THE STATE OF E-A-T IN 2022
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E-A-T

- Schema
- Footer Links
- Anchor Text
- Meta Descriptions
- Page Speed
- HTTPS
- Tags
- Core Web Vitals
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.

Please consider:
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.

E-A-T is the criteria Google’s Quality Raters use to evaluate content, authors, & websites.
Google has framed E.A.T as one of the most important factors for achieving optimal SEO performance.
Want to Learn SEO?

“Cultivate a reputation for expertise and trustworthiness in a specific area.”

“Expertise & authoritiveness of a site increases its quality.”

Search Engine Optimization (SEO) Starter Guide ▸

@lilyraynyc FRIENDS OF SEARCH amsive DIGITAL
Want to Improve Performance After a Core Update?

“Get to know the quality rater guidelines and E-A-T”

What site owners should know about Google’s core updates
Want to Rank in Google News or Discover?

“Make sure you're regularly producing original news content and are high in expertise, authoritiveness, and trustworthiness.”

Answers to some common questions about appearing in Google News
Want to Rank Better After the Product Reviews Updates?

“Express expert knowledge about products, where appropriate.”

What creators should know about Google’s product reviews update
Want to Rank Better on YouTube?

“We use machine learning systems that prioritize information from authoritative sources.”

How does YouTube address misinformation?
Google quotes about E-A-T

Question:
How does Google determine who is an authority on a topic?

- We understand how authoritative articles seem to be
- We understand broad notions of topics
- Sites with a history of authoritative content for particular topics may do well in those areas

Remember this detail for later, it's important!
EAT Matters More During Crises

“We have designed our systems to prefer authority over factors like recency or exact word matches while a crisis is developing.”

- How Google Fights Disinformation, 2019
Who is this site and why should you trust them?
EAT at Work:

Highly cited label & elevating original reporting
EAT at Work:
Showing Articles by an Author
(Separate from Knowledge Panel Result)

Articles

- Search Engine Journal
  - Google Discover: An Article Could Be Worth 100,000 Clicks [Case Study]
    - By Brodie Clark
    - Here's how online publishers – especially those that leverage imagery correctly – can get considerable traffic...
    - Mar 19, 2020

- Search Engine Land
  - Could Chrome's targetText functionality have uses beyond...
    - By Brodie Clark
  - It may not improve SEO, but targetText's ability to highlight text on a web page has potential for other use-cases.
    - Nov 6, 2019

- Search Engine Land
  - Google’s solution search results do by FAQ Schema
    - By Brodie Clark
  - When FAQ Schema first launched, it was an exciting time for SEO. But the excitement soon turned to...
    - Oct 7, 2019

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Obviously, **E-A-T** has become extremely important for SEO
How has the SEO community responded?

EAT all the things!
Every SEO:  
*adds E-A-T to everything*
But, improving E-A-T is not a simple process.
Adding “E-A-T elements” without updating the content is not sufficient.
If your site has been hit by core updates, adding "reviewed by X expert," a mini-summary, and an updated date to your articles is not a sufficient (or authentic) overhaul of the content.

If archive.org can easily spot these patterns, something tells me Google can too.
If my understanding of it is correct, E-A-T checks your website to see if you are an expert in the niche your website is about.

So my thinking is if I create a false persona of someone who has years of experience in this niche, would it help with E-A-T?

- A popular SEO spammer site that is not to be named
This is why we can’t have nice things.
Google (probably):
We need to get smarter about **EAT**
Google (probably):

It’s not just about how many bells and whistles you add to your site.

It’s about who you are and what you say.
“Core updates are about improving how our systems assess content overall.”
Many updates later...

- Sept 2019 Core Update
- Core Update
- Dec 2020 Core Update
- Jan 2020 Core Update
- Update
- May 2020 Core Update
- Product Review Update
- July 2021 Core Update
- June 2021 Core Update
- Nov 2021 Core Update
- March Product Review Update
- May 2022 Core Update

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Google is leaning in on real “expertise”

“The overall focus is on providing users with content that provides insightful analysis and original research, and is written by experts or enthusiasts who know the topic well.”
We are seeing a slow but steady decline among publisher sites with seemingly good EAT.
And the steady rise of the “real” authorities
And the rise of real subject matter experts
Remember: experts are entities
“We have entities for very popular authors, like if you were an executive for the Washington Post, then you probably have an entity.

