

ClickIntelligence

E-E-A-T

Your Way To SEO Success

February 2023



Expertise. Authoritativeness. Trust. These are the three core pillars behind Google's E-A-T concept. If you have been in the content marketing game for a few years, it's likely you are well-versed in appeasing this ranking factor to boost performance levels with your search engine optimisation.

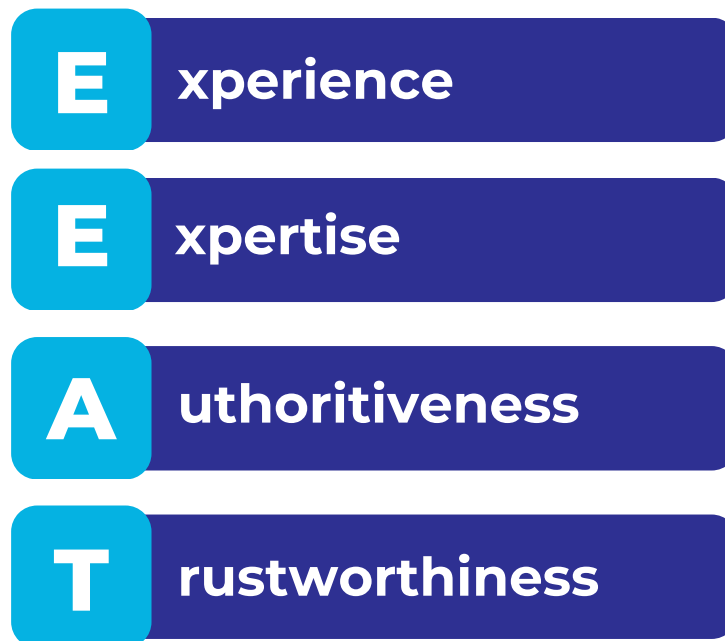
However, just when you thought you were comfortable with E-A-T, the concept has undergone a significant change. An extra "E" has been found, as Google adds experience to EAT. What does this mean? How will it change how the concept works? What changes will you need to make to your marketing strategy?

This eBook will answer those questions and more!

What is EEAT (Double EAT)?

In December 2022, a significant Google algorithm update was made – specifically to the Quality Rater Guidelines (QRG). This update included a lot of notable changes and details that are worth your attention. With that said, there was one particular change that earned headline status – the addition of an extra “E” to the acronym E-A-T.

E-E-A-T, also known as Double E-A-T, takes the original concept and brings in an extra ranking signal: experience. As a result, you end up with the following from the acronym:



It might sound like how E.T. would pronounce “EAT” if you read it like a word, but make no mistake: you shouldn’t underestimate E-E-A-T. It could be the difference between languishing on page 12 of Google search results to hitting the heights with your SEO efforts.

What does experience bring to the E-A-T table?

So, what does experience actually mean in terms of E-E-A-T? Here's how [Google](#) explains it:



Now to better assess our results, E-A-T is gaining an E: experience. Does content also demonstrate that it was produced with some degree of experience, such as with actual use of a product, having actually visited a place or communicating what a person experienced?

There are some situations where really what you value most is content produced by someone who has first-hand, life experience on the topic at hand.



As you can gather from the above, that first-hand experience is a key point with experience. Google only wants to promote content they trust. They only want their users coming across content they trust. While “trustworthiness” is its own part of the E-E-A-T acronym, each component interlinks and reinforces the other.

That is why you can't simply focus on just one or two of the E-E-A-T pillars.

It's also why this new addition, experience, cannot be neglected. Simply stick with the original E-A-T concept, and your content efforts will soon be surpassed by those that add the extra “E” to their E-A-T-ing habits.

What E-E-A-T changes do marketers need to consider?

If you are already scoring highly with your E-A-T performance, don't worry – there's no need to start making drastic changes to your content. Pages that are trustworthy, deliver a high level of expertise, and are from an authoritative source will tend to at least touch upon the experience criteria.

Nevertheless, E-E-A-T does mean you have to pay greater attention to Google's viewpoint of experience. Here's an example taken from "Chapter 5.1: Lacking E-E-A-T" from the recent search quality rater guideline criteria by the search giant:

“The content creator lacks adequate experience, e.g. a restaurant review written by someone who has never eaten at the restaurant.”

