

brightonSEO.

LEVERAGING E-A-T FOR SEO SUCCESS

LILY RAY // PATH INTERACTIVE



@LILYRAYNYC



[HTTPS://WWW.LINKEDIN.COM/IN/LILY-RAY-44755615/](https://www.linkedin.com/in/lily-ray-44755615/)

LILY RAY

DIRECTOR, SEO



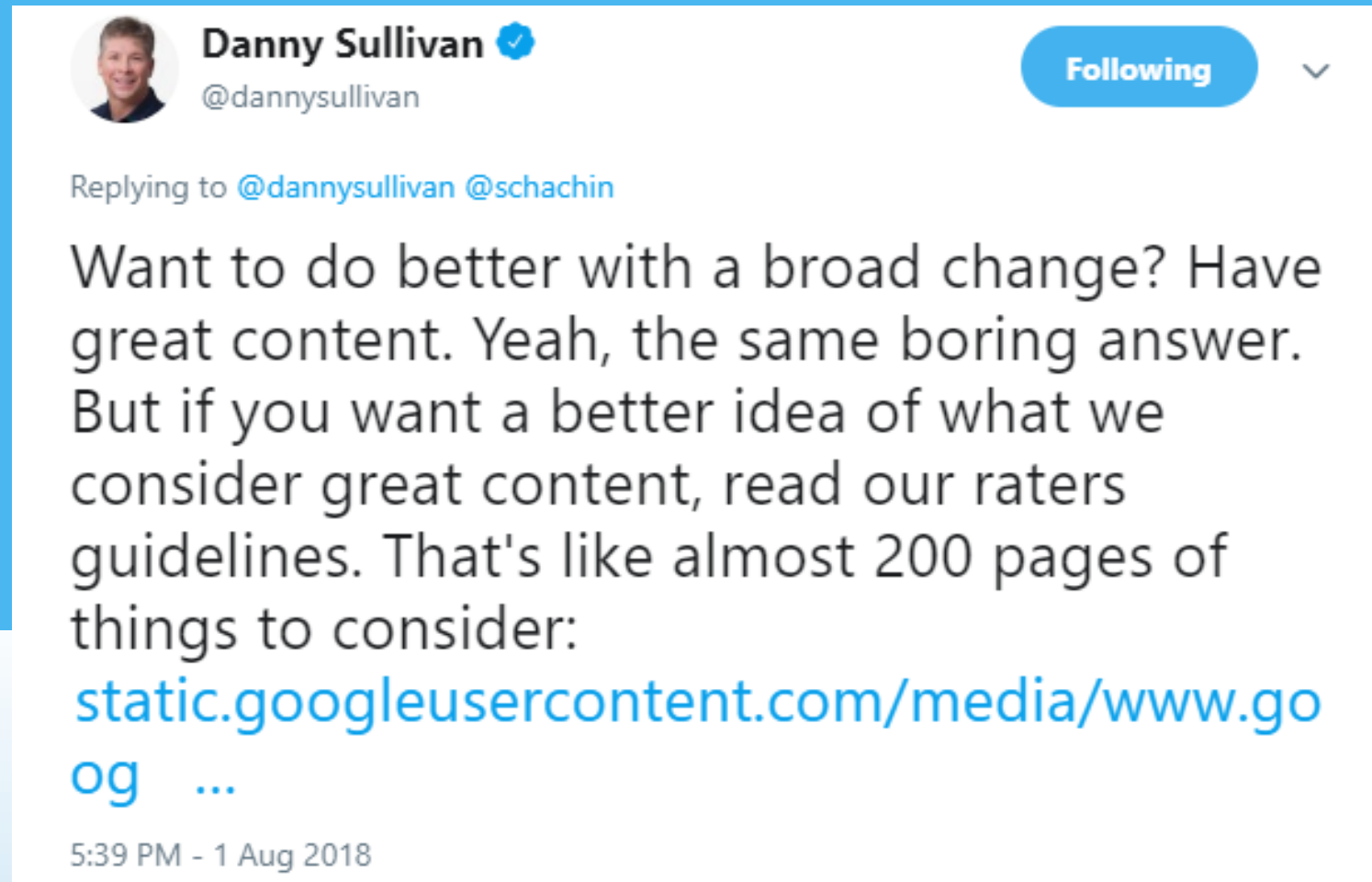
Path Interactive

@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”

@LILYRAYNYC  #BRIGHTONSEO

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???



