



Google's Quality Raters' Guidelines

The key to SEO success in 2020 and beyond
2nd edition
Dr. Marie Haynes

Introduction

Google's Quality Raters' Guidelines (QRG) are a goldmine of SEO information. Over the last few years, my team and I have been analyzing websites through the eyes of these guidelines and I'm happy to say that we have been able to help quite a few websites to see fantastic SEO wins as a result.

The first version of this book was written in 2018. Since then, the Marie Haynes Consulting (MHC) team has grown in both numbers and knowledge. Any time a Google employee or Google document speaks on Expertise, Authoritativeness and Trust (E-A-T), or about Google's Quality Raters' Guidelines, we thoroughly discuss these changes as a team and include the best tips we can in our [SEO newsletter](#).

We have helped hundreds of websites see improvements in Google rankings after implementing our advice. When I travel to speak at conferences, I am always amazed at how many people I meet who tell me that they subscribe to the newsletter, have implemented our E-A-T advice and have seen nice improvements. Hopefully the information in this document can help you as well!

In this book, you will learn why the Quality Raters' Guidelines are so important, and what you can do to use them to your advantage.

What are the Quality Raters' Guidelines?

These guidelines have been around for quite a few years. They are a large document that is given to thousands of people whom Google hires as contractors. The goal of these guidelines is to teach these "Quality Raters" how to assess the overall quality of a website.

It is important to note that the Quality Raters have no direct impact on the websites that they are analyzing. If they think that a particular website is a low quality one, that website will not be directly demoted. Instead, what happens is that the information gained from these raters is given to Google's engineers to help them create better algorithms to assess quality on the web.

In 2019, at Pubcon, a search marketing conference in Vegas, Google employee Gary Illyes shared some interesting facts with us about how he personally uses Google's Quality Raters. Gary is responsible for some of the code that is in Google's algorithms. In many cases, once he has written code that is to be integrated into the main algorithms, he will send the quality raters two sets of search results to analyze. The raters see two sets of rankings side by side and are asked whether the new results produce better or worse search results. They base their answers on the textbook that they have read and been tested on...the Quality Raters' Guidelines. If a statistically significant number of raters say that the results *with* Gary's code are better, then there is a good chance that this code will be implemented into Google's algorithms.

Many people have asked whether this feedback from the raters is used for machine learning sets. The hypothesis is that the information gained from these tests could be used as learning sets to train machine learning algorithms. I have had several journalists ask me whether this is true. If so, it could mean that the quality of Google's search results is biased by the beliefs and opinions of the raters. However, in August of 2018, Google employee Danny Sullivan [said](#) that Google does not use the information gleaned from quality raters for machine learning.

Information from Google on the relationship between the QRG and Google's ranking systems

In February of 2018, Google published a document called [How Google Fights Disinformation](#). In it they say that the Search Quality Rater Guidelines "define the goals of [their] ranking systems."

We continue to improve on Search every day. In 2017 alone, Google conducted more than 200,000 experiments that resulted in about 2,400 changes to Search. Each of those changes is tested to make sure it aligns with our publicly available [Search Quality Rater Guidelines](#),¹⁴ which define the goals of our ranking systems and guide the external evaluators who provide ongoing assessments of our algorithms.

In an [article published by CNBC](#) in which the journalist sat in on a core ranking team meeting at Google, Vice President of Search at Google, Ben Gomes told us the following:

"You can view the rater guidelines as where we want the search algorithm to go," Ben Gomes, Google's vice president of search, assistant and news, told CNBC. "They don't tell you *how* the algorithm is ranking results, but they fundamentally show *what* the algorithm should do."

At MHC, we believe that if something is in the QRG, Google is either already trying to measure it, or they want to be able to measure it in their algorithms in the future. As such, if the QRG tells us that particular qualities of a website are to be considered either high or low quality, we should absolutely be paying attention to those qualities on our websites!

Where to find the QRG

The Quality Raters Guidelines used to be kept private by Google. In 2015 Google [announced](#) in a blog post that the guidelines were now available for the public to read.

You can find the most recent version of these guidelines at the time of writing this book, here:

<https://static.googleusercontent.com/media/guidelines.raterhub.com/en//searchqualityevaluationguidelines.pdf>

The document is huge...just over 160 pages. It contains many examples of high and low quality sites. It also contains specific examples of what Google considers measures of high and low quality.

For a while now, my team and I at Marie Haynes Consulting Inc have been analyzing websites through the eyes of the QRG. We created a checklist that we use for every site we analyze. This checklist has grown dramatically over the last few years as we are continually learning based on things that Google says, and also note the results that we see from clients who have implemented our advice. In this book I will explain each of the sections in our checklist and show you how to do a similar analysis.

We have been able to help several sites see significant gains in organic search traffic after doing such an assessment. My hope is that you will be able to do the same!

How to use this book

Each section of this book contains a screenshot from the version of the QRG that was published in December of 2019. You will also see my thoughts on why this section of the guidelines is important.

If you would like to have my team and I do an assessment for your site, you are welcome to contact us at help@mariehaynes.com

Is the Site's Purpose Clear?

It is unbelievable how often we review websites that have no clear purpose displayed prominently on their homepage. I once reviewed a website that had a nice picture of a smiling family along with the following H1 tag:

Doing our best to serve all of your needs.

Well, that's nice but it doesn't tell me anything about what the purpose of the website is. It turns out that this is the site of a general dentistry practice. Sure, the logo told me that this was a dentist's site, but the content on the home page did not.