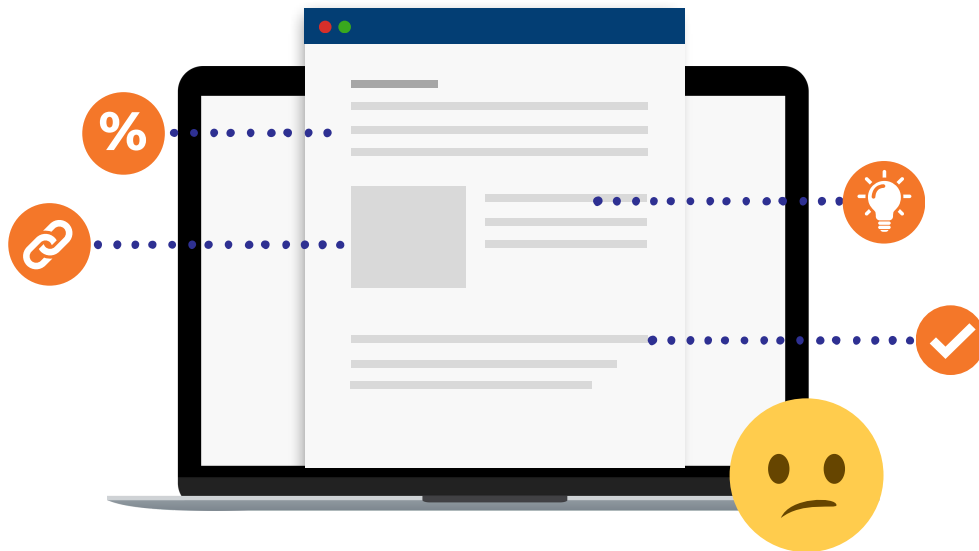
This is a basic example, but it gets the point across succinctly. Think about it. Would you trust a restaurant review from somebody that's never sampled the food from said restaurant? Of course you wouldn't. We all like to try and judge the meals served at eateries we see Gordon Ramsay visit, but that simply isn't feasible!

Demonstrate first-hand experience with your content, and this is likely to give it a healthy SEO boost. This can be for everything from reviewing a new videogame release to writing an overview of a conference. Pages and social media posts can be taken to the next level by demonstrating direct experience.

However, there is a point you might be wondering: how is “experience” any different to “expertise”?

It’s true: they are both similar. If you’re reading content that is produced by someone regarded as an expert, you would expect them to have direct experience – but that’s not always the case.

For instance, a high-quality page could be a roundup of facts and figures, where it fires out juicy information with each paragraph. The problem is that it might not satisfy the needs of those seeking comfort or inspiration from those that describe their own personal experiences.



Let’s look at another example. A content marketer could be searching for more information about acquiring backlinks. Typically, they won’t be all that interested in the direct experience of an expert. They simply want to uncover information that will assist them in their backlink needs.

On the other hand, say someone is searching for help on how to deal with anxiety. They will often seek out the advice of those that have been through the same types of mental health struggles. By sharing their personal experiences, this can resonate better with the reader’s intention – and that is something that is firmly in Google’s mind when they’re judging content these days.

An E-E-A-T overview

The spotlight has, rightfully, been placed on the experience portion of E-E-A-T. That's where the new changes to this concept come in. Yet what if you're a newcomer to E-E-A-T? What if this is something you want to learn more about in general?

That's where this portion of the eBook will help.

Below we have put together a general overview of the four main E-E-A-T signals:



Experience

You already know a lot about the experience side of things by now, so we won't keep banging the drum. Yet this is now one of the four pillars of E-E-A-T – and you need to fully understand the types of signals Google are expecting when it comes to experience within content.

In terms of how Google analyses for experience, they will start by exploring the content itself. They will see if this content features a detailed analysis that is full of unique perspectives for example, or if a product video provides an in-depth demonstration. Other factors they will search for to discover experience are awards and certifications, industry events, and educational qualifications.

An E-E-A-T overview



Expertise

Understandably, a level of expertise is required to deliver high-quality content. Consumers want to come across content that delivers value. A blog, video, or eBook that's full of waffle is no good for them. Due to this, Google places a strong emphasis on the expertise signal when ranking content.

There are various elements Google accounts for when evaluating expertise. Quality content is an obvious starting point, but they delve a little further than that. They see if this content aligns with general industry opinion and if it would be appreciated by your target audience. Another ranking factor can be the general standard of your website.