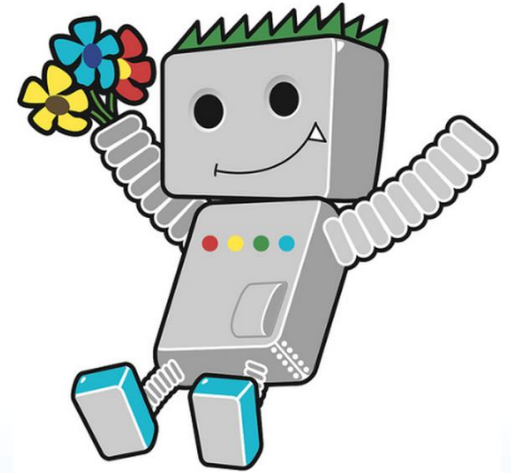


WE ANALYZED **100** AFFECTED
WEBSITES TO FIND OUT:

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



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
- ✓ Options
- ✓ Reservation

First Name: _____ Last Name: _____

Email: _____ Phone: _____

GET PRICING & AVAILABILITY

-89%



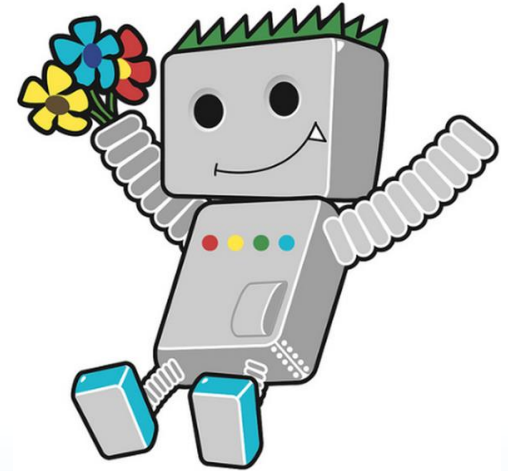
+138%

DISCLOSURE:
Ask the Dentist is supported by readers. If you use one of the links below and buy something, Ask the Dentist makes a little bit of money at no additional cost to you. I rigorously research, test, and use thousands of products every year, but recommend only a small fraction of these. I only promote products that I truly feel are valuable to you in improving your oral health.

@LILYRAYNYC #BRIGHTONSEO


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.”





NUTRITION ✓ Evidence Based


 Medically reviewed by
Elaine K. Luo, MD on
 February 14, 2019
 by Tricia Kinman

+ 44%





Was this article helpful?

Yes
 No

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.

Article resources

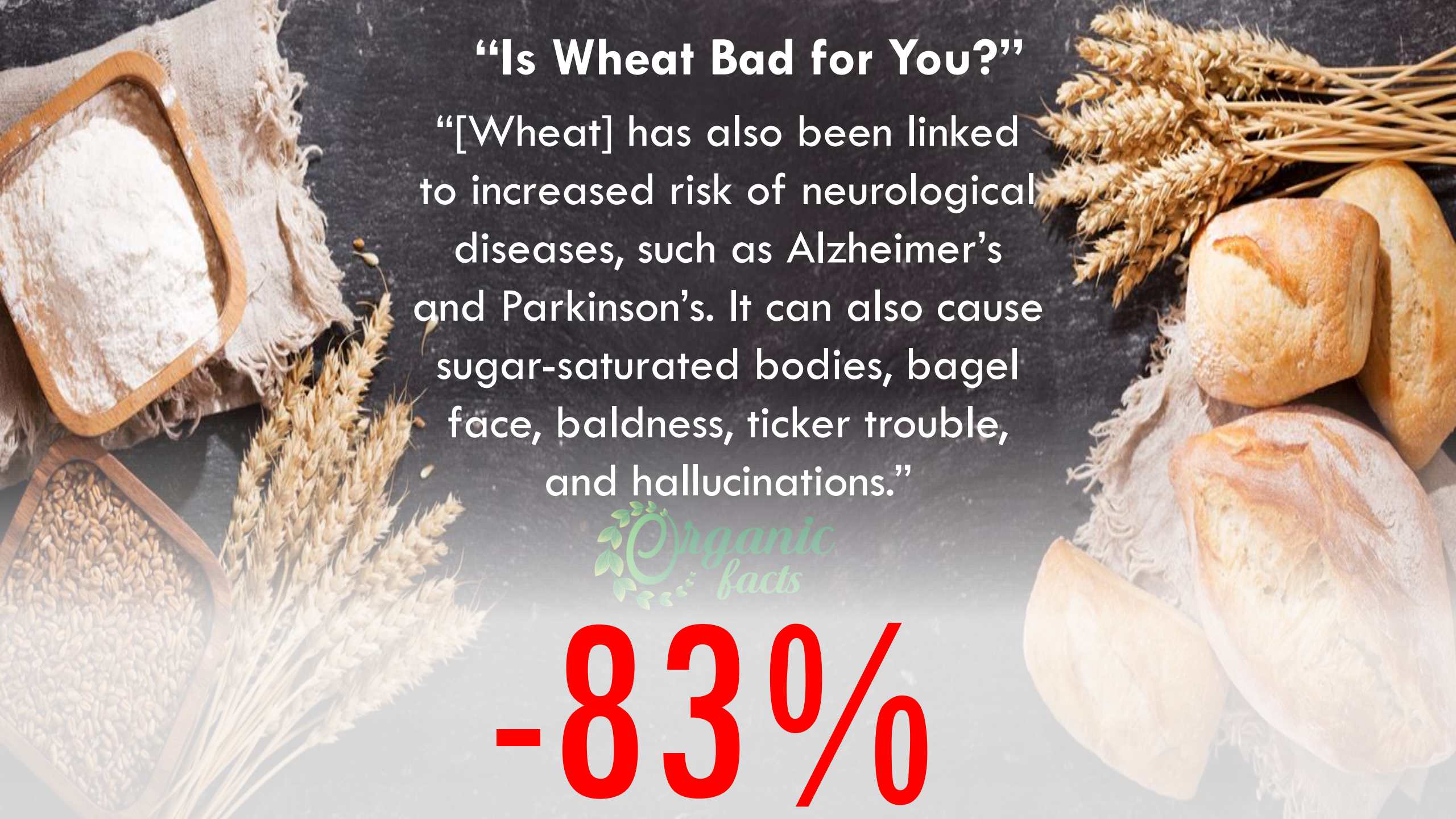
- About heart attacks. (2018).
[heart.org/HEARTORG/Conditions/HeartAttack/AboutHeartAttacks/About-Heart-Attacks_UCM_002038_Article.jsp#.V9rWBJMr1g](https://www.heart.org/HEARTORG/Conditions/HeartAttack/AboutHeartAttacks/About-Heart-Attacks_UCM_002038_Article.jsp#.V9rWBJMr1g)
- Cardiac catheterization. (n.d.).
nhlbi.nih.gov/health/health-topics/topics/cath/
- Heart attack. (2017).
[cdc.gov/heartdisease/heart_attack.htm](https://www.cdc.gov/heartdisease/heart_attack.htm)