Google's quality guidelines say the following:

2.2 What is the Purpose of a Webpage?

The purpose of a page is the reason or reasons why the page was created. Every page on the Internet is created for a purpose, or for multiple purposes. Most pages are created to be helpful for users, thus having a beneficial purpose. Some pages are created merely to make money, with little or no effort to help users. Some pages are even created to cause harm to users. The first step in understanding a page is figuring out its purpose.

Why is it important to determine the purpose of the page for PQ rating?

- The goal of PQ rating is to determine how well a page achieves its purpose. In order to assign a rating, you must understand the purpose of the page and sometimes the website.
- By understanding the purpose of the page, you'll better understand what criteria are important to consider when evaluating that particular page.
- Websites and pages should be created to help users. Websites and pages that are created with intent to harm users, deceive users, or make money with no attempt to help users, should receive the **Lowest** PQ rating. More on this later.

Whether or not a page's purpose is clear can be difficult for the site owner themselves to assess. Your site is your baby. You know it intimately. But if your site's purpose is not clear to someone who is a stranger to your business, then this is not good.

How to assess whether a site's purpose is clear

- Look at just the content that is above the fold (i.e. what is visible without you scrolling down.) If that was all that you had available to you, could you easily determine what the main purpose of the site is?
- If you are not sure, a great way to test this is to use fivesecondtest.com. With this service you can show random people your home page and ask them what they think the purpose of your site is. If the vast majority of people are not getting the point, then changes should be made.
- I like to include a screenshot of the above the fold content of the website which I am evaluating and say either of the following:
 - It is clear to me that the site's purpose is _____.
 - or
 - It is not immediately clear to me what the site's purpose is. I would recommend making the following changes....

Is the site likely to be considered a YMYL page?

YMYL stands for "Your Money or Your Life". If Google considers your site a YMYL site, it is likely going to be held to a higher standard of quality.

On February 7, 2017, there was a significant core quality update that affected a large number of sites. You may have heard of an algorithm change called "Fred". While the SEO community considers March 8, 2017 the start of "Fred", I personally believe that this change started in February of 2017.

Fred was actually a combination of algorithm changes that mostly had to do with quality. I thoroughly believe almost every site that has been negatively affected by Fred, has issues that are directly addressed by the Quality Raters Guidelines.

I have reviewed a large number of sites that saw a significant drop in traffic starting on February 7, 2017. A large number of these sites were YMYL sites that were lacking in some aspect of quality.

The following are generally automatically considered YMYL sites:

- Sites giving medical advice.
- Sites giving legal advice.
- Sites giving financial advice.
- Sites that allow purchase of products or services.

Here is what the QRG have to say about YMYL pages:

2.3 Your Money or Your Life (YMYL) Pages

Some types of pages or topics could potentially impact a person's future happiness, health, financial stability, or safety. We call such pages "Your Money or Your Life" pages, or YMYL. The following are examples of YMYL topics:

- **News and current events:** news about important topics such as international events, business, politics, science, technology, etc. Keep in mind that not all news articles are necessarily considered YMYL (e.g., sports, entertainment, and everyday lifestyle topics are generally not YMYL). Please use your judgment and knowledge of your locale.
- **Civics, government, and law:** information important to maintaining an informed citizenry, such as information about voting, government agencies, public institutions, social services, and legal issues (e.g., divorce, child custody, adoption, creating a will, etc.).
- **Finance:** financial advice or information regarding investments, taxes, retirement planning, loans, banking, or insurance, particularly webpages that allow people to make purchases or transfer money online.
- **Shopping:** information about or services related to research or purchase of goods/services, particularly webpages that allow people to make purchases online.
- **Health and safety:** advice or information about medical issues, drugs, hospitals, emergency preparedness, how dangerous an activity is, etc.
- **Groups of people:** information about or claims related to groups of people, including but not limited to those grouped on the basis of race or ethnic origin, religion, disability, age, nationality, veteran status, sexual orientation, gender or gender identity.
- **Other:** there are many other topics related to big decisions or important aspects of people's lives which thus may be considered YMYL, such as fitness and nutrition, housing information, choosing a college, finding a job, etc. Please use your judgment.

We have very high Page Quality rating standards for YMYL pages because low quality YMYL pages could potentially negatively impact a person's happiness, health, financial stability, or safety.

How to assess whether a site is a YMYL page

- If the site fits into one of the above categories, then consider it YMYL.
- If the site covers topics that are really important to people's life decisions, then consider it YMYL.
- If the site helps people to spend money, either on the site itself, or via affiliate links, it is YMYL.

Examples of YMYL Sites:

Shopping/financial transactions: Bankofamerica.com, Ebay.com

Financial information: Cnbc.com, Forbes.com

Medical Information: Webmd.com, Pubmed.com

Legal Information: Americanlaw.com

News/Official information: Cnn.com, Nytimes.com

Other (Car Safety, Child Adoption): Consumerreports.com, lihs.org

Is it clear which content is main content and which is supplemental content on important pages?

Main content is the part of the page that directly helps it achieve its purpose. Supplemental content is everything else. Examples of supplemental content include the following:

- Navigation links
- Sidebar information
- Footer information

2.4.1 Identifying the Main Content (MC)

Main Content is any part of the page that directly helps the page achieve its purpose. Webmasters directly control the MC of the page (except for user-generated content). MC can be text, images, videos, page features (e.g., calculators, games), or it can be user-generated content such as videos, reviews, articles, etc. that users have added or uploaded to the page. Note that tabs on some pages lead to even more information (e.g., customer reviews) and can sometimes be considered part of the MC of the page.

