

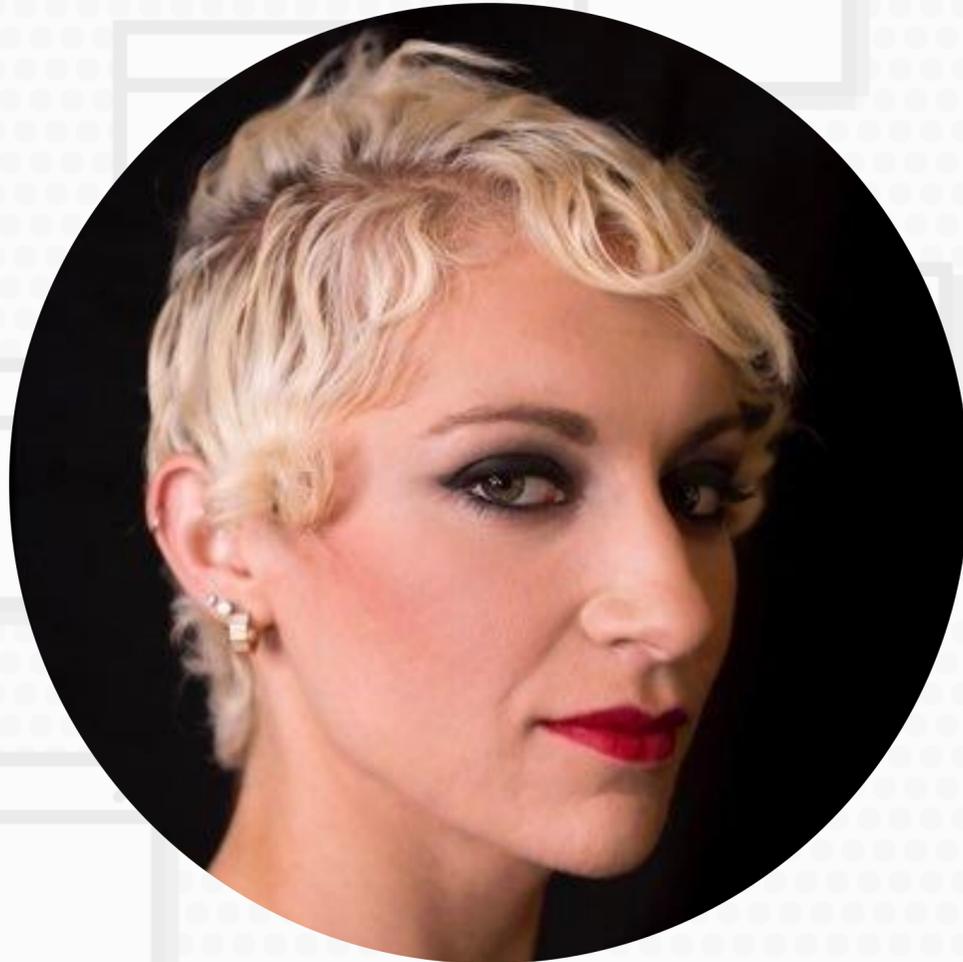
LILLY RAY

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

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL



# Lily Ray

Sr. Director of SEO  
& Head of Organic Research,  
**Amsive Digital**

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

# E-A-T



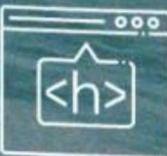
Schema

Footer  
Links 

Anchor  
Text 

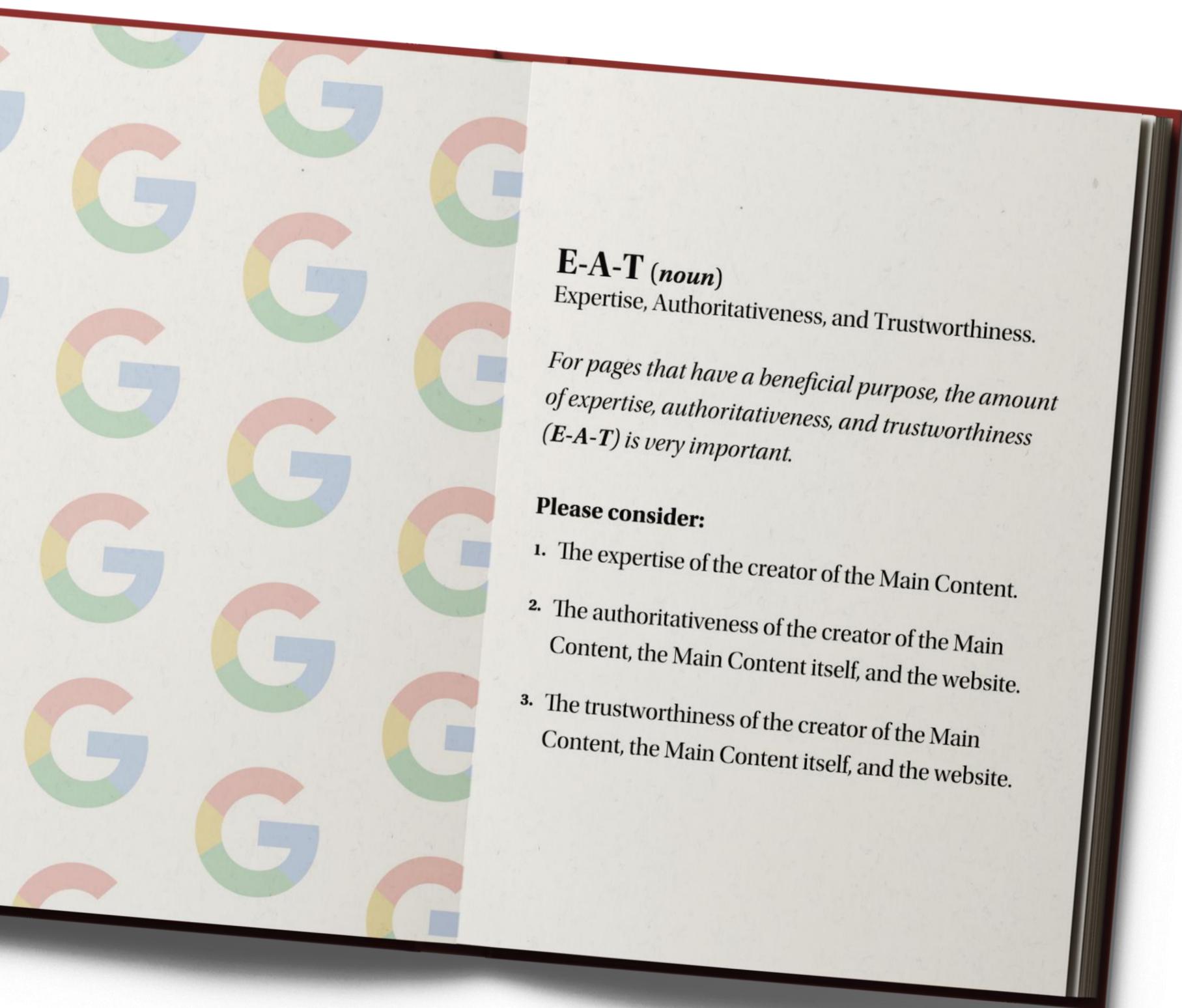
  
HTTPS

Meta   
Descriptions

 tags

Core Web  
Vitals 

Page  Speed



**E-A-T** is the criteria Google's Quality Raters use to evaluate content, authors, & websites.

Google has framed  as one of the most important factors for achieving optimal SEO performance.

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

# Want to Learn SEO?

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

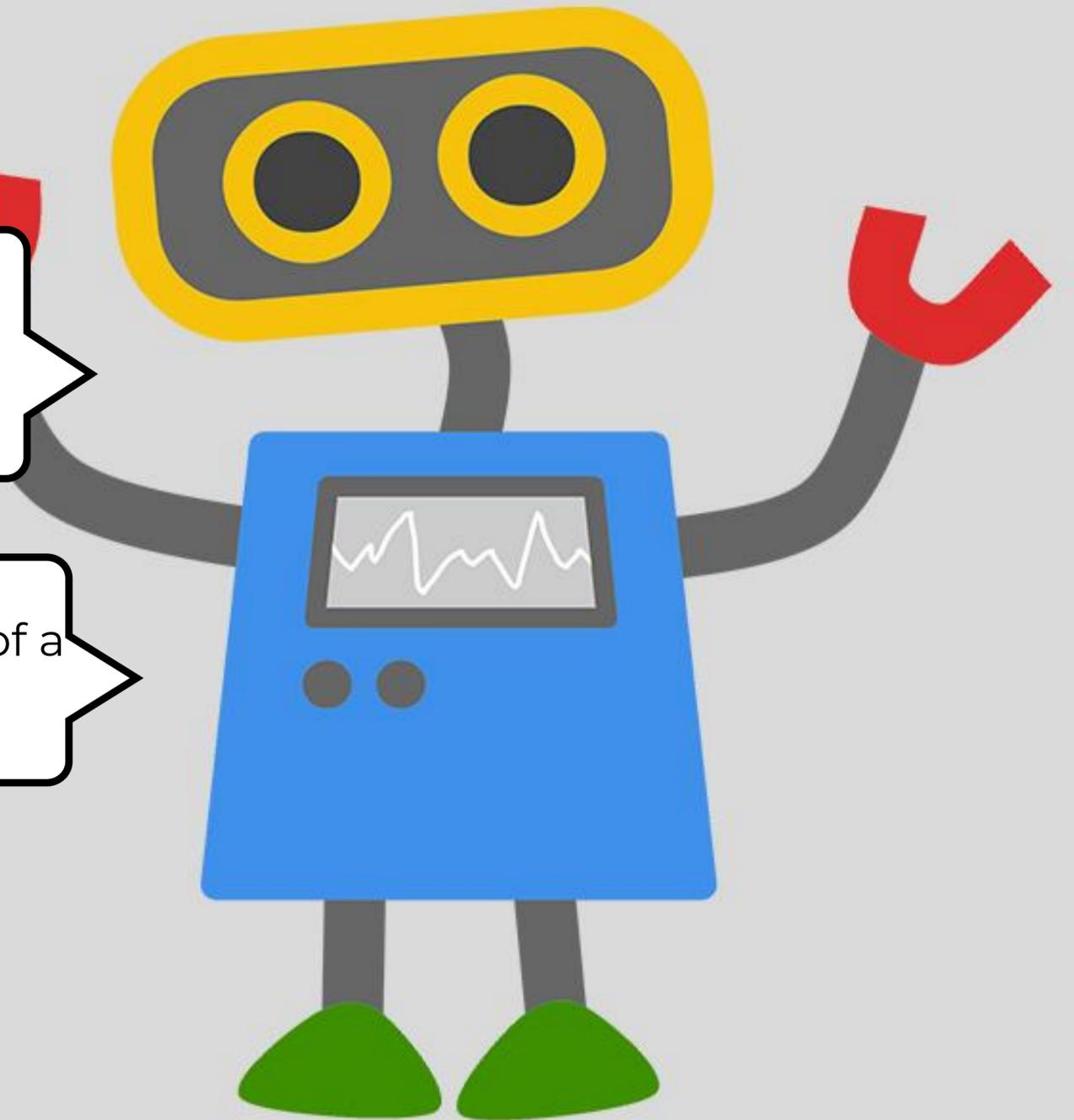
“Expertise & authoritativeness of a site increases its quality.”