When marketers think about content, their first thought often turns to that which is found on a site. However, Google will cover any content they can find and associate to your brand – and its perceived expertise. This includes social media posts, videos, and even responses to customer reviews.

An E-E-A-T overview



Authoritativeness

Being seen as an authoritative source has long been a major SEO ranking factor. Someone that is judged as trustworthy and respected in their industry will, understandably, be given more attention and trust for what they share.

Google, again, analyses various different factors when judging a brand's authoritativeness. Unsurprisingly, the most notable factor is inbound links. If you receive a link pointing back to your content from a high-ranking, relevant website or major publication, Google is going to sit up and take notice.

Yet backlinks, while highly important, are not everything. Google will also seek if peers are commenting under your content. They'll also see the type of people that are sharing your content across social media, as well as those that are mentioning you and your brand.

An E-E-A-T overview



Trustworthiness

Yes, the above signals are imperative. They wouldn't otherwise be highlighted with the E-E-A-T acronym. However, there is one ranking factor that takes centre stage since the recent search quality rater guidelines update: trustworthiness.

The good news is that, without the previous elements – experience, expertise, and authoritativeness – trust doesn't exist. A brand cannot be an authority, for instance, if people don't trust the content they are consuming. They won't be liking, linking, or sharing this content to their audience.



However, there are certain specific factors that are used to rank trustworthiness. This often revolves around your customers; it includes customer reviews, interactions via social media, and customer comments left on webpages.

How important is E-E-A-T for SEO success?

As a marketer, you know there are many different ingredients you need to include to satisfy Google's cravings. They use over 200 SEO ranking factors to decide where content is placed in their search rankings.

With that in mind, just how important is E-E-A-T for being a success with SEO?

Well, Google themselves state that E-E-A-T is "very important". They won't tell you exactly how important it is – Google always keeps their cards close to their chest – but it is fair to say it should be a central focus when producing content.

This is particularly the case for any websites known as "Your Money or Your Life" (YMYL). For the uninitiated, YMYL sites sell products or services, the types that can have an impact on the health, happiness, safety, or financial stability of their targeted users.

E-E-A-T is key for any YMYL site as trust, expertise, etc. are always essential for any business under this category.



Customers only want to purchase from legitimate, trusted sources when it comes to medical supplies for example, and Google knows this. So, if they can identify a medical store hits the bullseye with their E-E-A-T efforts, they are going to push them to the forefront in search results.

The good news is that you shouldn't have to go out of your way to include those E-E-A-T factors. When your website is already in the business of producing high-quality, valuable content, those elements should come naturally. People will link to your content, they will judge your level of expertise favourably, they will value your experience, and so on.



E-E-A-T signals in Google search: How does it work?

You know the SERP features various different elements. They can include website links, video boxes, maps, featured snippets, carousels, knowledge panels – the list goes on and on. Google's algorithms are used to create all of these elements. Well, those algorithms can learn a lot from E-E-A-T signals.

As an example, when Google understands the publisher and author of a piece of content, they will be able to accurately determine those four key elements: expertise, experience, authoritativeness, and trustworthiness. The result: they are able to apply those E-E-A-T signals fully.

Keep in mind that E-E-A-T can be used to greater or lesser degrees depending on certain points. For instance, SERP elements like video boxes are less reliant on E-E-A-T than search news results. The industry and topicality also play a role. As mentioned above, YMYL sites are prioritised with the E-E-A-T concept. This means more sensitive topics (think dietary advice or government regulations) will rely much more on E-E-A-T signals compared to, say, comedy-themed content.

Getting help with E-E-A-T

That's a lot to take in for a relatively short eBook. We understand that. SEO has never been easy – and now it has just become a tiny bit more complex thanks to that extra “E”. While the E-E-A-T concept can be executed successfully with the right gameplan, it takes plenty of effort and resources to achieve.

If you feel it is too much, don't hesitate to [book a call](#) with us today. Click Intelligence is always on the ball with the latest SEO updates and algorithm changes – and that's no different with E-E-A-T. Ever since the December 2022 update launched, we have been incorporating the changes into our campaigns.

Contact Us

 www.clickintelligence.co.uk

 hello@clickintelligence.co.uk

 01242 383943