The MC also includes the title at the top of the page ([example](#)). Descriptive MC titles allow users to make informed decisions about what pages to visit. Helpful titles summarize the MC on the page.

They go on to describe some examples of main content. (Note: Any links that you see in these images are not clickable. You will need to go to this section in the [QRG](#) themselves to view the examples given.

Type of Page and Purpose	MC Highlighted in Yellow
News website homepage: the purpose is to inform users about recent or important events.	MC - News Homepage
News article page: the purpose is to communicate information about an event or news topic.	MC - News Article
Store product page: the purpose is to sell or give information about the product. <ul style="list-style-type: none"> Content behind the Reviews, Shipping, and Safety Information tabs are considered to be part of the MC. 	MC - Shopping Page
Video page: the purpose is to share a video about cats.	MC - Video Page
Currency converter page: the purpose is to calculate equivalent amounts in different currencies.	MC - Currency Converter
Blog post page: the purpose is to share music used on a TV show.	MC - Blog Post Page
Search engine homepage: the purpose is to allow users to enter a query and search the Internet.	MC - Search Engine Homepage
Bank login page: the purpose is to allow users to log in to bank online.	MC - Bank Login Page

They also give us information on how to identify supplemental content, saying that the easiest way to identify supplemental content is to look for the parts of the page that are *not* main content or ads.

2.4.2 Identifying the Supplementary Content (SC)

Supplementary Content contributes to a good user experience on the page, but does not directly help the page achieve its purpose. SC is controlled by webmasters and is an important part of the user experience. One common type of SC is navigation links that allow users to visit other parts of the website. Note that in some cases, content behind tabs may be considered part of the SC of the page.

Sometimes the easiest way to identify SC is to look for the parts of the page that *are not* MC or Ads.

Type of Page and Purpose	SC Highlighted in Blue
News article page: the purpose is to communicate information about an event or news topic.	SC - News Article
Store product page: the purpose is to sell or give information about the product.	SC - Shopping Page
Video page: the purpose is to share a video about cats.	SC - Video Page
Blog post page: the purpose is to share music used on a TV show.	SC - Blog Post Page

How to determine whether it is clear which content is main content and which content is supplemental content

- Is the site navigation section obvious?
- Is it obvious where the footer starts?
- Can you easily point out which content a reader would find important on most pages?

Are ads and sponsored content clearly labelled as such?

2.4.3 Identifying Advertisements/Monetization (Ads)

Ads may contribute to a good user experience. Advertisements/Monetization (Ads) is content and/or links that are displayed for the purpose of monetizing (making money from) the page. The presence or absence of Ads is not by itself a reason for a **High** or **Low** quality rating. Without advertising and monetization, some webpages could not exist because it costs money to maintain a website and create high quality content.

There are several different ways to monetize a webpage, including advertisements and affiliate programs. See [here](#) for more information on website monetization. Note that monetization on mobile pages may be more subtle than monetization on desktop pages.

The most common type of monetization is advertisements. Ads may be labeled as "ads," "sponsored links," "sponsored listings," "sponsored results," etc. Usually, you can click on the links or mouse over the content to determine whether they are Ads, as they often refer to a URL outside of that website. Ads may change when you reload the page, and different users may see different Ads on the same page.

Webmasters can choose to display Ads on their page (such as by joining an [advertising network](#)), but they may not always directly control the content of the Ads. However, we will consider a website responsible for the overall quality of the Ads displayed.

Important: For the purpose of this guideline, we will consider monetized links of any type to be "Ads." See [here](#) for different types of website monetization.

How to determine whether ads are clearly labelled as such

- Can you find evidence of paid ads that look like main content?
- Is there a section of sponsored ads that is not labelled?
- Are there affiliate links that are not clearly labelled?

Is it clear who is responsible for the content of the site?

Google wants to see that it is obvious who is responsible for the site's content. While it *can* be acceptable for a site's owners to remain anonymous, this is not recommended.

Here is what the QRG have to say:

2.5.2 Finding Who is Responsible for the Website and Who Created the Content on the Page

Every page belongs to a website, and it should be clear:

- Who (what individual, company, business, foundation, etc.) is responsible for the website.
- Who (what individual, company, business, foundation, etc.) created the content on the page you are evaluating.

Having an 'About Us' or 'Contact Us' page lets Google and users gain a further understanding of the scope and context of your website. This makes it clear who runs the site and who is creating the content, helping determine which individuals are responsible for certain sections of the site.

How to determine whether it is clear who is responsible for the site

- Does either the contact us or about us page tell us who is responsible for the site?
- If not, is it clear which business runs this site?
- If individual pages on the site are created by unique contributors, is there an author byline to tell us who wrote the content?

Is there an obvious way to contact the site?

Google instructs the Quality Raters to determine whether it is possible for users to contact the site owner or business. This can be tricky as some site owners want to remain anonymous.

On my own website, mariehaynes.com, I do not list my phone number as I found that doing so results in a lot of calls from people who either want free advice or want to sell something to me. But, I do allow people to contact us via a contact form on my contact page. I believe that this is good enough for Google. In some cases though, a user may expect to see a phone number or even more contact information, especially if you are selling physical products or processing refunds and returns on your website. Wherever possible, we would recommend providing visitors to your site with as much contact information as you can.