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 

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL



# Want to Rank in Google News or Discover?

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

Answers to some common questions about appearing in Google News [↗](#)

@lilyraynyc

**FRIENDS  
OF SEARCH**

**AMSIVE**  
DIGITAL



# 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 

@lilyraynyc

**FRIENDS  
OF SEARCH**

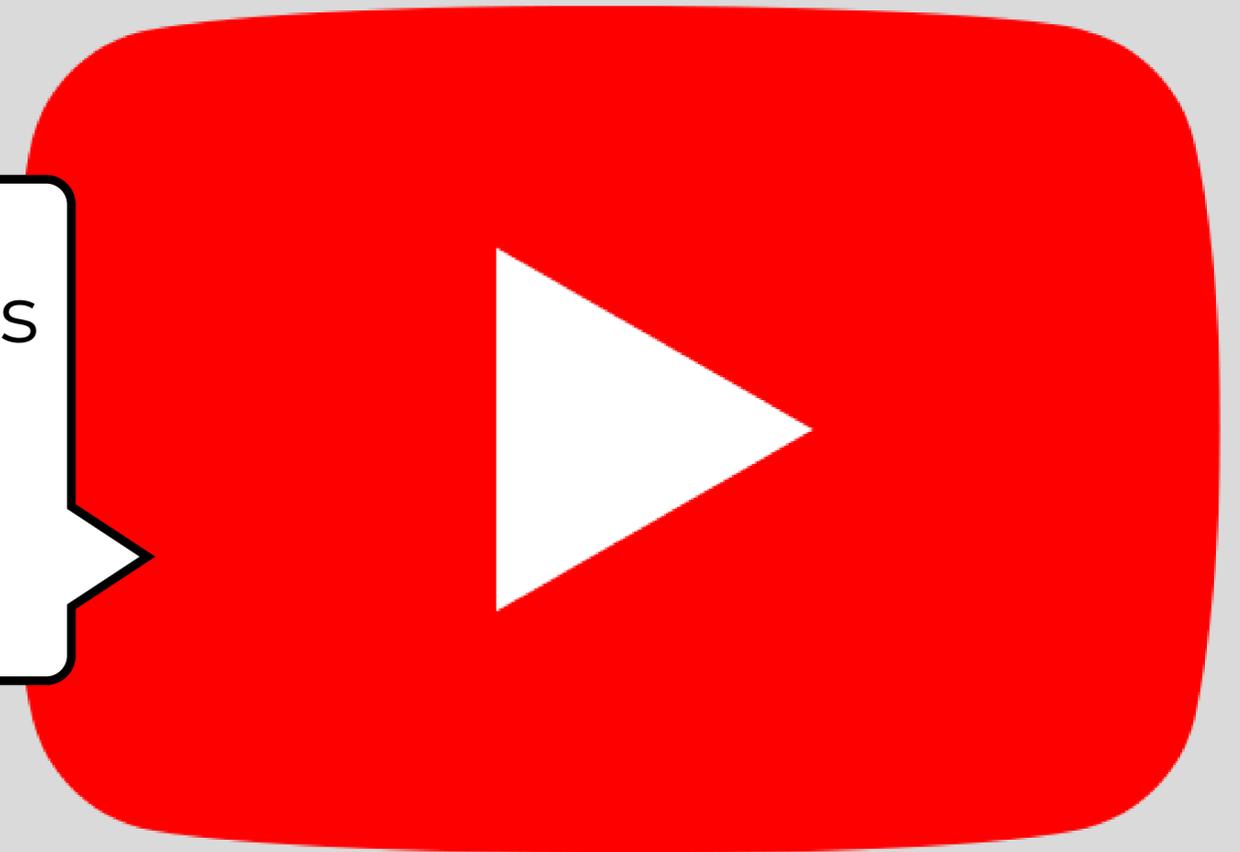
**amsive**  
DIGITAL



# Want to Rank Better on YouTube?

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

How does YouTube address misinformation?

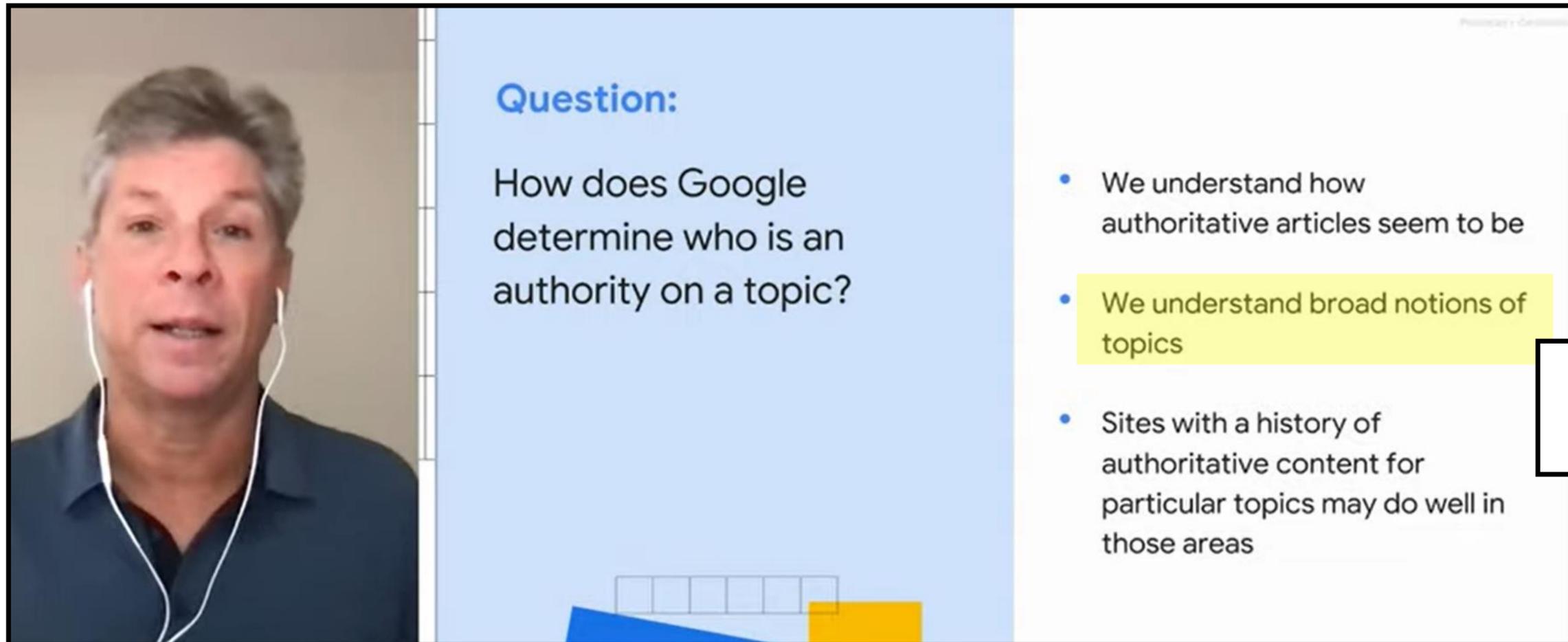


@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

# 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!



@lilyraynyc

# **E-A-T** 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

**FRIENDS  
OF SEARCH**

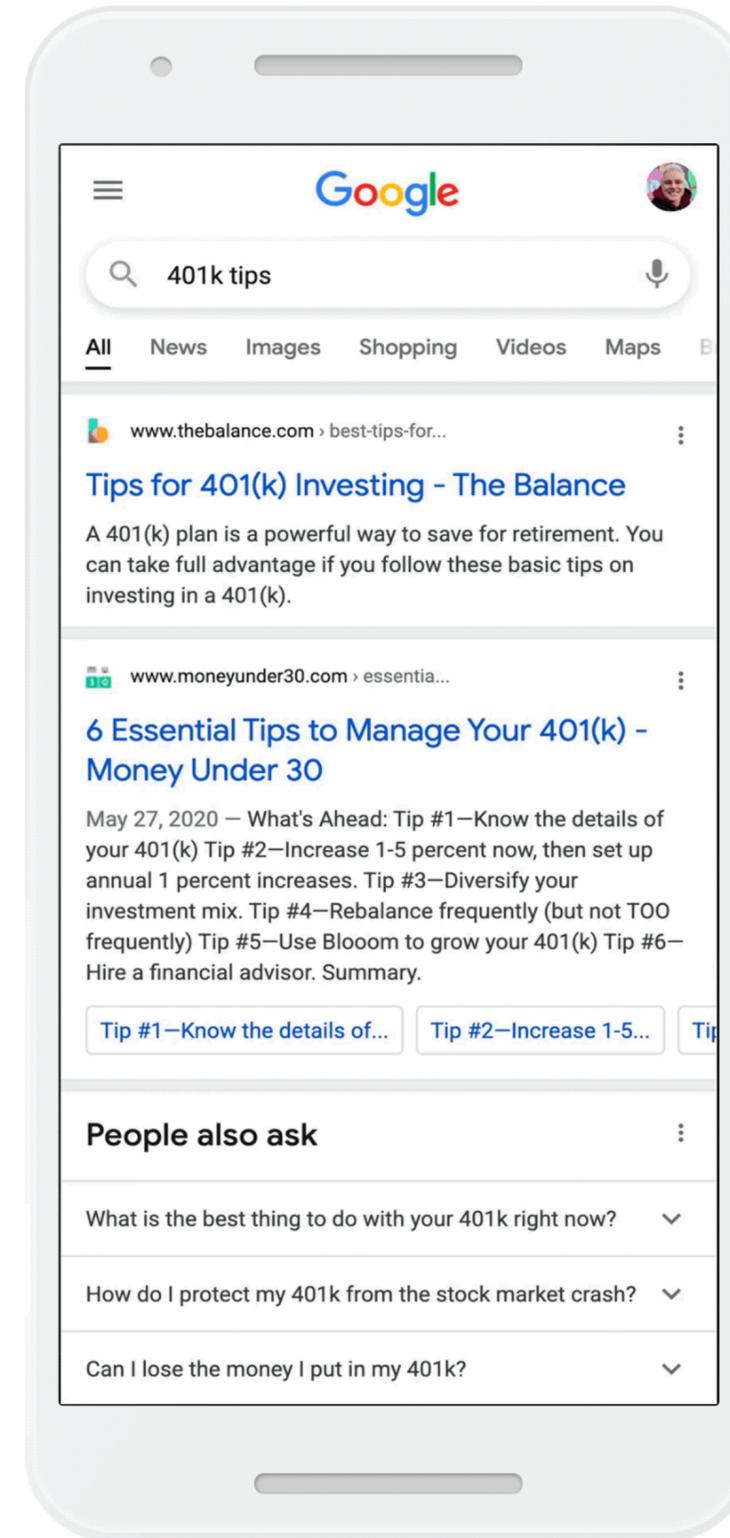
**amsive**  
DIGITAL

# E-A-T at Work: About This Result

Who is this site and  
why should you  
trust them?

@lilyraynyc

**FRIENDS  
OF SEARCH**



**amsive**  
DIGITAL

**E-A-T** at Work:

Highly cited label & elevating original reporting

**HIGHLY CITED**



SEARCH

### Elevating original reporting in Search

Sep 12, 2019 · 3 min read

 Richard Gingras  
VP, News

---

Google Search was built to provide everyone access to information on the web—and with tens of thousands of web pages, hundreds of hours of video, thousands of tweets and news stories published every minute of the day, our job is to sift through that content and find the most helpful results possible. With news in particular, we always aim to show a diversity of articles and sources to give users as much context and insight as possible.

