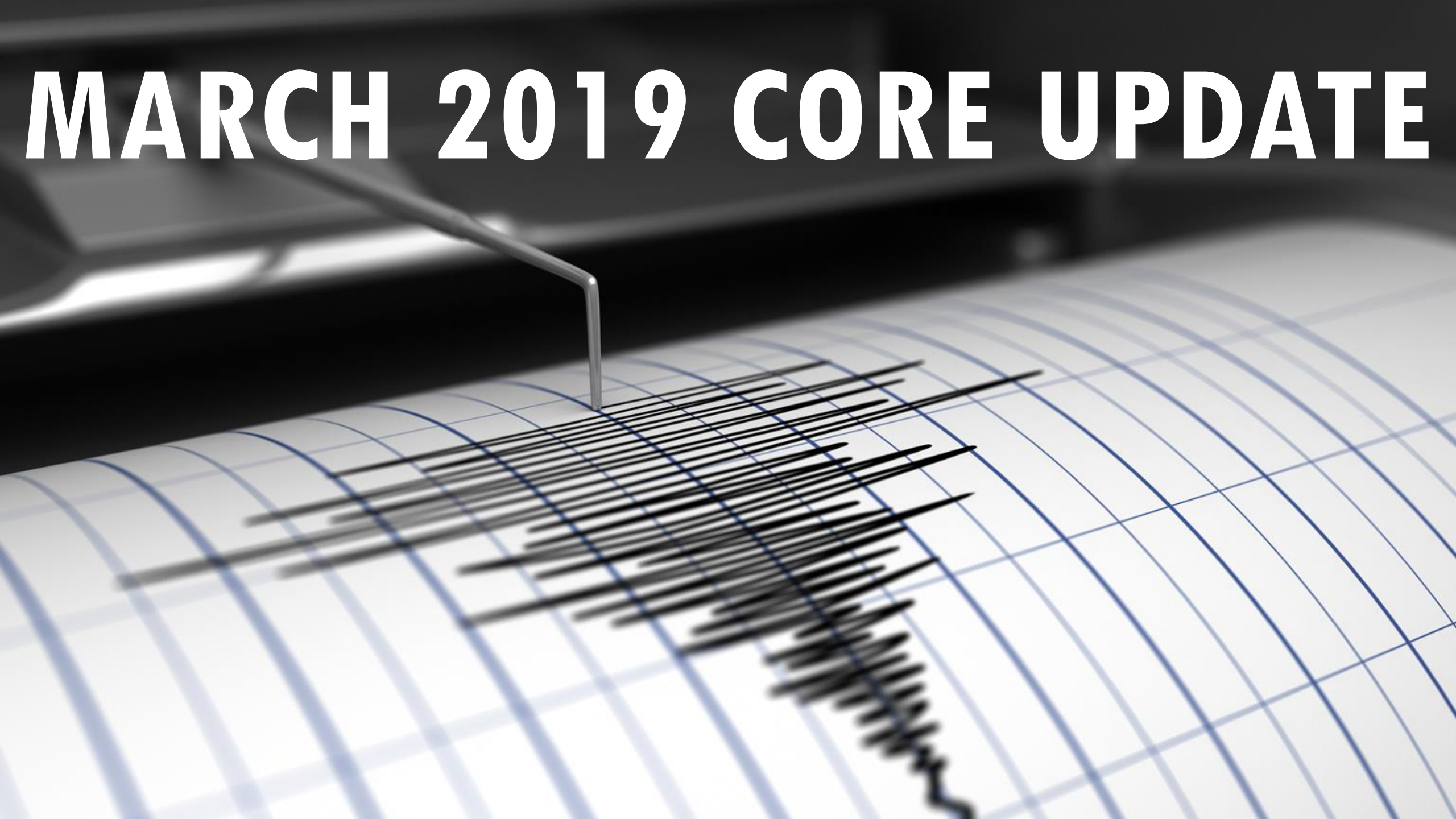
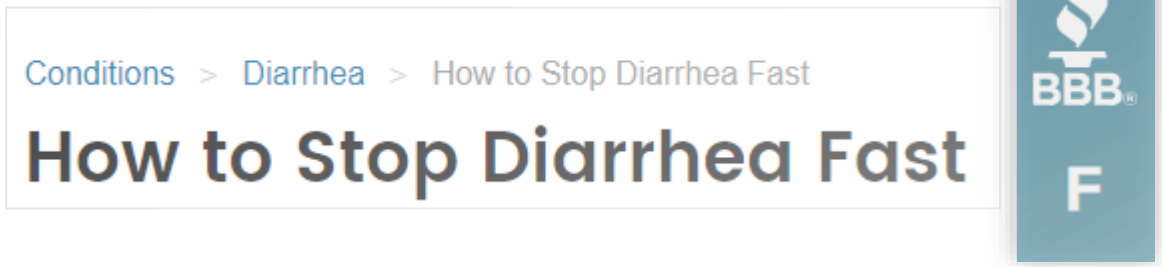