If a site has no obvious contact information, this can potentially be seen as a sign of low quality.

2.5.3 Finding About Us, Contact Information, and Customer Service Information

Many websites are interested in communicating with their users. There are many reasons that users might have for contacting a website, from reporting problems such as broken pages, to asking for content removal. Many websites offer multiple ways for users to contact the website: email addresses, phone numbers, physical addresses, web contact forms, etc. Sometimes, this contact information is even organized by department and provides the names of individuals to contact.

How to determine whether it is easy for users to contact the site owner or business

- Is there an email address, phone number, physical address or contact form that is easy to find on the site?
- If any of the above contact information is lacking, is this the standard in this industry? Would users normally expect to see, for example, a phone number?

For a shopping website, is there obvious information on payment terms, refund policy, etc?

I found it interesting that Google specifically asks their Raters to look for this information. It makes sense to me though as users would expect to see this type of information on any legitimate shopping website.

I would complete this section for any site that sells products.

For shopping websites, we'll ask you to do some special checks. Look for contact information—including the store's policies on payment, exchanges, and returns. Sometimes this information is listed under "customer service."

How to determine whether there is obvious information on payment terms, refund policy, etc.

- Search through the site looking at their footer, contact page and other pages to see if you can easily find this type of information.
- If you can't find information easily, do a search for things like **site:example.com "refund policy"** to see if you can find it. If the information is on the site, but is hard to find, then suggest that the site owner include a link from their footer and contact page to make it easier for users to find it.

It is interesting to note that Google does not recommend noindexing pages like this. John Mueller from Google recently said in a hangout that Google wants to see a site's Terms of Service page and Privacy Policy in the index. When I have tweeted about this in the past, I have had several people ask me what to do if you have several websites with exactly the same TOS and privacy policy pages. The perceived concern here is for duplicate content.

Duplicate content like this really should not cause issues with Google's algorithms. In my opinion, where duplicate content is a problem is when a site consists mostly of content that has been copied from other sites. It could also be problematic for a site if the duplicate content causes the site to have thousands of duplicate pages for Google to crawl. Having a few pages of duplicate content is not going to cause a quality demotion.

I do believe that it is possible that Google looks for the existence of a privacy policy, TOS, refund policy, etc.

Another question that I often get asked is whether the links to our policy pages need to be followed links. In September of 2019, Google made changes to their algorithm that allowed them to do [more with nofollowed links](#). Now that Google has the choice of whether or not to pay attention to a nofollowed link, we do not believe it makes a difference whether you have a followed or nofollowed link to your policy pages. Given the choice, we would choose followed, but it likely does not make a difference.

What off-site reputation information is available?

Did you know that the things that people say about your business on sites other than yours can impact your rankings? At the SMX conference in the fall of 2017, Google's Gary Illyes [commented twice](#) that off-site sentiment is important.



Mark Traphagen ✓
@marktraphagen



For a 2nd time today [@methode](#) said Google pays attention to negative sentiment about your site online [#StateofSearch](#)

2:58 PM · Oct 10, 2017 · [Twitter for iPhone](#)

What does this mean?

We reviewed a website recently that had been strongly hit by the February 7, 2017 quality update. When we looked for information on their reputation, almost everything that we read was a customer complaint. Many users who had downloaded this site's product ended up installing malware along with the software. There were complaints about customer service as well. We believe their massive drop in rankings was due in part, to a predominantly negative reputation online.

In another well publicized case, the website draxe.com saw a large drop in traffic in conjunction with the [August 1, 2018 "Medic" update](#). There were reviews all over the web from angry customers complaining that they could not get a refund, or that the product they purchased did not live up to their expectations. We believe that this overwhelming negative sentiment online contributed to their drop.

It was interesting to watch how Dr. Axe's business went about trying to clean up their reputation issues. I should note that they are not our clients. It is quite likely that they have read our advice, however, as I have mentioned them as examples in several of my conference presentations.

Over the last year or so, the company has been replying to negative reviews in an effort to help users. It appears that they have changed their refund policy. They also have managed to change an F rating on the BBB to A+.

The site began to see what looked like a significant recovery with the [March 12, 2019 core update](#). Sadly though, they saw further drops after the [June 3, 2019 core update](#).



Estimated Organic Traffic to Draxe.com as per Ahrefs.com

It is our belief that the March update recognized that the online sentiment for the company had improved. We also believe that a large component of the June 3 core update represented Google's attempt to not rank websites that promoted alternative health products that traditional

physicians would be unlikely to recommend. We will discuss this more in a later section of this book.

In my opinion, negative comments across the web are only a problem if there is obvious widespread concern. If you have a few negative reviews online, I would not be too concerned.

I think that there is a grey area in a situation where a competitor has left negative reviews across the web for your site. I am hoping that Google is able to determine whether a negative off-site sentiment is true or not.

Here is what the QRG say:

2.6 Reputation of the Website or Creator of the Main Content

A website's reputation is based on the experience of real users, as well as the opinion of people who are experts in the topic of the website. Keep in mind that websites often represent real companies, organizations, and other entities. Therefore, reputation research applies to both the website and the actual company, organization, or entity that the website is representing.

A website's reputation can also help you understand what a website is best known for, and as a result how well it accomplishes its purpose. For example, newspapers may be known for high quality, independent investigative reporting while satire websites may be known for their humor.

