



# SEO Guide: E-E-A-T

How to rank faster  
and become an  
expert, trusted  
authority.



# What is E-E-A-T?



E.E.A.T is not a ranking factor. It is not a signal.



It is a system by which Google Quality Raters determine the quality of content.

Experience, Expertise,  
Authoritativeness,  
Trustworthiness

# E-E-A-T Applies to EVERY Keyword!

**Common myth:** E-E-A-T only applies to "your money your life" niches, like finance.

**Truth:** E-E-A-T applies to every query:

Hyung-Jin Kim, the VP of Google Search, says this:

"And E-E-A-T, that template, of how we rate an individual site based on expertise, authoritativeness and trustworthiness, we do it to every single query and every single result."

# Authority Backlinks

Backlinks from great websites = strong measure of E-E-A-T.

Here's what Gary Illyes of Google said when asked about E-E-A-T:

“It's largely based on links and mentions on authoritative sites. i.e. if the Washington post mentions you, that's good.”

**Stop** focusing on getting 10,000 links. **Start** focusing on getting 50 incredible links.

# Reputation

Get good reviews on trusted platforms (Google, Yelp, G2, Clutch, etc) or reviews by reputable blogs (again, more links!)

Straight from Google:

“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.”

# Wikipedia??

From Google:

“See if there is a Wikipedia article or news article from a well-known news site”

Wikipedia requires information about your company to be verifiable from many reliable sources.

Wikipedia is **not** a ranking factor. Look at the **ROOT CAUSE** as to why Google cares about it: if Wikipedia is picking you up, you must have a large amount of verifiable notoriety!

# Topical Authority

What displays when you Google a brand or name? It should show:

Dozens of in-depth articles, interviews, awards, bylines, podcasts, conferences – all on your core niche.

- Publish accurate, in-depth content
- Get quotes in publications
- Publish more original research
- Podcast + interview

Is there a consensus from others that your content is good and that you are reputable?

# Real Experience

Google is shifting away from publishing content for the sake of publishing content.

Gain real-world experience on your subject matter, then write about it.

Prioritize hands-on experience that you can share and prove yourself as a trusted source on the subject before writing about it.

# Content Tips

- Publish more.
- Update frequently.
- Stay fresh and top of mind.

Google's John Mueller says:

"It's really hard to call a site authoritative after 30 articles, and especially if you've stopped publishing for a while, I can see how Google might be a bit more conservative with regards to indexing more."

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