“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.”

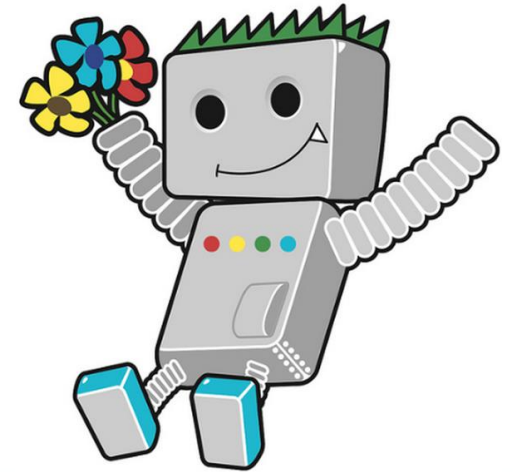


-83%



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

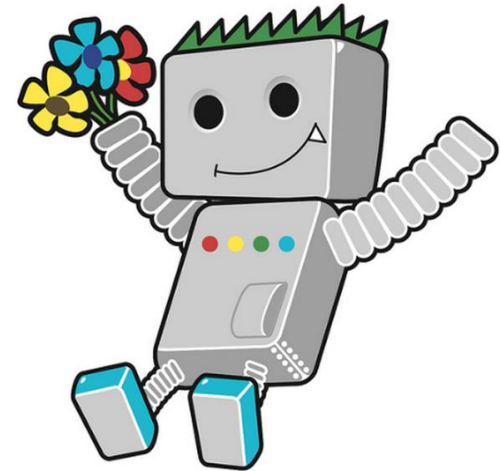
+ 316%

The screenshot shows a website for Dr. Steven Lin's book, "Heal Your Mouth With Food". On the left is a photo of Dr. Lin in a white lab coat. The title "Heal Your Mouth With Food" is in large blue text. Below the title, it says "As Seen On:" followed by logos for FOX 26, KTLA 5, BT BREAKFAST TELEVISION, FOX 32, FOX 3, CBS, FOX 19, abc 2, and abc 7. At the bottom, there is a "JOIN MY COMMUNITY" section with input fields for "Name" and "Email", and a green "I'm In!" button. Below that, a "FEATURED IN" section lists logos for TEDx, Women's Health, Reader's Digest, The Sydney Morning Herald, mbg, Daily Mail, THE HUFFINGTON POST, and news.com.au.

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

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.”





When does \$0 = Getting more?



Trending: MWC 2019 Galaxy S10 Huawei Mate X Honor 10 Lite Nokia 9 PureView Best Phones 2019 Best budget phone Xperia XZ4



Oh So slow loading

There are far too many ads trying to load which normally results in freezing and stalling.

Alex Walker-Todd



Used to be amazing, now such a disappointment

It's now seem to have been lobotomised and turned into low value content supported by an explosion of adverts, so much so that it stopped working on my older iPad and corporate IT asset.

-43%

through the constant freezes of the web
ad-blitz exploding on the screen. A real

my goodness the adds are invasive and frequent

My goodness, the adds are completely insane! repeatedly bombarded by them with refresh cycle of around every 5 seconds or so, absolutely ludicrous.

Get one of the best savings rates in America.

Capital One

NO MATTER HOW YOU TRAVEL.
WE HAVE THE
CARD FOR YOU.



4K TVs starting at \$249⁹⁹

Shop Now

BEST BUY

Browse Shows Reviews PS4 Xbox PC Nintendo Movies TV Tech Sports Sign In

IGN

BIG STORY Switch Is Quietly Becoming the Board Games Platform

Marvel

NEXT

GAME OF THRONES 4 JAN 2019 9:00 AM PST

THE 50 BEST TV OPENING CREDITS (2008-2018)

Share. First impressions are everything...