An important element of the coverage we want to provide is original reporting, an endeavor which requires significant time, effort and resources by the publisher. Some stories can also be both critically important in the impact they can have on our world and difficult to put together, requiring reporters to engage in deep investigative pursuits to dig up facts and sources. These are among the reasons why we aim to support these industry efforts and help people get access to the most authoritative reporting.

Recently, we've made ranking updates and published changes to our search rater guidelines to help us better recognize original reporting, surface it more prominently in Search and ensure it stays there longer. This means readers interested in the latest news can find the story that started it all, and publishers can benefit from having their original reporting more widely seen.

@lilyraynyc

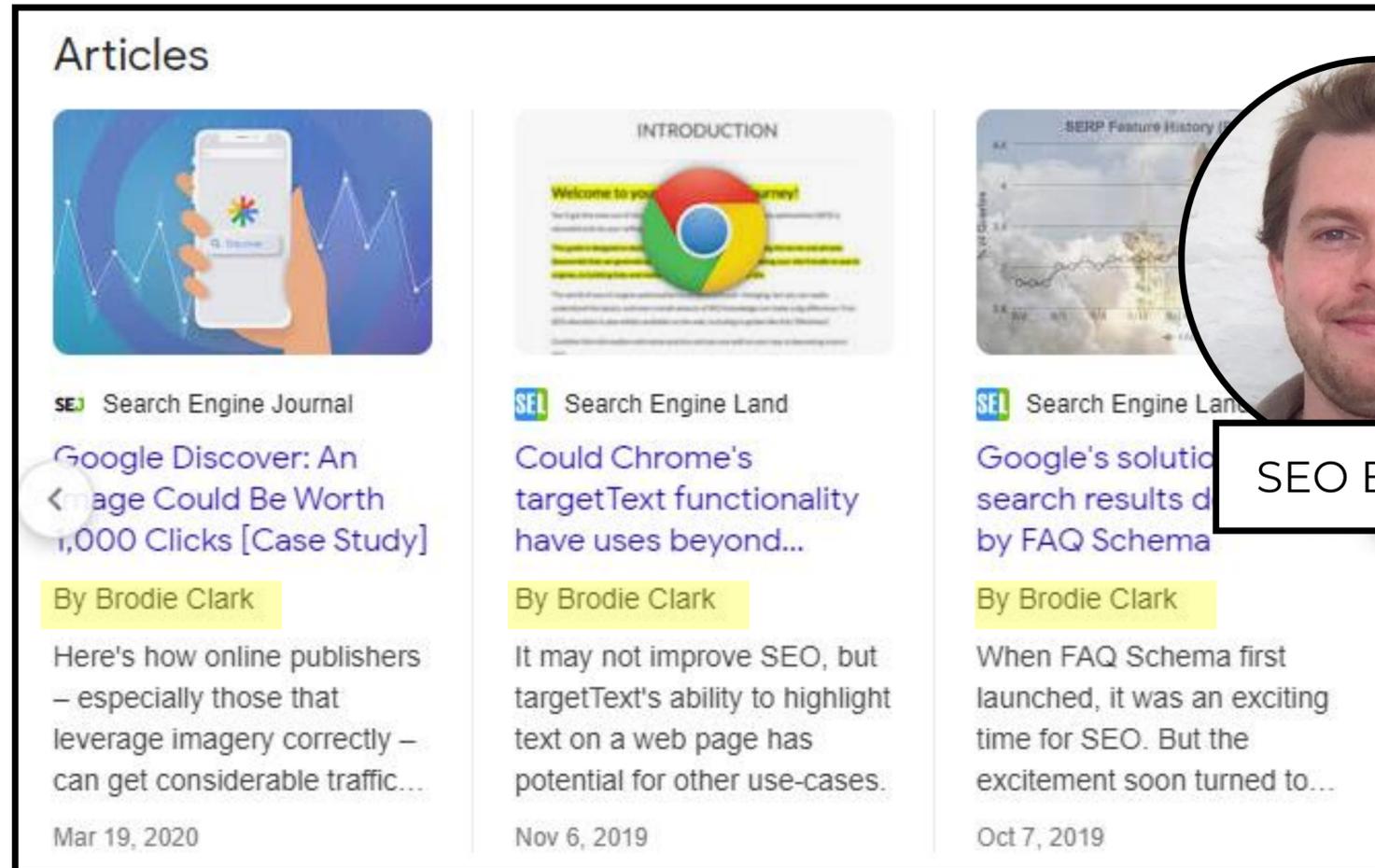
**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

# E-A-T at Work:

Showing Articles by an Author  
(Separate from Knowledge Panel Result)

Articles



The image shows three article snippets from Search Engine Journal and Search Engine Land, all authored by Brodie Clark. Each snippet includes a featured image, a title, a byline, a short description, and a date. The first article is from Search Engine Journal, dated March 19, 2020, and discusses Google Discover. The second is from Search Engine Land, dated November 6, 2019, and discusses Chrome's targetText functionality. The third is also from Search Engine Land, dated October 7, 2019, and discusses FAQ Schema.

**Search Engine Journal**  
Google Discover: An Image Could Be Worth 1,000 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 to search results dominated 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



SEO Brodie

Not SEO Brodie

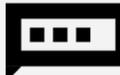


The image shows a knowledge panel for Brodie Clark, identified as a British civil servant. It features four photographs of him in various settings. A 'More images' button is visible in the bottom right corner of the image grid. The name 'Brodie Clark' and his title 'British civil servant' are displayed below the images.

**Brodie Clark**  
British civil servant

Obviously,  has become extremely important for SEO

@lilyraynyc

**FRIENDS**  
 **FSEARCH**

**amsive**  
DIGITAL

How has the SEO  
community responded?

**E-A-T** all the things!

@lilyraynyc

**FRIENDS  
OF SEARCH**

**AMSIVE**  
DIGITAL





Every SEO:

\*adds **E-A-T** to everything\*

**FRIENDS**  
**SEARCH**

**amsive**  
DIGITAL

But, improving **E-A-T**  
is not a simple process.

@lilyraynyc

**FRIENDS**  
**SEARCH**

**amsive**  
DIGITAL

Adding “ elements”  
without updating the content  
is not sufficient.



Lily Ray  
@lilyraynyc

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](https://archive.org) can easily spot these patterns, something tells me Google can too.



@lilyraynyc

amsive  
DIGITAL

# SEO industry: shortcuts to “game” **E-A-T**

“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

@lilyraynyc

**FRIENDS  
OF SEARCH**



**OMMSIVE**  
DIGITAL

This is why we can't have nice things.



@lilyraynyc

**amsive**  
DIGITAL

Google (probably):

We need to  
get smarter

about **E-A-T**

@lilyraynyc

**FRIENDS  
OF SEARCH**

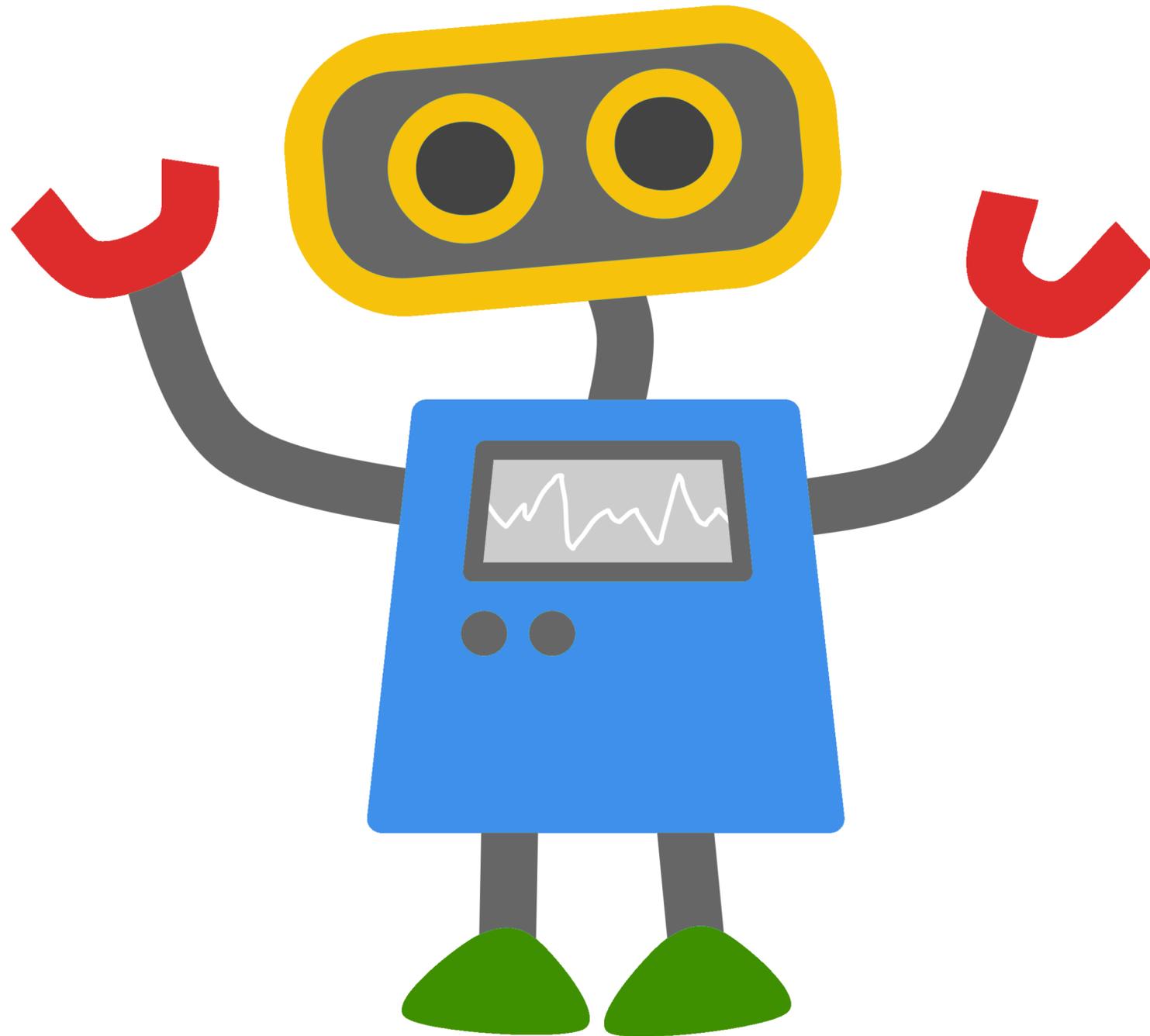


**AMSIVE**  
DIGITAL

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.