It's not about the author, it's about the entity.”
Google likely evaluates **E-A-T** on the entity level.
Google Patents & EAT

Agent Rank

Website Representation Vectors

Author Vectors

Speaker Identification

Identifying Authoritative Results

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Evaluating Entities:
Diffbot Natural Language API

My name is Lily Ray and I am 32 years old and a resident of Brooklyn, NYC. I am an SEO professional, DJ, and drummer. I currently serve as the Senior Director of SEO and Head of Organic Research at AMSIVE Digital. I was born and raised in the California Bay Area by two New York City transplants, and I returned to NYC to attend NYU. I’ve lived in Brooklyn ever since. I’m an avid biker and lover of the outdoors, traveling, exercising, eating well, and staying healthy.

@lilyraynyc

h/t @carlos_darko
h/t @olaf_kopp
Let’s do a theoretical exercise...
Let’s pretend we just got a new puppy
And maybe we want to search for...

- how much to feed a puppy
- why does my dog whine all the time
- why is my puppy so hyper
- best guard dogs
- why does my dog lick the carpet
Cesar Milan ranks #1 for all of these queries.

- how much to feed a puppy
- why is my puppy so hyper
- why does my dog lick the carpet

Our List of the Top 10 Best Guard Dogs
- Bullmastiff: Known for physical strength, protection instincts, courage, and extreme family loyalty; the Bullmastiff is one of the best guard dog breeds to have. 
- Doberman Pinscher...
- Rottweiler...
- Komondor...
- Puli...
- Giant Schnauzer...
- German Shepherd...
- Rhodesian Ridgeback.

Top 10 Best Guard Dogs | Find the Best for You | Cesar's Way

Puppies should be fed three to four times a day; therefore, if you are currently feeding 3% of a cup of puppy food twice a day, you should consider spacing it out by feeding 1/2 cup three times a day.

https://www.cesarsway.com/puppy-feeding-guidelines

Puppy Feeding Guidelines | Schedule & Tips - Cesar's Way

Sometimes when dogs are feeling anxious, depressed, or stressed, they can act out in terms of licking. Boredom, too, can be a reason that your dog has taken to licking the carpet. Other factors for constant floor licking could be canine dementia, physical discomfort, or neurological problems.


Why Do Dogs Lick The Carpet? - Cesar's Way

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Who is Cesar?

Cesar Milan

- Mexican
- Name
- Former Name: César Felipe Millán Favela
- New York Times Publication
- Best Seller
- "Cesar's Way" Book
- Dog Behaviorist
- Author
- Location: Los Angeles County, Santa Clarita
- Date of Birth: 8.27.1969
- Skilled at "Cesar's Way"
- Founder of Dog Psychology Center
- Website: CesarsWay.com

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American Society for the Prevention of Cruelty to Animals

New York

United States of America

1886

Henry Bergh

Animal welfare

Not-for-profit

Privately-funded

FOUNDER

FOUNDED

LOCATION

IS PART OF

CORPORATION

INDUSTRY
Google: which author should I rank for dog keywords?

- Cesar Milan
- Joe Schmoe
- Nancy the Vet
Google: which publication should I rank for dog keywords?
Google: which author should I rank for dog keywords?

- Cesar Milan
- Joe Schmoe
- Nancy the Vet
Google: evaluates EAT across all relevant entities to find the most authoritative and trustworthy result for the query

Cesar Milan
Nancy the Vet
Joe Schmoe
The New York Times
Cesar's Way
ASPCA

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Google attempts to evaluate the E-A-T of the website’s contributors, as well as the site itself. This process is combined with all other ranking factors in order to pick the highest quality result.
Examples of real experts
I went to some niche corners of the internet to look for the real experts.
...to find examples where Google’s algorithms are elevating and rewarding expert content
These experts’ sites have seen significant growth in SEO visibility since early 2021*

*sistrix visibility index

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What do the winning sites have in common?
Entire site focuses on one niche
Robust “About Me / Us” pages
First-hand expertise
Transparent authorship
Back up expertise with evidence, anecdotes and experiences
Offer **objective** advice, not pushing their products or services
Others link to **them** as the **primary source**
For product reviews, proof of conducting extensive tests
Robust depth of topical coverage within their area of expertise
What does real expertise look like?
• Step-by-step guidance
• Doesn’t link externally because he is the source
• Lays out pros and cons
• Highly qualified to write the article
• First-hand experience
• Empathetic with the reader
• Helpful advice to consider

Roach Bombs: Avoid if Possible

When wondering how to get rid of roaches without an exterminator, some people turn to roach bombs.

Also called “foggers,” roach bombs spray a pesticide into the air.

When the pesticide falls to the ground, it coats indoor surfaces and kills target pests.

Most roach bombs are designed to be placed in the center of the room and activated.

Unfortunately, roach bombs are extremely toxic, and we recommend against using them. There are safer and more effective ways to get rid of your roach infestation.