BY DAVID GRIFFIN → The opening credits for TV shows have become more elaborate over the past ten years. HBO's *Game of Thrones* and AMC's *The Walking Dead*, among others, are raising the creative bar with impactful music and vivid imagery. The quest for the coveted **Primetime Emmy Award for Outstanding Main Title Design** has never been more intense. And while the plot and character development remain paramount when it comes to developing a new comedy or drama series, a memorable opening credits sequence can also make a big first impression.

Now that it's 2019, we wanted to look back on our favorite TV opening credits from 2008-2018. Some of our most beloved shows like *It's Always Sunny in Philadelphia*, *Mad Men*, and *The Sopranos* did not make the cut since they premiered before 2008. For a look at which shows made IGN's list, [check out the video below](#):



What are some of your favorite TV opening credits? Let us know in the comments.

For more on the world of television, here's a list of twelve great anime titles you may have missed in 2018, and don't forget to check out our top 25 *Game of Thrones* episodes, as we prepare for the final season premiering in April on HBO.

IGN FIRST COVERAGE

Anthem: Legion of Dawn...

1:24 Autoplay setting: On

Streets of Rage 4: New Screenshots Revealed...

Forza Horizon 4: Living the Horizon Life - IGN...

Unboxing Shadow of the Tomb Raiders...

Just Cause 4: All Our Newest Info & IGN First

Lifetime's 'You': Premiere Sneak Peek - IGN First

PRESENTED BY

STAR TREK DISCOVERIES

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

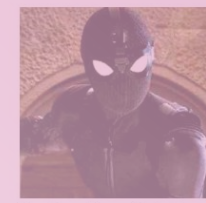
Read & Contribute:
Season 1, Season 2, Season 3, Season 4, Season 5, Season 6, More...

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

Characters
House Stark, House Tull...

627 PAGES →

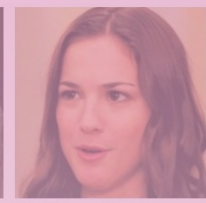
FROM AROUND THE WEB



'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

- 15%


A TALE OF TWO WEBSITES

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



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](#)



Hi! I'm Kristyn!

f i p t r

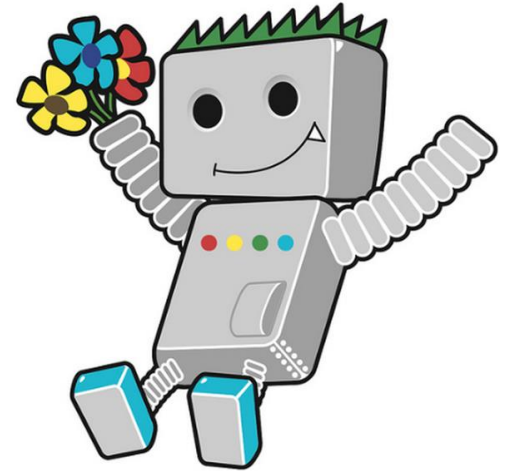
[ABOUT ME](#)

+ 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”





-49%



Overall Satisfaction Rating



Based on 114 ratings submitted in the last year

Travelocity

Reviews 7,826 • Bad



Travelocity ✓ Claimed

351 reviews [Details](#)

Customer Reviews

Travelocity reviews

267 reviews ?



New / Dresses

Shop New

Sort By: Please Select One

- 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
- Wearwear

-38%



Hook And Eye Ribbed Bodycon Dress
\$29.99-\$25.00
NOW: \$25



Floral Crisscross Back Skater Dress
\$28.99-\$25.00
NOW: \$25

charlotte russe®



★☆☆☆☆

NEVER EVER ORDER FROM THIS WEBSITE

★☆☆☆☆

DO NOT BUY ONLINE

★☆☆☆☆

TERRIBLE!