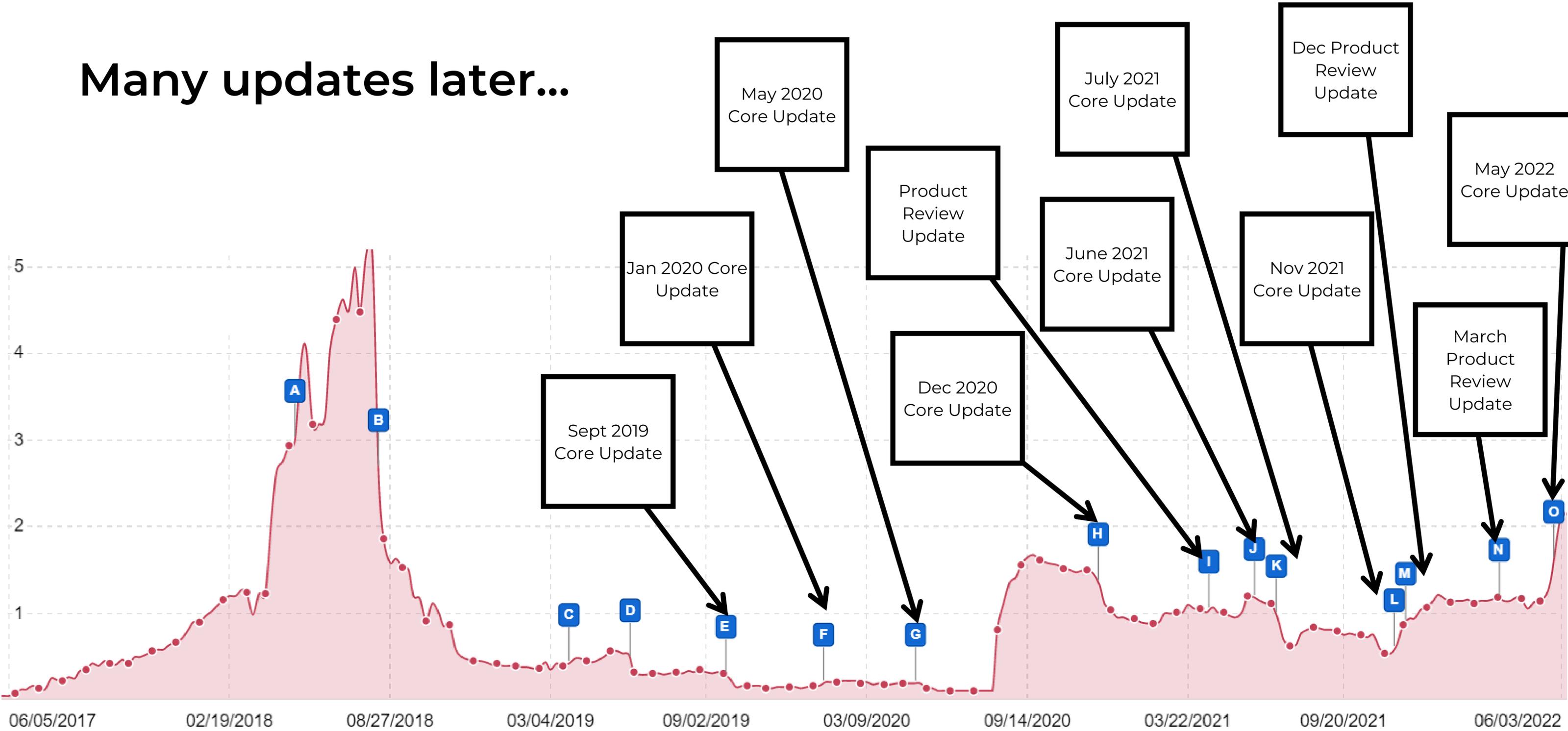
“Core updates are about improving how our systems assess content overall.”

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

# Many updates later...



@lilyraynyc

**FRIENDS  
OF SEARCH**

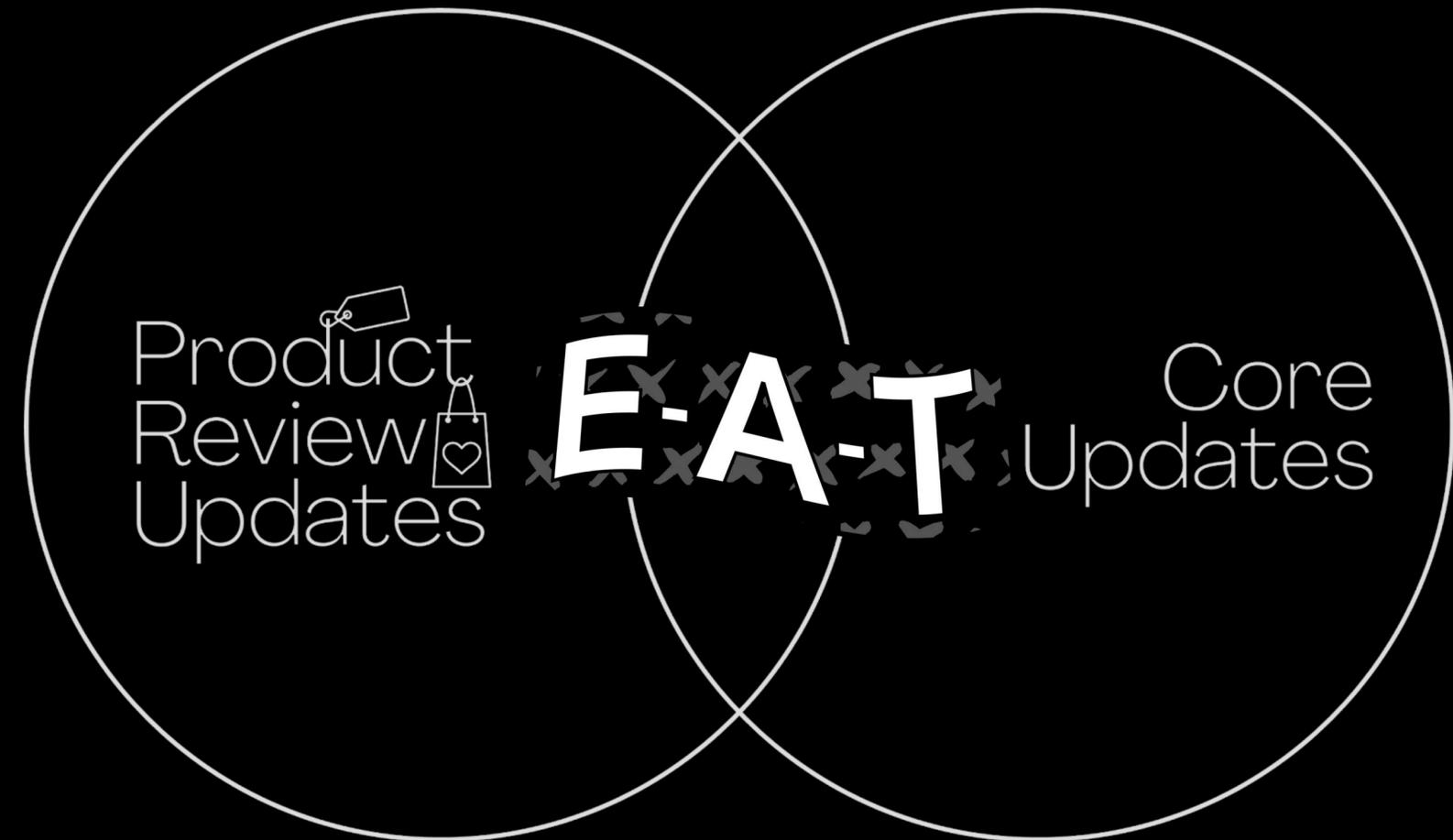
**amsive**  
DIGITAL

## 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.”

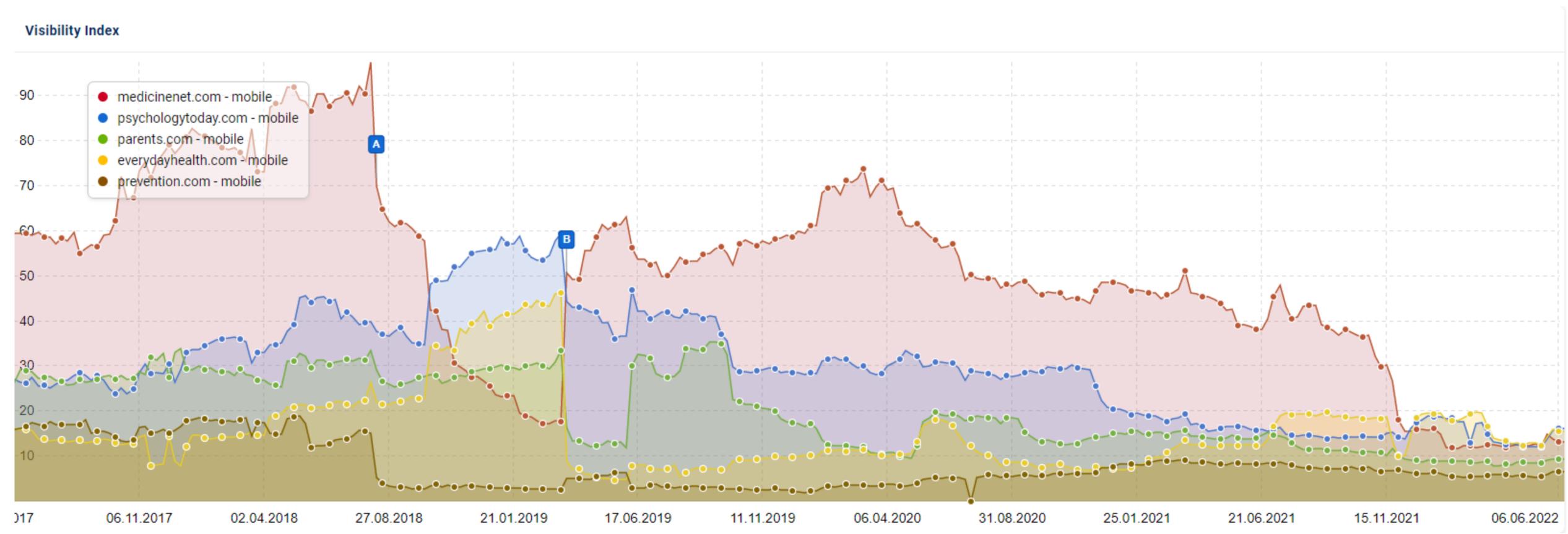
@lilyraynyc

**FRIENDS  
OF SEARCH**



We are seeing a slow but steady decline among publisher sites with seemingly good **E-A-T**

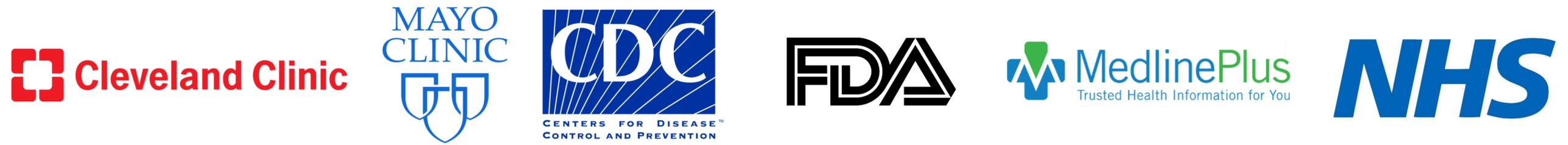
Psychology Today  
EVERYDAY HEALTH  
MedicineNet  
Parents.  
Prevention.