Many websites are eager to tell users how great they are. Some webmasters have read these rating guidelines and write "reviews" on various review websites. But for Page Quality rating, you must also look for outside, independent reputation information about the website. When the website says one thing about itself, but reputable external sources disagree with what the website says, trust the external sources.

Your job is to truly evaluate the Page Quality of the site, not just blindly accept information on one or two pages of the website. Be skeptical of claims that websites make about themselves.

2.6.1 Research on the Reputation of the Website or Creator of the Main Content

Use reputation research to find out what real users, as well as experts, think about a website. Look for reviews, references, recommendations by experts, news articles, and other credible information created/written by individuals about the website.

Stores frequently have user ratings, which can help you understand a store's reputation based on the reports of people who actually shop there. We consider a large number of positive user reviews as evidence of positive reputation.

Many other kinds of websites have reputations as well. For example, you might find that a newspaper (with an associated website) has won journalistic awards. Prestigious awards, such as the Pulitzer Prize award, or a history of high quality original reporting are strong evidence of positive reputation.

When a high level of authoritativeness or expertise is needed, the reputation of a website should be judged on what expert opinions have to say. Recommendations from expert sources, such as professional societies, are strong evidence of very positive reputation.

Reputation research is necessary for all websites you encounter. Do not just assume websites you personally use have a good reputation. Please do research! You might be surprised at what you find.

2.6.2 Sources of Reputation Information



Look for information written by a person, not statistics or other machine-compiled information. News articles, Wikipedia articles, blog posts, magazine articles, forum discussions, and ratings from independent organizations can all be sources of reputation information. Look for independent, credible sources of information.

Sometimes, you will find information about a website that is not related to its reputation. For example, pages like [Alexa](#) have information about Internet traffic to the website, but do not provide evidence of positive or negative reputation. You can ignore this information since it's not helpful for Page Quality rating.

How to determine what a site's off-site reputation is

- Do the following search on Google: **example.com –site:example.com**. This will show you pages from sites other than your client who are talking about your client. Can you find any evidence of good or bad reviews?
- It can also help to do this search: **example.com –site:example.com reviews**. Are you seeing more positive reviews than negative? If there are a lot of negative reviews, take a screenshot of some. While it is never fun for a business to look at bad reviews on the web, a plethora of bad reviews may mean that there is a problem that needs to be addressed.
- Does the site have a Wikipedia page or a Wikipedia mention? This can be a sign of authority. To find this do a search for **site:Wikipedia.org? example.com** or **site:Wikipedia.com company name**.
- Can you find any evidence of awards that your client has won? If so, we usually recommend that we brag about these awards on the site's about us page. You can find this information by doing a search for **example.com awards**.
- Is there any evidence of experts in the field recommending this company? This can be a tough one to find. You may consider asking the company whether they have had mentions from people who are authoritative in their field. Similarly, if the site has had mentions in authoritative publications such as Forbes, Inc, the WSJ, the NYT, etc. these should be included on the about page as well.
- Does the site have positive (or negative) mentions in forums? To find this information, do a search for **example.com inurl:forum**.

Here is an example of how we would look for off site reputation:



[All](#) [News](#) [Videos](#) [Images](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 1,240,000 results (0.48 seconds)

Udemy Review & Rating | PCMag.com

<https://www.pcmag.com> > [Reviews](#) > [Education](#) ▼

★★★★★ Rating: 3 - Free

In addition to an expansive catalog for online learners, **Udemy** equips entrepreneurial professionals with the tools and platform through which to share?or ...



Udemy Reviews, the money machine - eLearnhero

<elearnhero.com/udemy-reviews/> ▼

★★★★★ Rating: 3.3 - Review by Paal Ringstad

Sep 26, 2017 - **Udemy** is a course marketplace.Listing everything from business, marketing and management skills to cooking, sports, and guitar classes. ... Instructors choose their prices, ratings almost always shows 5 stars, and **Udemy** itself gives out massive coupons to sell their courses.

Example - Brand Search



[All](#) [Shopping](#) [Images](#) [Videos](#) [News](#) [More](#) [Settings](#) [Tools](#)

About 522,000 results (0.58 seconds)

Beats Solo3 Wireless - Immerse yourself in rich sound - telus.com

[\(Ad\) www.telus.com/beats](#) ▼

Get the incredible sound of **Beats Solo3** Wireless Headphones at TELUS today.

📍 450 Kanata Ave, Unit X1, Kanata, ON - Open today · 10:00 AM – 8:00 PM ▼

[TELUS Phones](#) [Phone Cases & Protection](#)

[Rate Plans](#) [Store Locator](#)

Beats Solo3 Wireless review - CNET

<https://www.cnet.com/products/beats-solo3-wireless/review/> ▼

★★★★★ Rating: 3.5 - Review by David Carnoy - US\$199.99 to US\$299.99

Nov 9, 2016 - The Good The **Beats Solo3** Wireless is a well-built wireless headphone that sounds good in both wireless and wired modes and is relatively ...

[Beats Solo3 Wireless review](#) · [To next page](#) · [Prices](#) · [Specifications](#)

Beats Solo 3 Wireless Review | Trusted Reviews

<www.trustedreviews.com> > [Reviews](#) > [TV & Audio](#) > [Headphones](#) ▼

★★★★★ Rating: 7/10 - Review by Andrew Williams

Feb 13, 2017 - It's time for another crack at the **Beats** Solo formula, which has already produced some of the most popular headphones in the world. The sound hasn't been radically changed in the **Beats Solo 3** Wireless, and neither has the design. ... **Beats Solo 3** Wireless – Design and Comfort.