★★☆☆☆

Everything I ordered smells like fish. 🤢

BBB Rating



- 80 complaint(s) filed against business

Jun 14, 2018

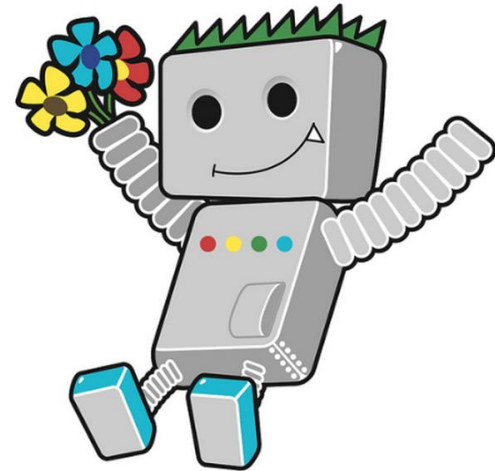
Updated Jun 4, 2018

Apr 10, 2018

Dec 26, 2018

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

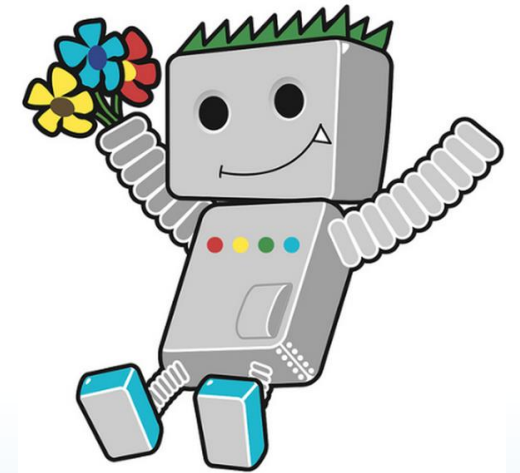


-84%

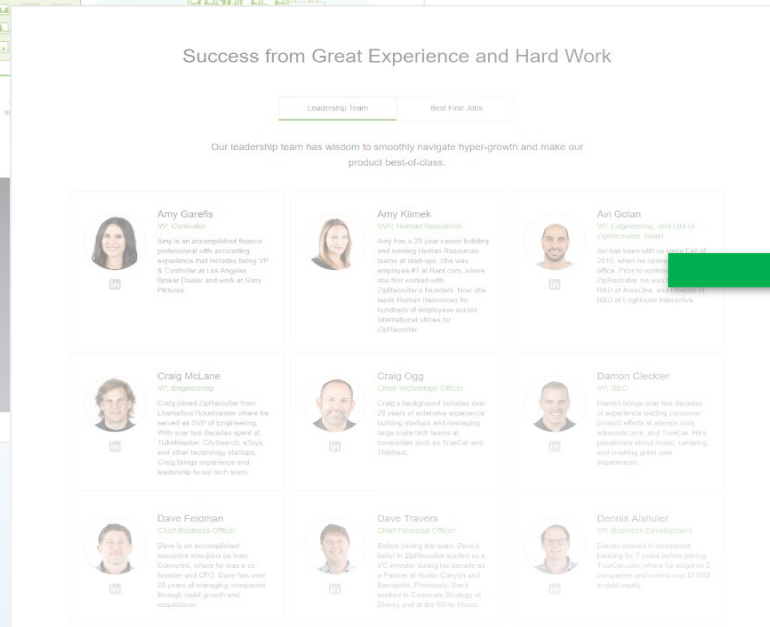
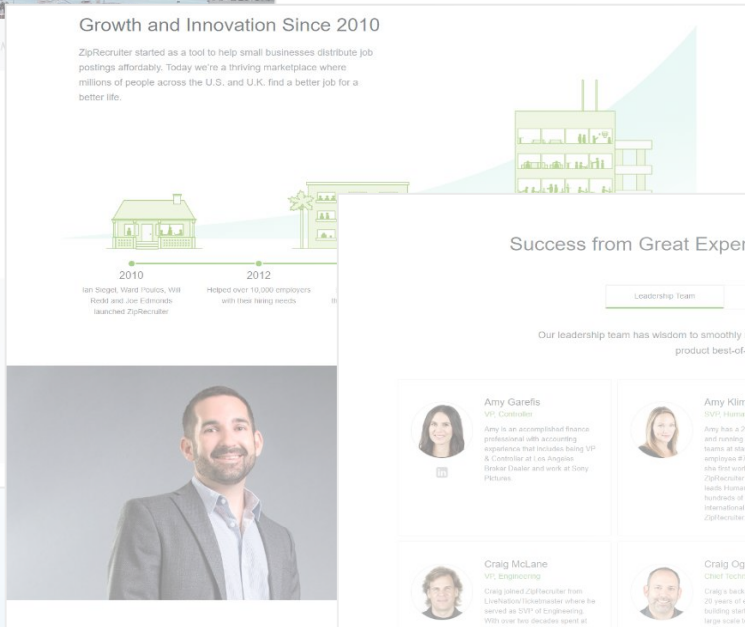
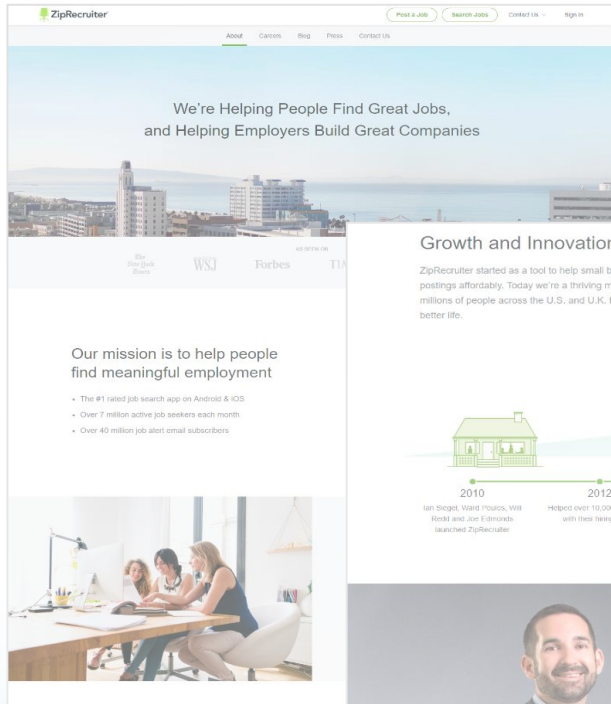
- ✘ Low ratings on external sites
- ✘ Lack of medical credentials
- ✘ Customer service issues
- ✘ Lack of scientific consensus

“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.”