MARCH 2019 CORE UPDATE

REMEMBER DR. AXE?

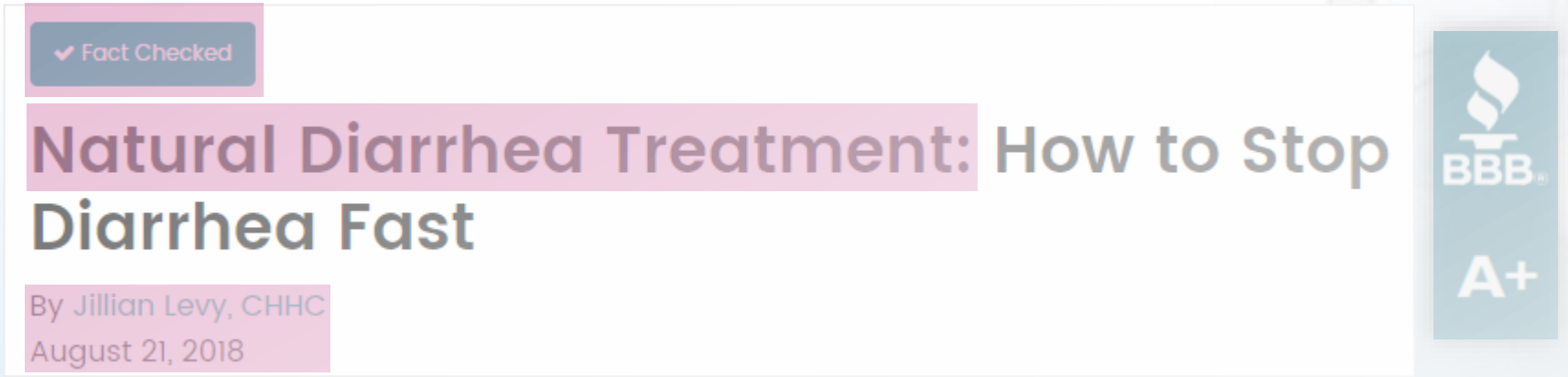
2018



+2,720%

SINCE MAR 12

2019



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SINCE MARCH 12:

Prevention +52%

Men's Health +39%

THE MORTGAGE REPORTS +26%

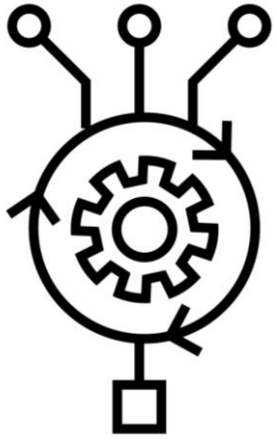
THESE SITES HAVE MADE SIGNIFICANT E-A-T UPDATES.

"SO, HOW DOES GOOGLE MEASURE ALL OF THIS STUFF?"

HINT: THERE'S A CONNECTION TO **BACKLINKS** AND **PAGERANK**

How Google Fights Disinformation

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 (PageRank & links)

WHY E-A-T MATTERS

- Google is relying on **you** to help make the internet a better place
- If you wouldn't trust a website, search engines probably won't either
- E-A-T can help all digital efforts, not just SEO

5 QUICK TIPS TO IMPROVE E-A-T

1. Improve your online reputation and reviews on 3rd party websites
2. Don't overwhelm your users with ads or try to deceive them
3. Disclose who your brand is, who your authors are, and why they should be trusted
4. Cite credible sources and receive (organic!) links from credible sources
5. Make sure YMYL content is supported by scientific evidence

@lilyraynyc