Is there reputation information available from Yelp, BBB, Google Shopping or Amazon?

This section is similar to the last section. If a business is listed in Yelp, BBB, Google Shopping or Amazon, this can be a sign of a legitimate business. If your client has no listing in these areas, but their competitors do, then this is something that should be improved upon.

3. Look for articles, reviews, forum posts, discussions, etc. written by people about the website. For businesses, there are many sources of reputation information and reviews. Here are some examples: [Yelp](#), [Better Business Bureau](#) (a nonprofit organization that focuses on the trustworthiness of businesses and charities), [Amazon](#), and [Google Shopping](#). You can try searching on specific sites to find reviews. For example, you can try [ibm site:bbb.org] or ["ibm.com" site:bbb.org].

For content creators, look for biographical data and other sources that are not written by the individual.

Note: You will sometimes find high ratings on the Better Business Bureau (BBB) website because there is very little data on the business, not because the business has a positive reputation. However, very low ratings on BBB are usually the result of multiple unresolved complaints. **Please consider very low ratings on the BBB site to be evidence for a negative reputation.**

Does this mean that all we need to do to rank better is to have an A+ BBB rating? Of course not! While we do believe that Google looks at many sites to try and determine the reputation of a business, it is unlikely that they base any rankings on the opinion of just one website. As mentioned previously, what Google is likely looking for is widespread evidence of obvious reputation issues.

Note: If your website serves users from an area outside of the United States or Canada, you may not find listings on the BBB or Yelp. What we would recommend is to see where your competitors are garnering reviews and then compare your review profile to theirs. For example, if a competitor has hundreds of positive Trust Pilot reviews and your site has a smattering of negative Trust Pilot reviews, this could be indicative of a problem.

How to determine whether the site is spoken about on these sites

- Do searches for site:yelp.com business name, or site:yelp.com example.com for each of Yelp, BBB, Amazon and Google Shopping. If you do find reputation information on any of these sites, include some screenshots. What we want to see here is what the general off-site sentiment is. Are most of the reviews good or bad?
- If the site has no mentions on these sites, and it would make sense for them to have mentions, then I usually recommend a strategy to help the client create a profile and get reviews where appropriate.

Is there any evidence of the site/company being involved in fraud or financial wrongdoing?

Negative reviews are bad enough. But, if it is really obvious that your client has a history of fraud or financial wrongdoing, this can affect their rankings as well. We do not know exactly how Google measures this, but it is definitely mentioned in the QRG:

It is also important to read the reviews because the content of the reviews matter, not just the number. **Credible, convincing reports of fraud and financial wrongdoing is evidence of extremely negative reputation.** A single encounter with a rude clerk or the delayed receipt of a single package should not be considered negative reputation information. Please use your judgment.

How to find information about fraud or wrongdoing

- If information on fraud or wrongdoing exists, you likely have uncovered this in the section on reputation research. If so, make extra mention of this in this section.
- You can also do searches like the following: **business name fraud, example.com fraud, business name lawsuit, business name indictment**, etc.
- If you do find information that fits into this category, fixing it can be difficult. If a company has truly been involved in fraud or wrongdoing, then there is not much you can do as an SEO to fix that problem, but you can point out that this sordid history may be affecting their rankings. If there is information published about your client that involves false accusations, then some reputation management, or legal consultation may be in order to try and get this information removed from the web.
- It is also a good idea to do research to determine if any of the site's main authors have had concerns over fraud in the past. We have had a few cases where we found that the main author of a site had a sordid reputation. For some sites, disassociating from that author has appeared to help.

Are there any on-site testimonials, signs of user engagement, etc. that could be indicative of a good reputation?

Google likes to see that people are saying good things about a company, even if it is on your own website. Here is a quote from a [guide that Google has](#) on making a high quality site:

- **Credible:** Show your site's credibility by using original research, citations, links, reviews and testimonials. An author biography or testimonials from real customers can help boost your site's trustworthiness and reputation.

In terms of user engagement, an active comments section can be a sign of good engagement too. Gary Illyes from Google was asked about this on Twitter:



How to determine whether a site has a positive on-site reputation

- Does the site have a testimonials section? If so, does it have recent testimonials? If not, it may make sense to recommend the business puts a plan in place to actively seek out testimonials on a regular basis.
- Is there a place for users to leave comments on the site? If so, are the comments well moderated? If you are seeing a bunch of auto-generated spam comments such as "Great post!" then recommend that they spend time cleaning these up. If there is no comments section, but it would make sense to have one, then make this recommendation, but be sure to point out that someone must be responsible for moderating all comments. For sites with obvious comment spam issues, consider recommending use of `rel="ugc"` in the comments section. However, this is likely not a replacement for good comment moderation.

One way to determine whether it would make sense to have a comments section is to look for similar content on competitors' sites. If competitors have a thriving comments section, then your client should likely have one as well.

Is this a YMYL site with no external reputation?

Not every site has external reputation information available. If every site needed a reputation in order to rank well, we would never see new sites ranking. However, if your site is considered YMYL then it likely will not rank well unless external information is available. The reason for this is that Google does not want to be prominently displaying financial, medical, legal or other important advice from a site or business that no one has ever heard about.