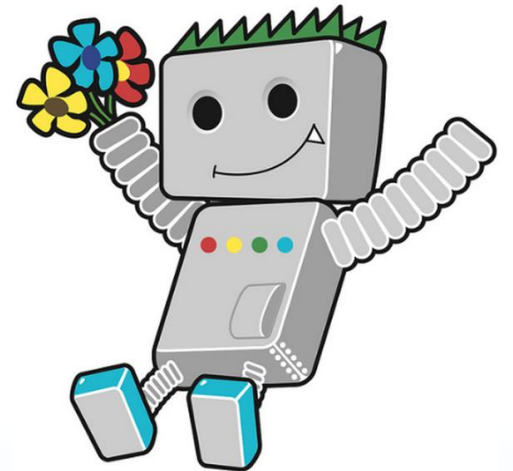
90% OF TOP-PERFORMING SITES IN POST-AUG 1 ANALYSIS HAVE ROBUST “ABOUT US” PAGES



+ 85%

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, 2011

+12%

...OR DETRACT FROM IT



[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 (888) 888-8888 please "
44 ^ | v · 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 ^ | v · Reply · Share >

[Bumper Bumpis](#) · 4 years ago
will Dawn dish soap paired with ultra clean shampoo, cover up occasional use??
41 ^ | v · Reply · Share >

[Sandra Smith](#) · 3 years ago
I had smok... on the mor... today and... found out I have a drug test in 3 days do I just d... wa... at green...? I weigh... 5... every skin... I need help it was on short notice...
38 ^ | v · Reply · Share >

-36%



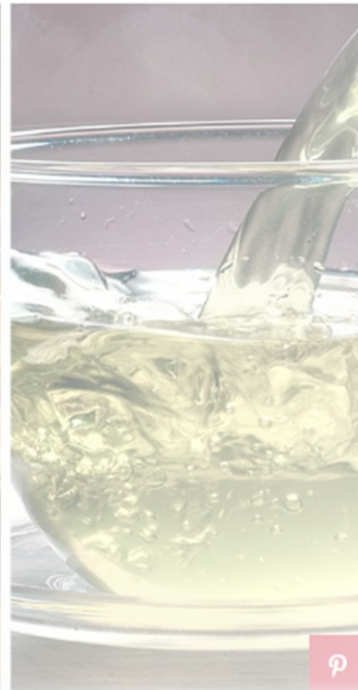
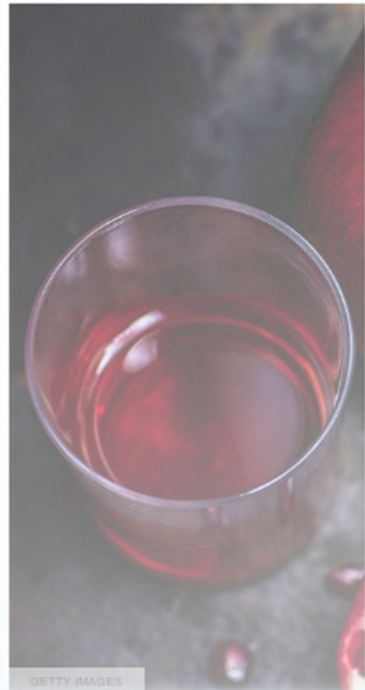
SO, DOES
IMPROVING E-A-T
ACTUALLY
WORK?

BEFORE AUGUST 1

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



Men'sHealth

-15%

@LILYRAYNYC  #BRIGHTONSEO

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.

