

# Quality E-A-T Content



Nurture your brand by integrating Google's E-A-T (expertise, authority, & trustworthiness).

## E - Expertise

Think about how you can communicate your knowledge and skills. Focusing on your expertise will bring you one step closer to being a thought leader and your customer's go-to source for information. Always be factual and truthful. Consider the following content suggestions:

- \_\_\_ Case Studies
- \_\_\_ Portfolios, photo galleries, or work samples
- \_\_\_ Blog posts that provide value, information, or entertainment
- \_\_\_ Valuable, educational, or interesting multi-media (images, videos, & podcasts)
- \_\_\_ Worksheets, checklists, handouts, or other downloadable content
- \_\_\_ Events, workshops, webinars, etc.

## A - Authority

Show the authoritativeness of the website and the creator behind. Integrate subtle ways to build your prospect's confidence that your company has the ability to help them. Keep it subtle, no bragging! Consider the following content suggestions:

- \_\_\_ Team and/or leadership photos along with credentials and/or biography
- \_\_\_ Board of Directors or Board of Advisers photos and biographies
- \_\_\_ Author biographies for knowledge sharing & accurate references
- \_\_\_ Certifications or licenses
- \_\_\_ Logos of awards
- \_\_\_ Press releases or news feed of media mentions
- \_\_\_ Statistics that demonstrate competence (i.e. # of completed projects)
- \_\_\_ Client logos or names
- \_\_\_ Testimonials

## T - Trustworthiness

Be transparent and show website visitors that they can trust your company. Consider the following content suggestions:

- \_\_\_ Third-party reviews
- \_\_\_ Cross-promote & reference to third-party sources
- \_\_\_ Answer customer's frequently asked questions
- \_\_\_ Prominently display your contact information
- \_\_\_ A privacy policy and cookie notice for transparency
- \_\_\_ A Terms & Conditions page to set accurate expectations
- \_\_\_ Memberships, associations, or networks