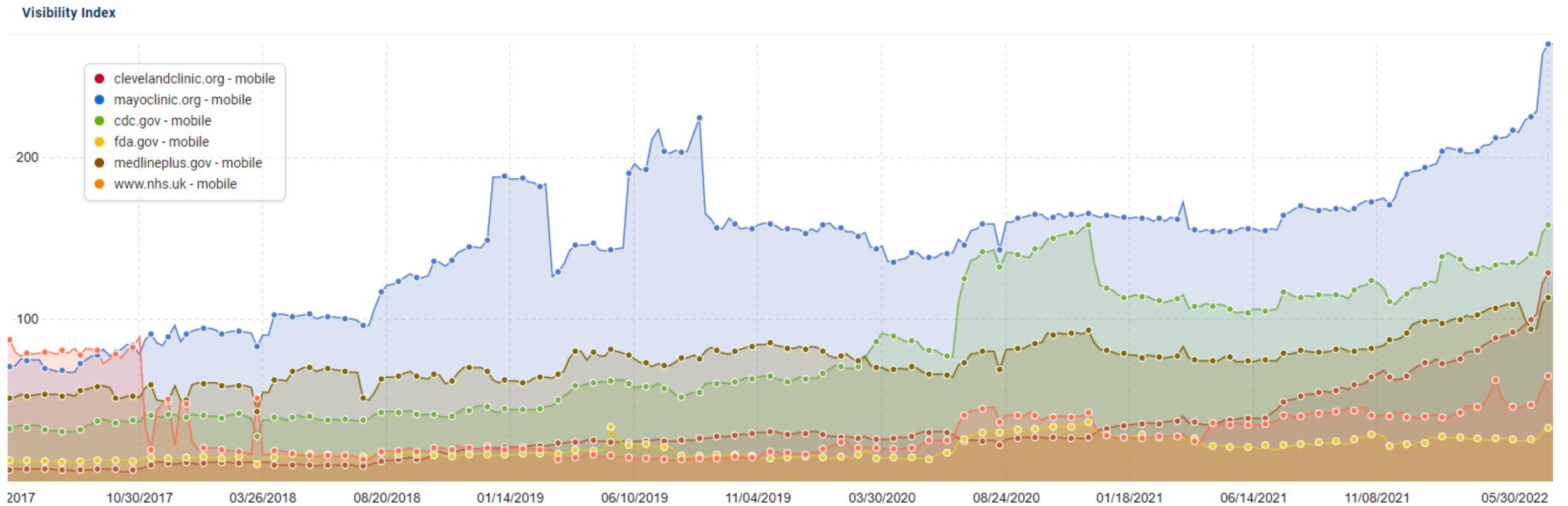
@lilyraynyc

**FRIENDS**  
**FSEARCH**

**amsive**  
DIGITAL



And the steady rise of the “real” authorities



@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL



And the rise of  
real subject  
matter experts

@lilyraynyc

**FRIENDS**  
**FSEARCH**

**amsive**  
DIGITAL

Remember: experts are entities

@lilyraynyc

**FRIENDS**  
**SEARCH**

**amsive**  
DIGITAL

## Gary Illyes, Pubcon 2019

“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.”

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL





The Mechanics of E-A-T: How Google Patents Can Help Explain How E-A-T Works



Google likely evaluates **E-A-T** on the entity level

@lilyraynyc

**FRIENDS**  
**FSEARCH**

**amsive**  
DIGITAL

# Google Patents & **E-A-T**



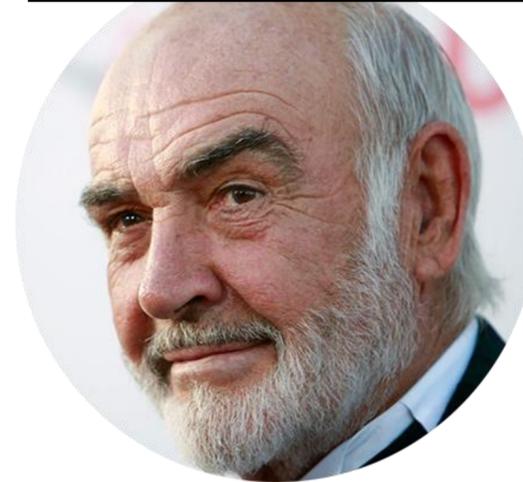
Agent Rank

Website Representation Vectors



Author Vectors

Speaker Identification



Identifying Authoritative Results

# Evaluating Entities:

## Diffbot Natural Language API

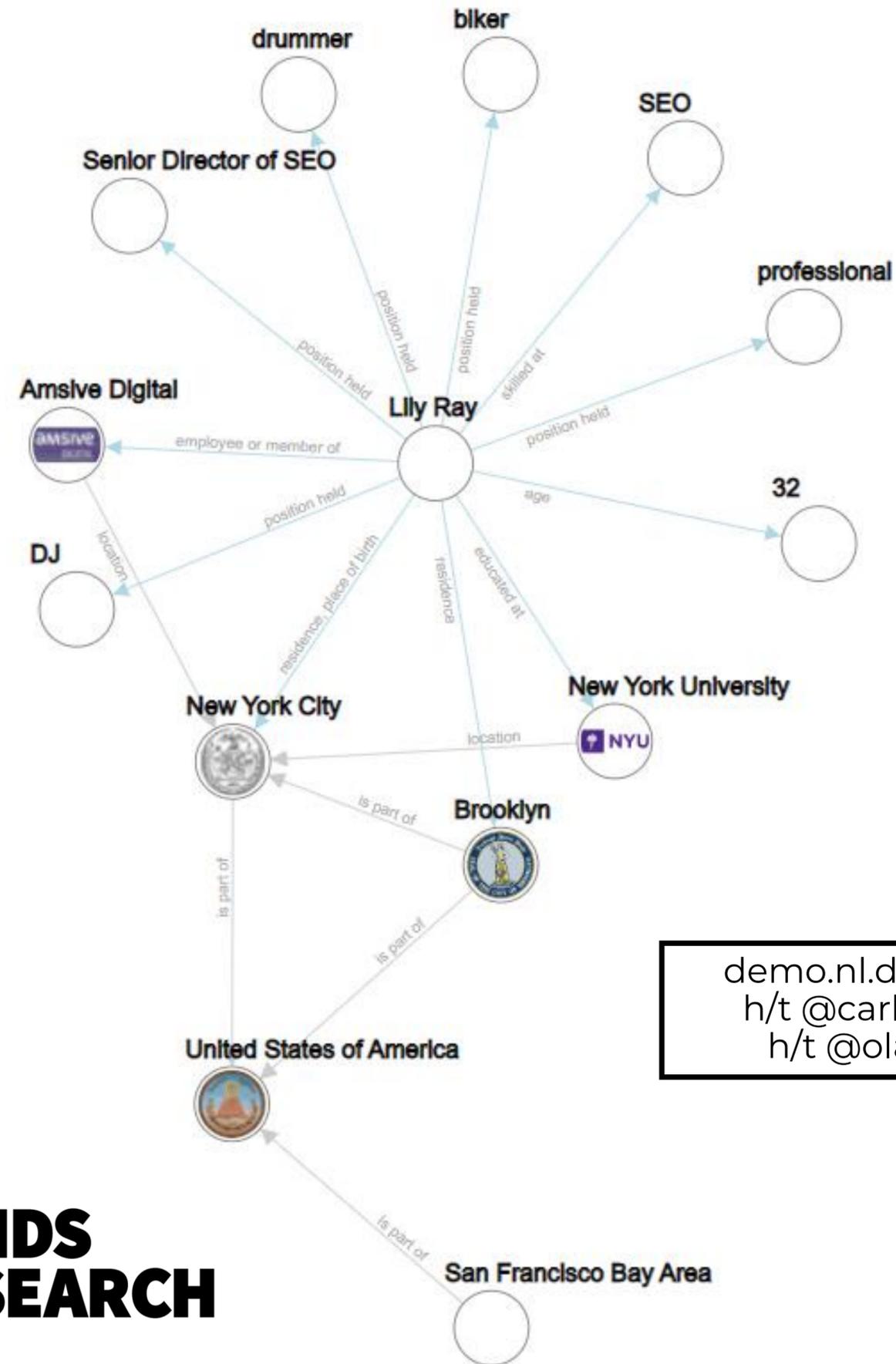
My name is Lily Ray and I am 32 years old and a resident of Brooklyn, NYC. I am an SEO professional, DJ, and drummer. I currently serve as the Senior Director of SEO and Head of Organic Research at Amsive Digital. I was born and raised in the California Bay Area by two New York City transplants, and 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.

Select Example ▾

Clear

Submit

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.



demo.nl.diffbot.com  
h/t @carlos\_darko  
h/t @olaf\_kopp

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

Let's do a theoretical exercise...

@lilyraynyc

**FRIENDS**  
**SEARCH**

**amsive**  
DIGITAL

Let's pretend we  
just got a new puppy

@lilyraynyc

**FRIENDS**  
**SEARCH**

**amsive**  
DIGITAL



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

@lilyraynyc

**FRIENDS**  
**OF SEARCH**

**amsive**  
DIGITAL

# Cesar Milan ranks #1 for all of these queries



best guard dogs



### Our List of the Top 10 Best Guard Dogs

- Bullmastiff. Known for physical strength, protection instincts, courageousness 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.

More items...

<https://www.cesarsway.com/top-10-best-guard-dogs>

[Top 10 Best Guard Dogs | Find the Best for You | Cesar's Way](#)

why is my puppy so hyper

If your dog seems hyper, or overly-excited, the problem likely stems from **boredom and a lack of stimulation**. So in order to address the problem, you have to assess the way you are interacting with your dog and the kind of activity your dog gets on a daily basis. Sep 23, 2020

<https://www.cesarsway.com/how-to-calm-a-hyper-dog>

[How To Calm A Hyper Dog - Cesar's Way](#)

why does my dog lick the carpet

**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. Oct 5, 2020

<https://www.cesarsway.com/why-do-dogs-lick-the-carpet>

[Why Do Dogs Lick The Carpet? - Cesar's Way](#)

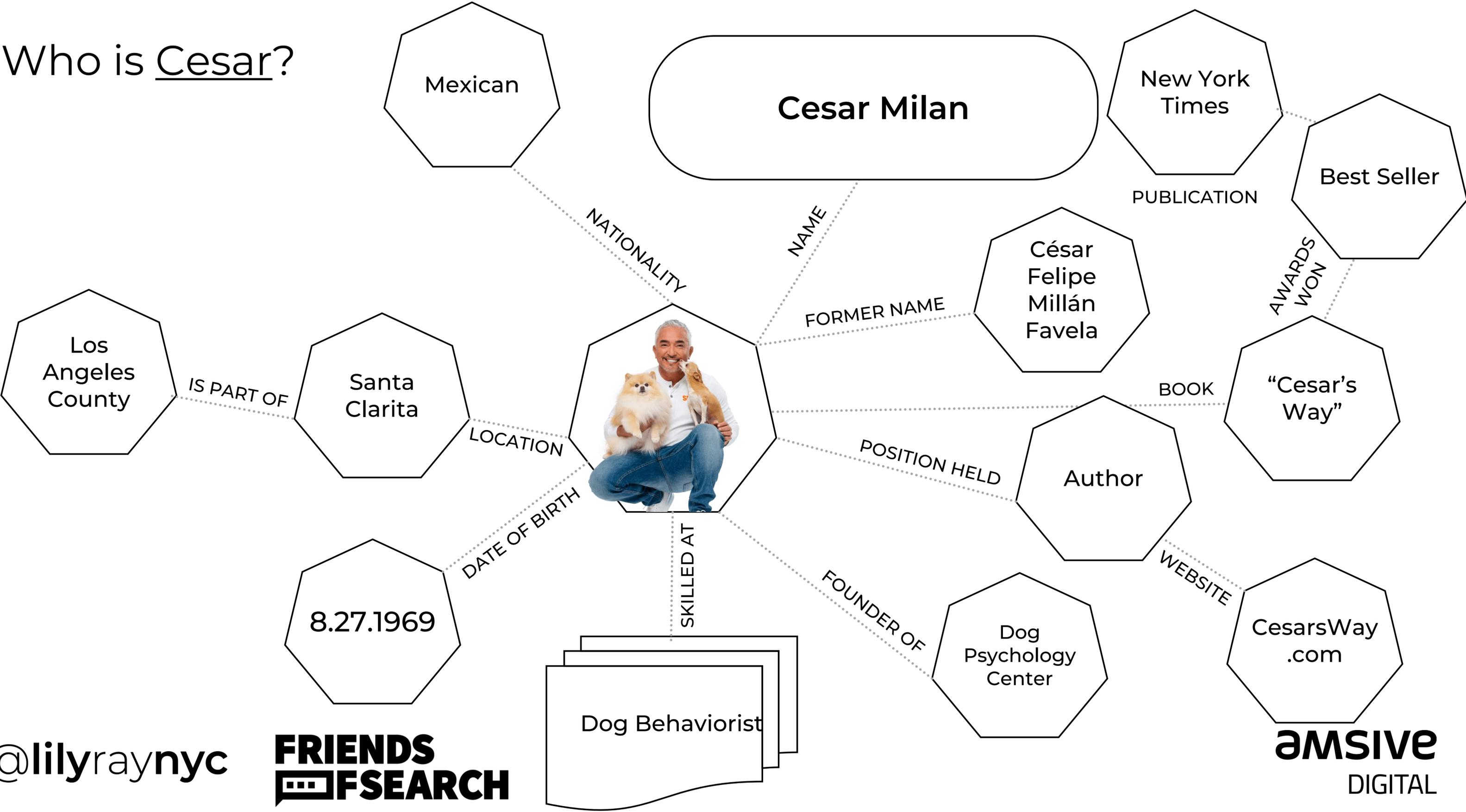
how much to feed a puppy

Puppies should be fed **three to four times a day** therefore if you are currently feeding  $\frac{3}{4}$  a cup of puppy food twice a day you should consider spacing it out by feeding  $\frac{1}{2}$  cup three times a day.