Author Bio: Zach Smith

Landscape Pro Turned Gopher Pro: Owner Zach Smith, graduate of Cal Poly’s Horticulture program worked nine years as a landscape professional- dealing with gophers, moles, and ground squirrels and was quickly recruited by other local gardeners. Fast forward to the past 10+ years, where Zach and his team trap and remove burrowing pests from residential, municipal and commercial properties throughout the San Francisco Bay area, from Marin to Monterey.
What Is Your Attachment Style? Attachment Theory, Explained

Contributing Sex & Relationships Editor
By Kelly Gonsalves

Last updated on September 29, 2021

Why are some people very aloof and unattached in their relationships, while others are clingy and need constant validation? According to attachment theory, it's because different people have different attachment styles. Here's everything you need to know about the four attachment styles, how they're formed in childhood, and how to develop a secure attachment style.

Board-certified Clinical Psychologist

Kristina Hallett, Ph.D., ABPP is a board-certified clinical psychologist with a background in neuroscience. She is also the Director of Clinical Training at Bay Path University, and an associate professor in Graduate Psychology.
• Different itineraries for different trip lengths
• Places to eat, safety tips
• Her own photography (not stock photos)
• Detailed recommendations
• First-hand experience
• Explains why she is qualified to write the article with evidence

ULTIMATE UTAH NATIONAL PARKS ROAD TRIP

I’ve visited each of these Utah national parks numerous times now. In fact, in 2017 my husband and I took a road trip to every single US national park. (Click here to see our epic national parks route!) So I guess what I’m trying to say is that I know a thing or two about visiting US national parks, including Utah’s ‘Mighty 5’! All these recommendations come from firsthand experience and if you follow this itinerary I guarantee you will have an amazing trip!
Basement Waterproofing: Here’s How to Dry Out a Wet Basement—And How Much It Costs

Basement waterproofing can be a confusing and expensive process. Here’s what you need to know about why water is leaking into your basement, and the best ways to fix the problem.

By Glenda Taylor and Bob Vila | Updated Aug 2, 2021 5:55 PM

- If the basement must be excavated, expect to pay an average of $70 to $150 per linear foot.
- Once excavated, new drain tile can be installed for about $100 per foot.
- Installing a sump pump to collect and pump water to the surface can cost between $1,500 and $3,000.
- Interior waterproofing, which may include installing a French drain, could cost more than $10,000.
- Simple, roll-on interior sealant can cost as little as $50 per 100 square feet if it’s a DIY project.
- If structural repairs are necessary, they could add thousands of dollars.

· Recommendations for how to work with a contractor
· Includes FAQs
· Explains the what, why and how with first-hand experience
· Clarity around expected costs
· Written in collaboration with writer and expert (Bob)
Won the “Beekeeper of the Year” award in South Carolina
Doesn’t need to link to the source because she is the source
First-person account from an actual beekeeper

Why is the Queen Bee Bigger?
It sure seems that she would be a great worker capable of bringing in lots of nectar and pollen for the family. Alas, our queen honey bee is not a forager.

But, she has a very important function. She can do a job that no other bee can – she can lay fertilized eggs that develop into female bees.

Inside the long abdomen, we find her reproductive organs. A pair of large ovaries hold all of the eggs that she will ever lay. She can average over 1000 eggs a day during peak season, that’s a lot of eggs!
Provides a direct answer to the user’s questions with expert rationale
- There couldn’t be anyone more qualified to offer advice about foam
- Eric is the “star” of Foam University
- “Foam University” YouTube account supports their E-A-T strategy and often ranks as a separate video result

Which is the Best Insulation for Walls

Out of all of the options you read about above, you’re looking for the best insulation for exterior walls, so which ones make the cut?

The best insulation for walls when it comes to new build homes or remodels is going to be Nu-Wool, foam board, or open cell spray foam.

Let’s take a deeper dive into each of these materials and what makes them the best.
E-A-T can transfer across search & YouTube

Same company
How to Analyze and Improve Your Site’s Perceived Expertise
TIP#1

Compare the SEO performance of your categories, subcategories, tags and/or breadcrumbs to see where your site currently demonstrates E-A-T.
Work with internal experts and build out their SEO presence as a personal brand
TIP#3

Provide thorough, clear and consistent author and expert bios

Use consistent biography language across sites
TIP #4

Provide original research and original opinions

Don’t just rehash what others have written
So, does this **E.A.T.** stuff actually work?
Client case study (health/medical)
Client case study (health/nutrition/fitness)

Visibility Index

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Started focusing on EAT

FRIDES
FSEARCH

amsive DIGITAL
Client case study (fitness/wellness)
thank you!

Lily Ray
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