For some smaller businesses, extensive reputation information may not be necessary. If you are not sure, compare your site against the information available online on your competitors' reputation.

2.6.5 What to Do When You Find No Reputation Information

You should expect to find reputation information for large businesses and websites of large organizations, as well as well-known content creators.

Frequently, you will find little or no information about the reputation of a website for a small organization. This is not indicative of positive or negative reputation. Many small, local businesses or community organizations have a small "web presence" and rely on word of mouth, not online reviews. For these smaller businesses and organizations, lack of reputation should not be considered an indication of low page quality.

How to determine whether this is a YMYL site with no external reputation

At this point in the review, you should be able to answer this question. If you have not been able to find any external information about your client's business, and if your client has a YMYL site, then this is a problem that needs to be fixed. The recommendation would be to start working on getting press coverage, blog mentions, reviews, etc.

Is there evidence of strong E-A-T (Expertise, Authoritativeness & Trustworthiness) for this site and its authors?

In my opinion, E-A-T is one of the most important parts of Google's assessment of quality for many sites. If your site is a YMYL site, then E-A-T is extremely important.

Is E-A-T a ranking factor? Here is what Google's Danny Sullivan said on this subject:



Danny Sullivan ✓
@dannysullivan

Replying to @dannysullivan @rustybrick and 4 others

Is E-A-T a ranking factor? Not if you mean there's some technical thing like with speed that we can measure directly.

We do use a variety of signals as a proxy to tell if content seems to match E-A-T as humans would assess it.

In that regard, **yeah, it's a ranking factor.**

8:07 AM · Oct 11, 2019 · Twitter for iPad

[Gary Illyes from Google told us at Pubcon Vegas, 2019](#) that E-A-T is not a ranking factor in the sense that PageSpeed is. It's not a single thing that Google can give you a single score for in order to determine quality. Rather, he said that there are "millions of baby algorithms" that comprise Google's core algorithm and that many of those algorithms conceptualize what the QRG describe as E-A-T. In his words, "E-A-T and YMYL are concepts that allow humans to dumb down algorithms."

I am certainly not saying that any of us are "dumb"! However, I think that very few of us who are reading this book fully understand the complexity of Google's algorithms.

There is no E-A-T score at Google. Rather, Google is likely gathering information in many different ways, all in an effort to thoroughly understand which businesses are known as the best and most trustworthy amongst their competition.

Many of the sites I have reviewed that saw drops on February 7, 2017 or with other core quality updates had serious E-A-T problems. For example, one site was previously ranking highly for queries about a number of prescription medications. However, the site had no one on staff with medical E-A-T. Another site which we examined was a site that gave business advice and coaching. I felt that the content was good and well written, but the lack of author E-A-T was quite obvious. When the site dropped on February 7, 2017, their rankings were overtaken by a couple of sites whose authors had extensive business schooling. These authors were often quoted in authoritative business publications like Forbes and Inc.

Lack of E-A-T is a serious issue. In some cases, this can't be fixed. However, we have successfully helped many sites see great ranking improvements by improving upon their E-A-T.

Before we talk about how we did that, here is what the QRG say about E-A-T:

3.2 Expertise, Authoritativeness, and Trustworthiness (E-A-T)

Remember that the first step of PQ rating is to understand the true purpose of the page. Websites or pages without some sort of beneficial purpose, including pages that are created with no attempt to help users, or pages that potentially spread hate, cause harm, or misinform or deceive users, should receive the **Lowest** rating.

For all other pages that have a beneficial purpose, the amount of expertise, authoritativeness, and trustworthiness (E-A-T) is very important. Please consider:

- The expertise of the creator of the MC.
- The authoritativeness of the creator of the MC, the MC itself, and the website.
- The trustworthiness of the creator of the MC, the MC itself, and the website.

Keep in mind that there are high E-A-T pages and websites of all types, even gossip websites, fashion websites, humor websites, forum and Q&A pages, etc. In fact, some types of information are found almost exclusively on forums and discussions, where a community of experts can provide valuable perspectives on specific topics.

- High E-A-T medical advice should be written or produced by people or organizations with appropriate medical expertise or accreditation. High E-A-T medical advice or information should be written or produced in a professional style and should be edited, reviewed, and updated on a regular basis.
- High E-A-T news articles should be produced with journalistic professionalism—they should contain factually accurate content presented in a way that helps users achieve a better understanding of events. High E-A-T news sources typically have published established editorial policies and robust review processes ([example 1](#), [example 2](#)).
- High E-A-T information pages on scientific topics should be produced by people or organizations with appropriate scientific expertise and represent well-established scientific consensus on issues where such consensus exists.
- High E-A-T financial advice, legal advice, tax advice, etc., should come from trustworthy sources and be maintained and updated regularly.
- High E-A-T advice pages on topics such as home remodeling (which can cost thousands of dollars and impact your living situation) or advice on parenting issues (which can impact the future happiness of a family) should also come from “expert” or experienced sources that users can trust.
- High E-A-T pages on hobbies, such as photography or learning to play a guitar, also require expertise.

Some topics require less formal expertise. Many people write extremely detailed, helpful reviews of products or restaurants. Many people share tips and life experiences on forums, blogs, etc. These ordinary people may be considered experts in topics where they have life experience. If it seems as if the person creating the content has the type and amount of life experience to make him or her an “expert” on the topic, we will value this “everyday expertise” and not penalize the person/webpage/website for not having “formal” education or training in the field.