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

[Puppy Feeding Guidelines | Schedule & Tips - Cesar's Way](#)

# Who is Cesar?



@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

Cesar's Way Inc.

Training  
Cesar's  
Way

BRAND

Dog  
Psychology  
Center

BRAND

cesar's way

INDUSTRY

Dog  
behavior

INDUSTRY

Multimedia  
pet

POSITION HELD

Dog  
behaviorist

FOUNDER

INDUSTRY

Personal  
development  
brand

Cesar Millan

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

**New York Times**

Arthur Ochs  
Sulzberger,  
Jr.

The Times

Best Seller

New York

Manhattan

**The  
New York  
Times**

A.G.  
Sulzberger

Pulitzer  
Prize

1851

Henry Jarvis  
Raymond

George  
Jones

Media  
Information  
Companies

Newspaper  
Companies

@lilyraynyc

**amsive**  
DIGITAL

IS PART OF

LOCATION

FOUNDED

PARENT

FOUNDER

FOUNDER

DIRECTOR OF PUBLICATIONS

CATEGORIES

CATEGORIES

BOOK

PUBLICATION

AWARDS  
WON

American Society for the Prevention of Cruelty to Animals

New York

IS PART OF

United States of America

LOCATION

**ASPCA**

INDUSTRY

Animal welfare

CORPORATION

Not-for-profit

FOUNDED

1886

FOUNDER

Henry Bergh

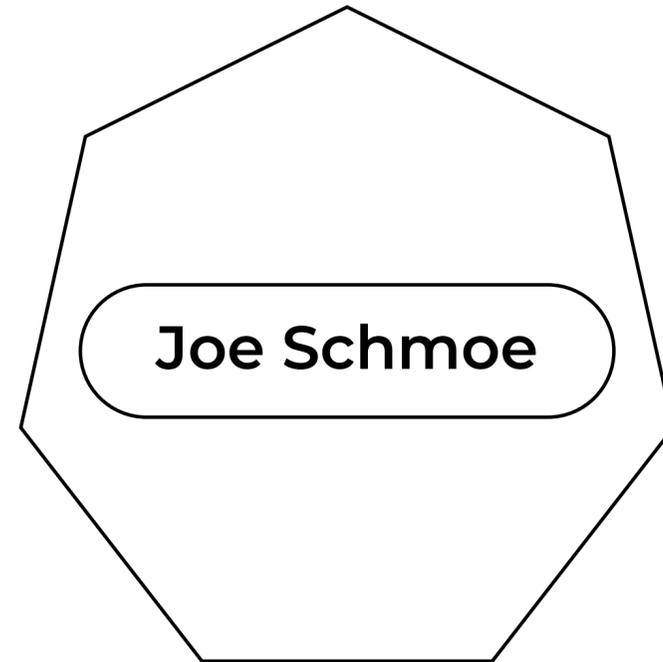
CORPORATION

Privately-funded

Google:  
which author should I  
rank for dog keywords?



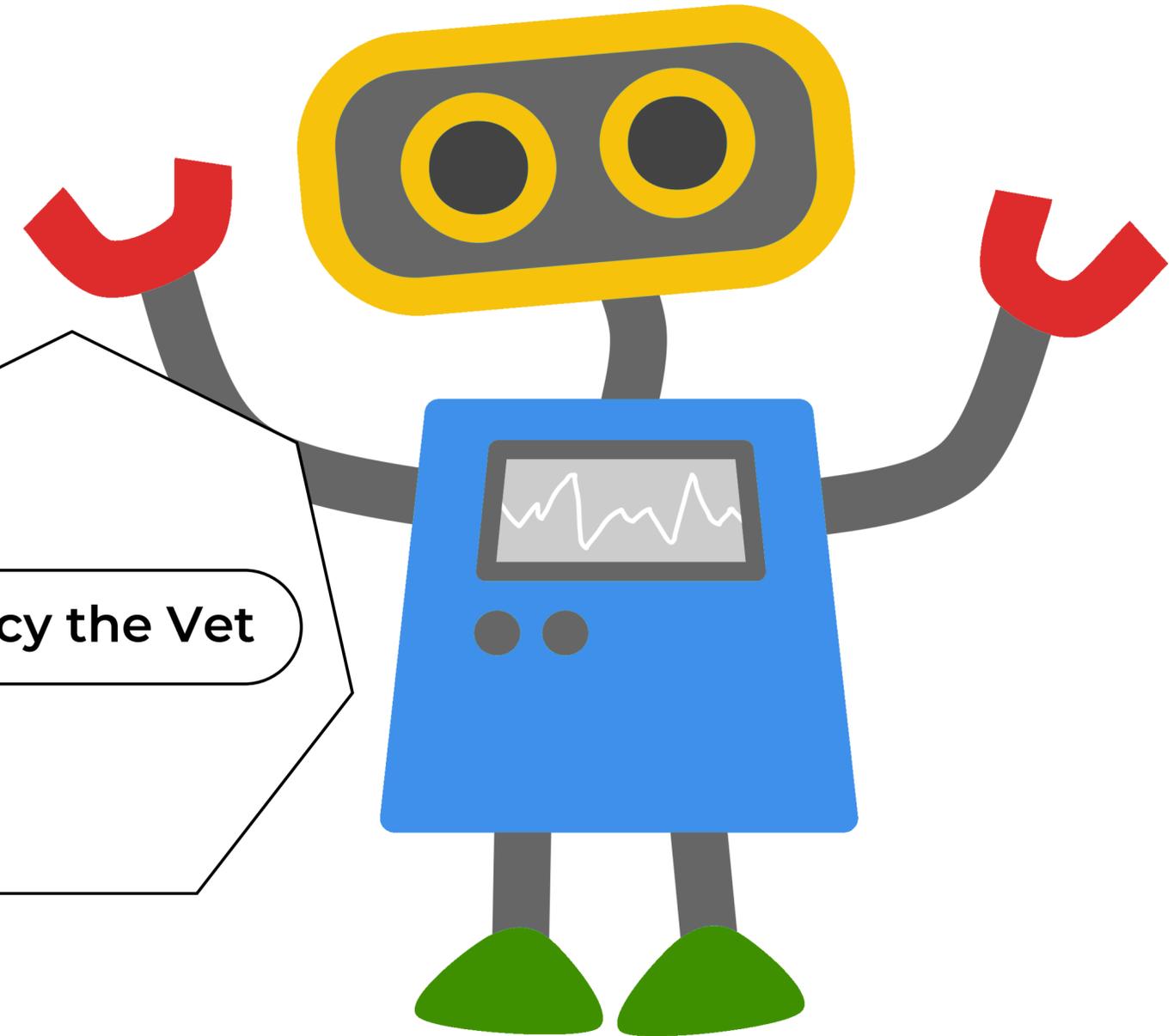
Cesar Milan



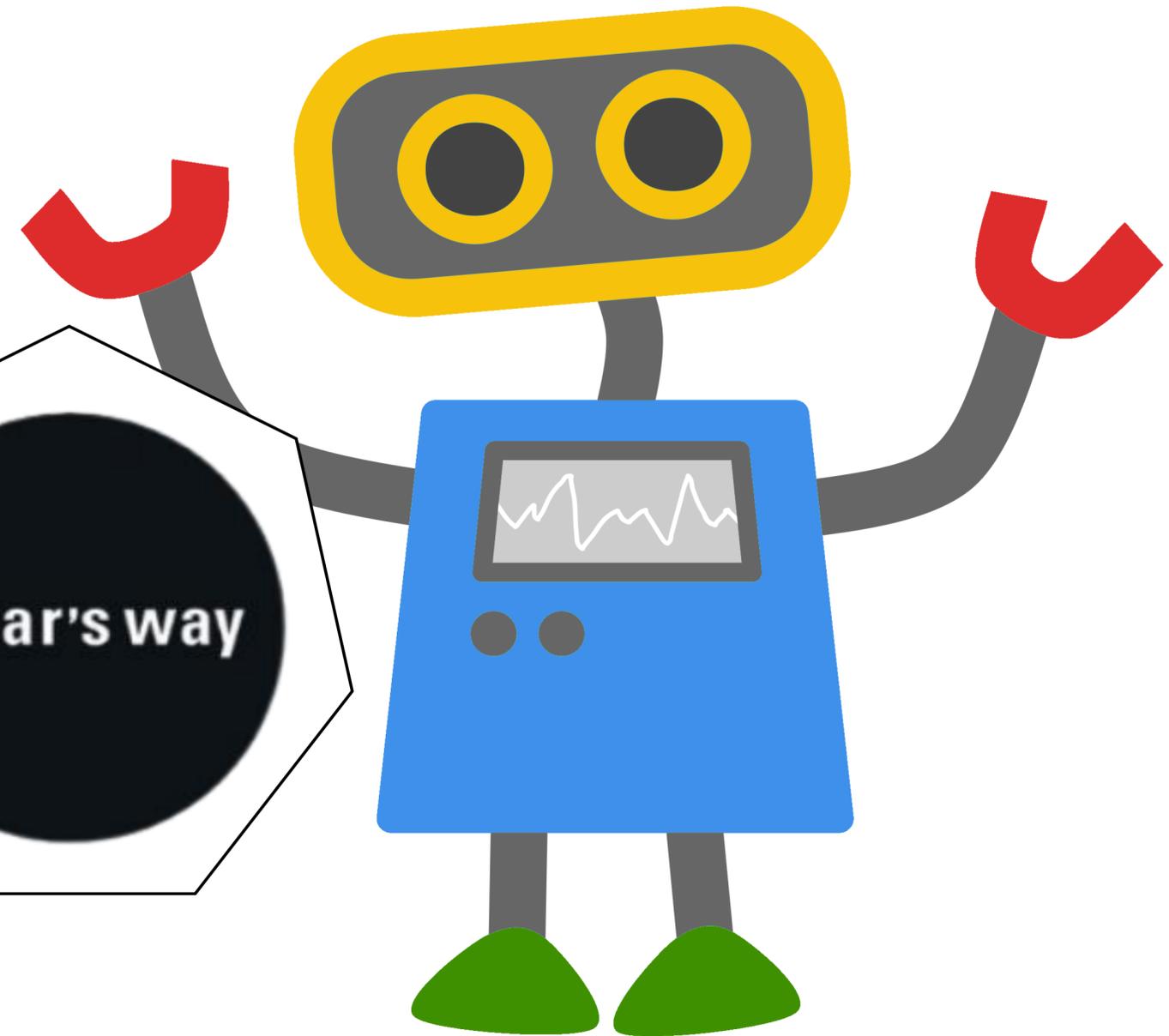
Joe Schmoe



Nancy the Vet



Google: which publication should I rank for dog keywords?