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

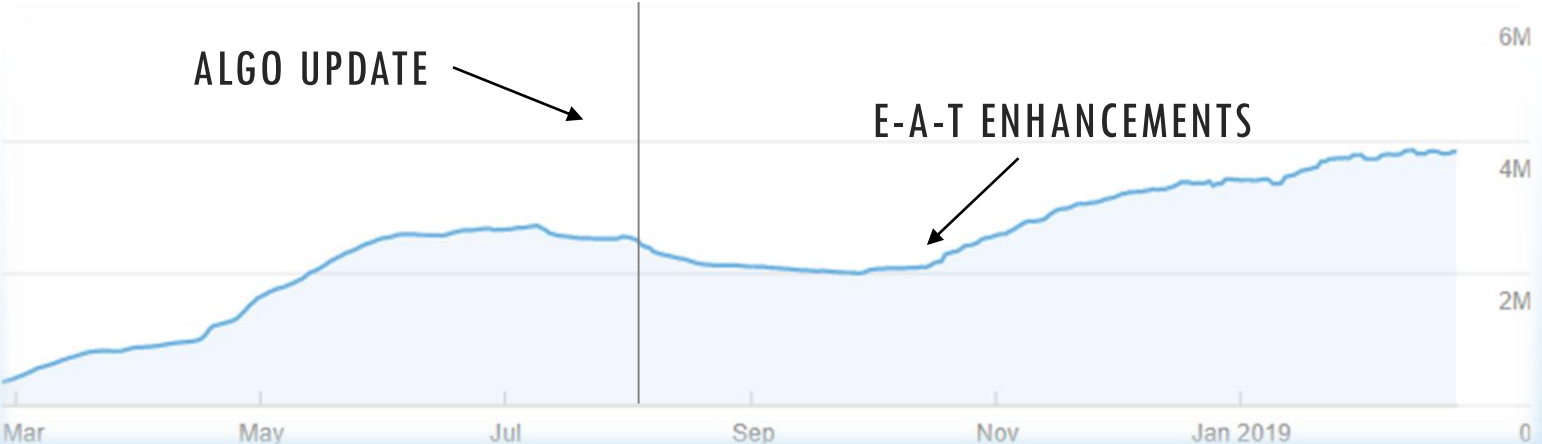
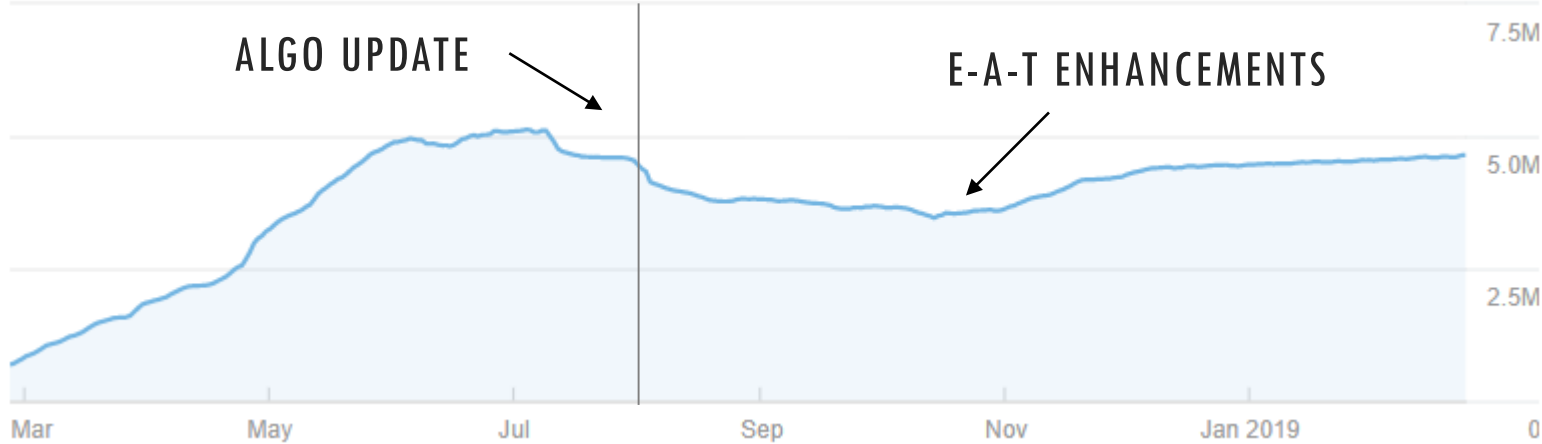
Organic traffic



+ 33%

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

DISPLAYING MORE E-A-T



BEFORE AUG 1

Sherri Gordon

FOLLOW

f t G+

Highlights

Sherri Gordon is a bullying prevention advocate and the author of nine books for teens and tweens. Her top book titles include [Beyond Bruises](#) and [Peanut Butter, Milk and Other Deadly Threats](#). You can view a list of all of her books by visiting her [Amazon profile](#).

Experience

In addition to authoring nine books for teens and tweens, Sherri also is the former editor of *Columbus Parent* magazine. She also has contributed articles to various online sites including eHow and SleepCare.com. As a result, she has countless years of experience writing and researching health and social issues including everything from bullying and dating violence to sleep apnea and nutrition.

When she is not busy writing, Sherri helps schools and churches develop programs addressing various types of abuse including bullying prevention programs, domestic violence programs and teen dating violence awareness programs. She also serves on a School Counselor's Advisory Board for a local school district and is a Community Partner for a local STEM school.

Education

Sherri holds a B.A. in Public Relations and Speech Communications with a minor in English from Otterbein University in Westerville, Ohio. Sherri also is a member of the Society of Children's Book Writers and Illustrators and has participated in a variety of writing conferences and courses.

A Word From Sherri Gordon

"Bullying is a growing problem that people face every day. Whether it occurs in the classroom, over the Internet or in the workplace, it can have a devastating impact. Learn how to not only respond to bullying in healthy and effective ways, but also learn how to prevent it."

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

Sherri Gordon

FOLLOW

f t

Highlights

- Bullying prevention advocate and author
- Former editor of *Columbus Parent* magazine
- Helps schools and churches develop programs to prevent bullying and other types of abuse

Experience

Sherri Gordon is a bullying prevention advocate and the author of nearly 20 books for teens and tweens. Her top book titles include [Beyond Bruises](#) and [Peanut Butter, Milk and Other Deadly Threats](#). You can view a list of all of her books by visiting her [Amazon profile](#).

