iCrossing

Demonstrate content expertise with iCrossing's E-A-T Checklist

Expertise, Authority, Trust

Demonstrate content expertise with iCrossing's E-A-T checklist

Find out how to optimise your content for E-A-T to improve your ranking in Google organic search results

Expertise, Authority, and Trust (E-A-T) are the three factors Google uses to measure and evaluate the overall quality of a web page. In other words, E-A-T is a set of guidelines which determine quality content by prioritising what's relevant and authoritative.

Why does it matter to your brand? E-A-T has a direct effect on both the page's quality level and reputation on the web. And quality plays a crucial role in where a page ranks in Google's organic search results. To be deemed high, Google states that "websites need enough expertise to be authoritative and trustworthy on their topic." This means optimising your content for E-A-T purposes is key to improving your page's ranking.

When reviewing your site pages, remember that Google is looking at the content at three different levels:

- **Author of the content**

- **Content on the page**

- **Website**

Our list outlines which E-A-T elements are important at each of the above levels and includes simple actions to optimise your content – like adding author bios and credible statistics, planning frequent refreshes for time-sensitive pieces and working with renowned experts.

Read on to discover more tips.

EXPERTISE

AUTHOR OF THE PAGE

- [ ] Interrogate your expertise. Where beneficial, source expert authors or contributors, clearly stating who they are and highlighting what makes them an expert.

CONTENT OF THE PAGE

- [ ] Where an expert author is used, include an author bio, citing their relevant qualifications. Write in the third person to increase perceived authority and add more credibility. Update often to include the author's current role, achievements and responsibilities.

- [ ] Include photos of the expert contributor (as well as contact information, if possible) to boost trust in their official status.

- [ ] Explain where information is from to help Google rank your content.

- [ ] Use examples of anecdotal evidence that provide real-word experience.(e.g. People sharing their life experiences on forums, blogs reviews etc.)

WEBSITE

- [ ] Create author landing pages that compile and link out to all their content. This will demonstrate their expertise in a particular field.

AUTHORITY

AUTHOR OF THE PAGE

☐ Work with renowned experts or influencers in the relevant field, leading to natural backlinks and social shares.

CONTENT OF THE PAGE

☐ Include credible statistics in your copy to enhance clarity and bolster arguments.

☐ Add author tags to your content to provide search engines with structured data on authorship and help them rank your content higher.

☐ Optimise your content to ensure it's authoritative, accurate and comprehensive.

☐ Signpost affiliation by linking to trusted sources to strengthen authority.

☐ Date stamp all content and sources to show your content is current.

WEBSITE

☐ Boost your site's reputation, ensuring there aren't any negative reviews or press coverage. If there are, use your onsite content to help quell concerns, encourage satisfied customers to leave reviews - as Google uses these to derive brand signals that can increase your site's authority.

☐ Perfect your internal linking to help readers (and search engines) easily navigate and understand your site.

TRUST

AUTHOR OF THE PAGE

☐ Introduce the professionals behind important company or brand achievements. Focus on the ones who've featured in press coverage and can become reassuring, familiar faces.

CONTENT OF THE PAGE

☐ Be transparent about sponsored content, making it easy to recognise.

☐ Update your content to keep it current and relevant (and therefore trustworthy) by planning frequent refreshes. Update time-sensitive pieces more often, and alter the live date whenever you do, so readers know the information is up-to-date.

WEBSITE

☐ Where you make a claim, link externally to sites with domain authority to help build trust, letting the users know what they're reading is backed up by research.

☐ Add a thorough 'About' page and easy-to-find contact information for your company, making it easy for your readers to ask any potential questions.

Are you ready for a digital step-change?

Moving too slowly in digital is the biggest threat facing your business. If you're ready to pick up the pace, we're set to drive the change.

Get in touch

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