@lilyraynyc

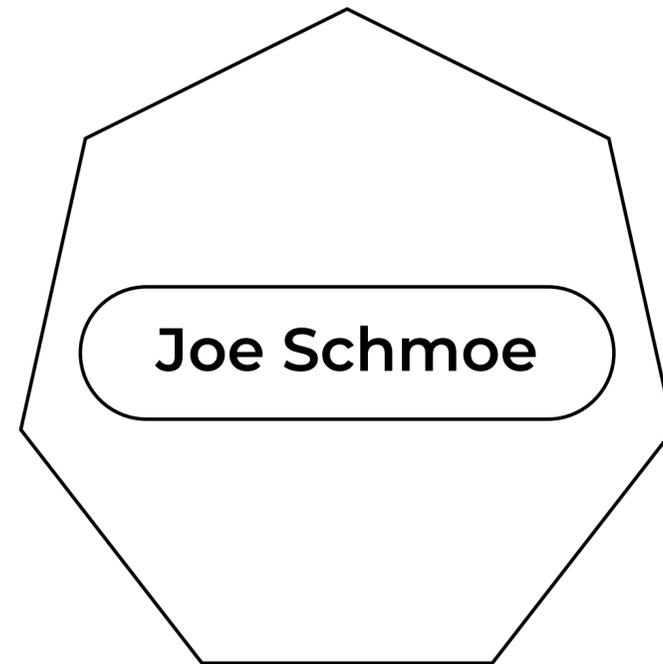
**FRIENDS  
FSEARCH**

**amsive**  
DIGITAL

Google: which author should I rank for dog keywords?



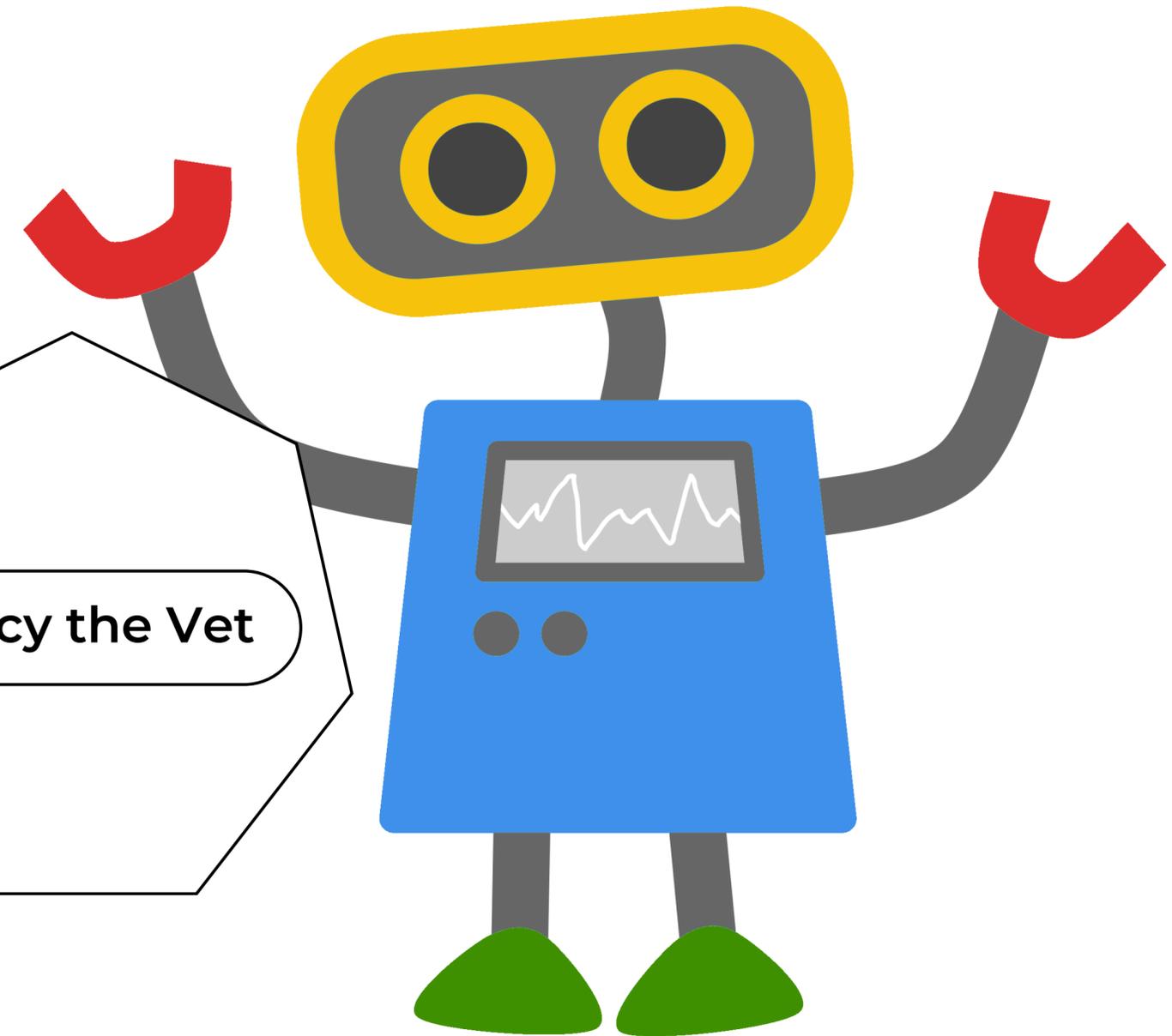
Cesar Milan



Joe Schmoe



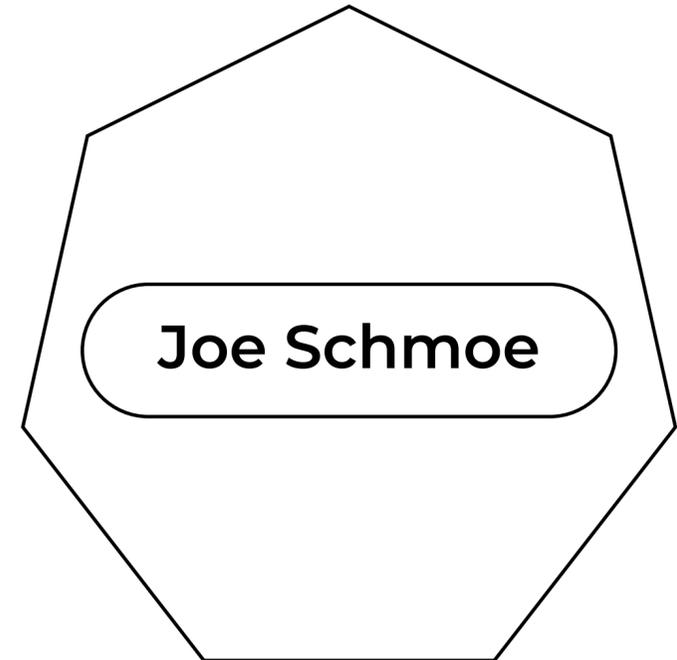
Nancy the Vet



Google:  
evaluates **E-A-T**  
across all relevant  
entities to find the  
most authoritative  
and trustworthy  
result for the query



Cesar Milan



Joe Schmoe



Nancy the Vet



cesar's way



The New York Times



ASPCA

@lilyraynyc

**FRIENDS**  
**FSEARCH**

**amsive**  
DIGITAL

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

@lilyraynyc

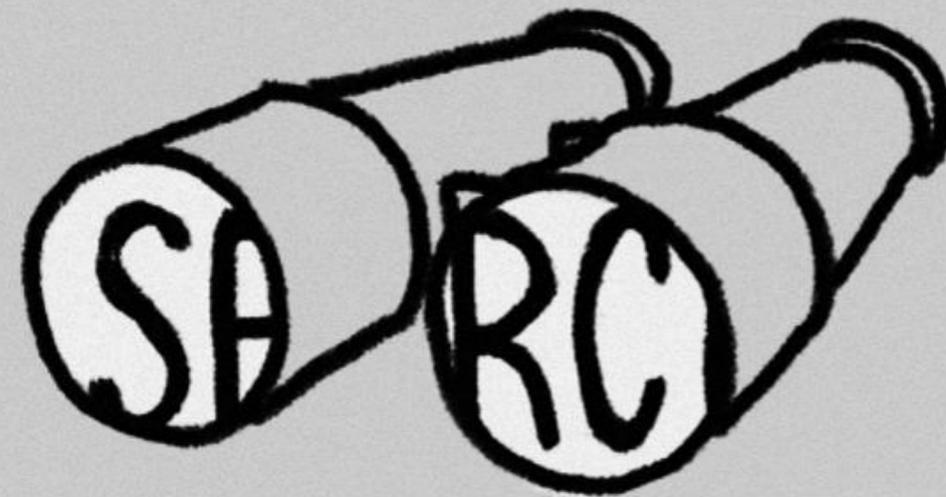
**FRIENDS**  
**FSEARCH**

**amsive**  
DIGITAL

I went to some  
niche corners of the  
internet to look for  
the real experts

@lilyraynyc

**FRIENDS  
OF SEARCH**



**amsive**  
DIGITAL

...to find examples where Google's algorithms are elevating and rewarding expert content

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

These experts' sites have seen significant growth in SEO visibility since early 2021\*

\*sistrix visibility index

@lilyraynyc



207%

Sarah Regan



44,350%

Zachary Smith



52%

Bob Vila



623%

Renee Roaming



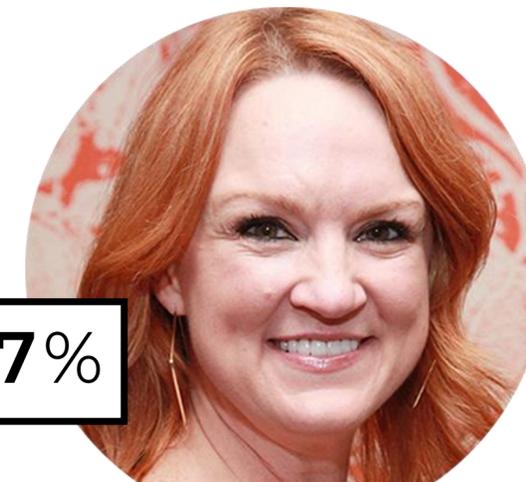
207%

Eric Garcia



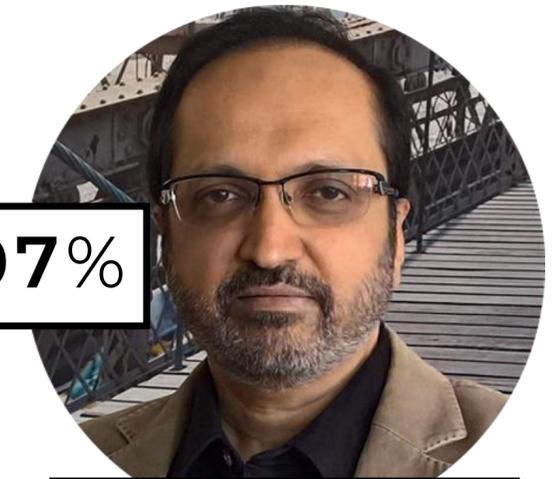
470%

Charlotte Anderson



207%

Ree Drummond



207%

Anand Khanse

**FRIENDS  
FSEARCH**

**amsive**  
DIGITAL

What do the winning sites  
have in common?