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A Word From Sherri Gordon

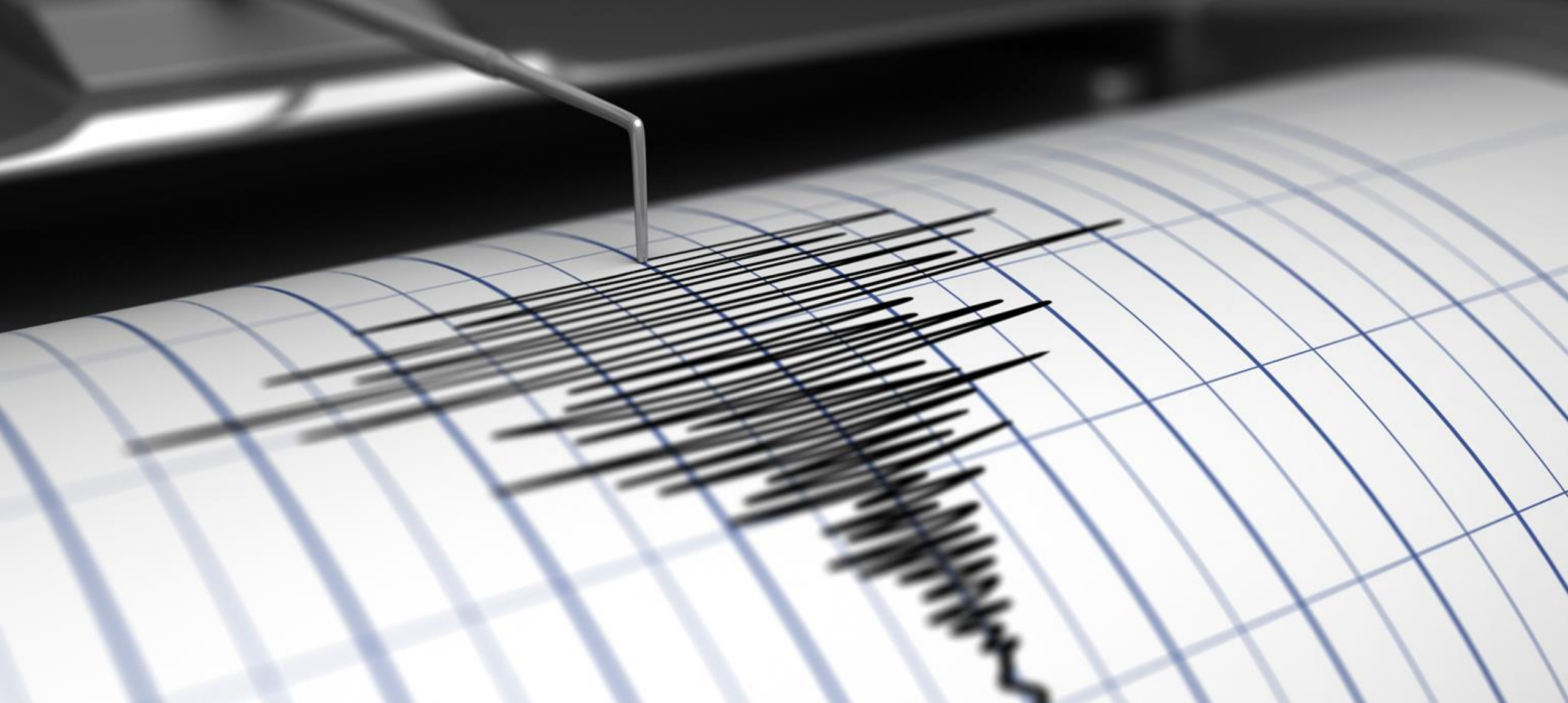
Bullying is a growing problem that people face every day. Whether it occurs in the classroom, over the Internet or in the workplace, it can have a devastating impact. Learn how to not only respond to bullying in healthy and effective ways, but also learn how to prevent it."

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.

MARCH 2019 CORE UPDATE



REMEMBER DR. AXE?

2018

Conditions > Diarrhea > How to Stop Diarrhea Fast

How to Stop Diarrhea Fast



2019

✓ Fact Checked

Natural Diarrhea Treatment: How to Stop Diarrhea Fast

By Jillian Levy, CHHC
August 21, 2018



+2,720%
SINCE MAR 12

SINCE MARCH 12:

Prevention +52%

Men'sHealth +39%

THE MORTGAGE REPORTS +26%

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

Google

Google

ME



“SO, HOW DOES GOOGLE MEASURE ALL OF THIS STUFF?”

@LILYRAYNYC  #BRIGHTONSEO

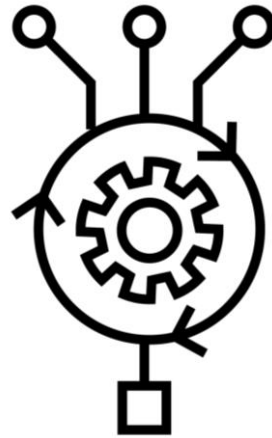
HINT: THERE'S A
CONNECTION TO
BACKLINKS AND
PAGERANK



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

@LILYRAYNYC  #BRIGHTONSEO