@lilyraynyc

**FRIENDS**  
**SEARCH**

**amsive**  
DIGITAL

Entire site focuses on one niche

@lilyraynyc

**FRIENDS**  
**SEARCH**

**amsive**  
DIGITAL

# Robust “About Me / Us” pages

@lilyraynyc

**FRIENDS**  
**SEARCH**

**amsive**  
DIGITAL

# First-hand expertise

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

# Transparent authorship

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

Back up expertise with evidence,  
anecdotes and experiences

@lilyraynyc

**FRIENDS**  
**OF SEARCH**

**amsive**  
DIGITAL

Offer objective advice, not pushing  
their products or services

@lilyraynyc

**FRIENDS**  
**OF SEARCH**

**amsive**  
DIGITAL

Others link to them as  
the primary source

@lilyraynyc

**FRIENDS**  
**SEARCH**

**amsive**  
DIGITAL

For product reviews, proof of  
conducting extensive tests

@lilyraynyc

**FRIENDS**  
**SEARCH**

**amsive**  
DIGITAL

Robust depth of topical coverage  
within their area of expertise

@lilyraynyc

**FRIENDS**  
**OF SEARCH**

**amsive**  
DIGITAL

What does real expertise  
look like?

@lilyraynyc

**FRIENDS**  
 **FSEARCH**

**amsive**  
DIGITAL

Q #1 for “how to get rid of cockroaches”



### 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.

# How To Get Rid Of Roaches In Your Home: A Complete Guide [2022]

Last Modified on April 25, 2022 by Zachary Smith

- 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



### 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.

@lilyraynyc

**FRIENDS  
OF SEARCH**

**AMSIVE**  
DIGITAL

Q #1 for “attachment styles”

mindbodygreen

- Offers interactive quizzes & videos
- Organized table of contents
- Helpful internal linking
- Cites expert sources
- Expert advice on how to change
- Qualified expert review

@lilyraynyc

LOVE  | EXPERT REVIEWED 

## 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.



Expert review by  
Kristina Hallett, Ph.D., ABPP 

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.

FRIENDS  
OF SEARCH

amsive  
DIGITAL

Q #1 for “road trip Utah”



RENEE ROAMING

- 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

@lilyraynyc

**FRIENDS**  
**FSEARCH**

## 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!



**amsive**  
DIGITAL

Q #1 for “basement waterproofing”



## 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



- 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)

- 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 [interior 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.

@lilyraynyc

**FRIENDS  
OF SEARCH**

**AMSIVE**  
DIGITAL

🔍 #2 for “queen bee size”



- 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!

Q #1 for “best insulation for walls”



- 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.

@lilyraynyc

**FRIENDS**  
**OF SEARCH**

**amsive**  
DIGITAL

**E-A-T** can transfer  
across search &  
YouTube



how to get spray foam off hands



All Videos Shopping Images News More Tools

About 14,300,000 results (0.79 seconds)

**"Fill a pair of rubber gloves about half full of a solution of water and dish soap,"** according to The SF Gate. "Clean your hands and put on the gloves, then tape them around your wrists and leave them on for a few hours. When you remove them, your skin may have softened enough to loosen the bond with the foam." Oct 28, 2020



<https://www.retrofoamofmichigan.com> > blog > how-to-re...

[How to Remove Spray Foam from Skin - RetroFoam of Michigan](#)

About featured snippets · Feedback

Videos



How to Get Spray Foam Off Your Hands and Skin | Foam ...

YouTube · RetroFoamofMichigan

Apr 1, 2019

3 key moments in this video

Same company

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

# How to Analyze and Improve Your Site's Perceived Expertise

@lilyraynyc

**FRIENDS**  
**SEARCH**

**amsive**  
DIGITAL

## **TIP#1**

Compare the SEO performance of your categories, subcategories, tags and/or breadcrumbs to see where your site currently demonstrates E-A-T

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

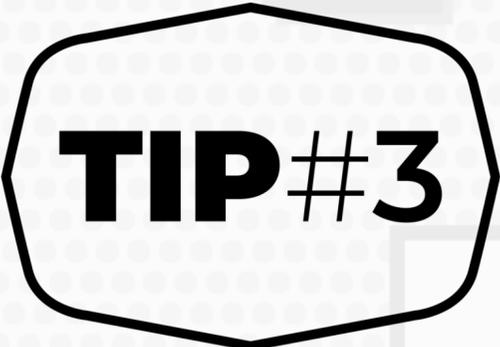
## **TIP#2**

Work with internal experts and build out their SEO presence as a personal brand

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL



**TIP#3**

Provide thorough, clear and consistent author and expert bios

Use consistent biography language across sites

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL



**TIP #4**

Provide original research and original opinions

Don't just rehash what others have written

@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

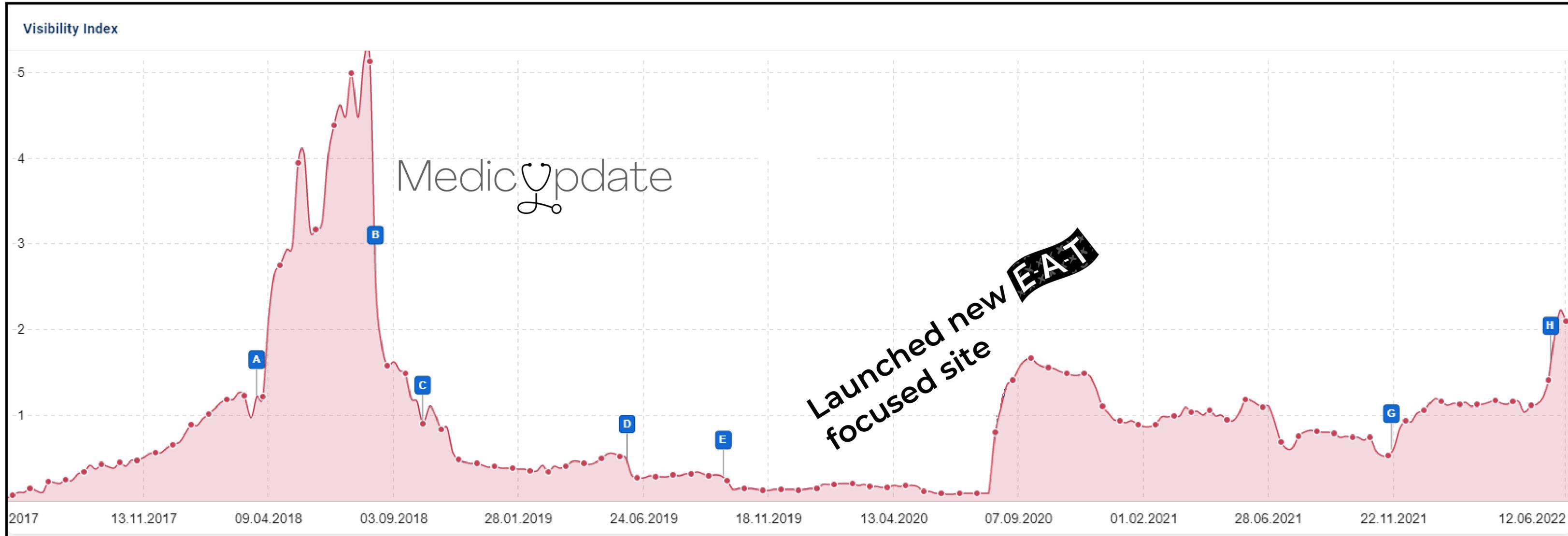
So, does this ~~E-A-T~~ stuff  
actually work?

@lilyraynyc

**FRIENDS**  
 **FSEARCH**

**amsive**  
DIGITAL

# Client case study (health/medical)

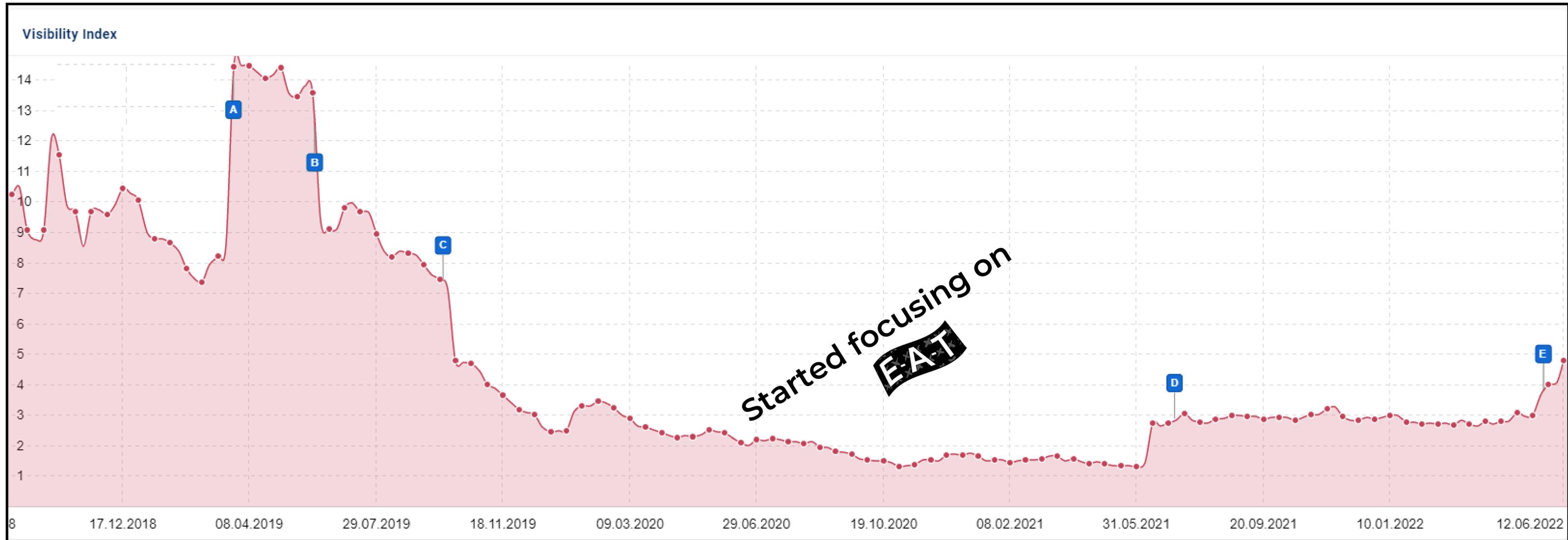


@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

# Client case study (health/nutrition/fitness)



@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

# Client case study (fitness/wellness)



@lilyraynyc

**FRIENDS  
OF SEARCH**

**amsive**  
DIGITAL

*thank you!*



**Lily Ray**  
**@lilyraynyc**

**amsive**  
DIGITAL

**@lilyraynyc**

**FRIENDS**  
**FSEARCH**

**amsive**  
DIGITAL