It’s even possible to have everyday expertise in YMYL topics. For example, there are forums and support pages for people with specific diseases. Sharing personal experience is a form of everyday expertise. Consider [this example](#). Here, forum participants are telling how long their loved ones lived with liver cancer. This is an example of sharing personal experiences (in which they are experts), not medical advice. Specific medical information and advice (rather than descriptions of life experiences) should come from doctors or other health professionals.

Think about the topic of the page. What kind of expertise is required for the page to achieve its purpose well? The standard for expertise depends on the topic of the page.

E-A-T is incredibly important for any website that could be considered YMYL.

How to determine whether the site has good E-A-T

- If the site primarily consists of medical, legal or financial advice, is there obvious information about the authors' E-A-T in these areas? This information could be located on individual pages such as in an author bio, or it could be on the about page.
- If the site has multiple authors, does each author have their own bio page? If so, does this page do everything it can to brag about the author's E-A-T? (See the next section for my advice on how to do this.)
- Are there any pages or topics on the site that are controversial or have a point of view that is opposite to what most people believe? It is ok to have an opposite point of view, provided this point of view is not displayed as fact. For example, a site could say, "While this is not a popular opinion, we believe that this could be true because..."
- This can be hard for an auditor to determine when reviewing a site. As such, when I do a Quality Review, I usually ask the site owner whether they are aware of any controversial pages on their site.
- Look at how the site's E-A-T compares to competitors. Look at a few competitors' pages and take note of E-A-T factors for their authors. Have they won awards? Do they talk about authoritative publications on which they have been mentioned? Do they appear to be better qualified to write about these subjects than your client?

Recommendations for improving E-A-T

- Be braggy. If the author(s) on your site have awesome qualifications, then write about them on either their bio page or about page. Include any of the following if applicable:
 - Degrees, Credentials, Awards etc.
 - Mentions on authoritative sites.
- Use words like, **xx years of experience**, or **...for xx years**.
- Look at what competitors are doing. If they are bragging about something that you could also brag about, then include that.
- Make sure LinkedIn is up to date with all of your qualifications. We don't know whether Google looks at this information, but it's something that I look at if I want to determine whether someone is qualified.
- If it makes sense, it may help to hire outside help to improve E-A-T. For our client who took losses because they had no medical E-A-T, they hired a physician to review all of their medical content. Now, each of their medical articles has an author bio on the journalist who wrote the content as well as a second author bio for their physician fact checker. This site was hit hard with the February 7, 2017 update and recovered all of those losses and more with the August 1, 2018 "Medic" update after implementing these changes.

Example of good author E-A-T:

<https://www.nytimes.com/by/peter-s-goodman?action=click&contentCollection=Business%20Day&module=Byline®ion=Header&pgtype=article>

Peter S. Goodman is the European economics correspondent for The New York Times, based in London. He was previously a national economic correspondent, based in New York, where he played a leading role in award-winning coverage of the Great Recession.



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In a decade at The Washington Post, he spent six years in Shanghai as an Asian economic correspondent, and also covered telecom from Washington during the dot-com bubble of the late 1990s. As the executive business and global news editor at the Huffington Post, he oversaw a significant expansion into investigative and international reporting. He also served as editor in chief of the International Business Times in New York.

Goodman has reported from more than two dozen countries, including stints in Iraq, Cambodia, Sudan, Myanmar, Mexico and India. He is the author of "Past Due: The End of Easy Money and the Renewal of the American Economy," published by Times Books in 2009. He graduated from Reed College and completed a master's in Vietnamese history from the University of California, Berkeley.

Latest  Search

What's the Economic Cost of Brexit? Pineapples Tell



Taken from the New York Times author's page, it is clear from his bio that Peter has extensive experience working in the field of economics and has received awards for his past work. When users read an article by him relating to business or economics they can trust his opinion will be well informed.

Here is another example of a site's author that has great E-A-T:

Alison Doyle

Follow   



Alison Doyle

Alison Doyle is one of the industry's most highly-regarded career experts, with all the know-how to help you with job searching, interview skills, resumes, cover letters, personal branding, social networking, leaving your job, employment trends, and even more.

Recognized by Forbes as one of the Top 100 Websites For Your Career and included on the Job Search Bible list of 25 Best Career Websites, Alison has been recognized as a leading person to follow on Twitter by The Guardian, YouTern, FlexJobs and Mashable, and one of the top 10 people to follow on LinkedIn by LinkUp.

Experience

Alison worked for many years in Human Resources. She has also worked in a college career services office, developing information technology resources to assist constituents with job searching. Alison is highly regarded as an expert in understanding how to take advantage of all the resources

available to job seekers.

Alison has been quoted or mentioned in many major online and print publications, including Forbes, The New York Times, CNN.com, MSNBC.com, CBS MoneyWatch.com, Newsday, NY Daily News, Los Angeles Times, Philadelphia Inquirer, ABCNews.com, HR Magazine, The Christian Science Monitor, The Arizona Republic, US News & World Report, The Wall Street Journal, WashingtonPost.com, FastCompany.com, Employment Digest, AOL Jobs, Bankrate.com, HireVue.com, Kiplinger.com, LinkedIn, Mashable.com, TypePad, Women For Hire, Chicago Tribune, Consumer Reports, the Atlanta Journal-Constitution and the syndicated Careers Now column.

She has been featured on the radio programs MarketWatch, InfoTRAK, Blogtalkradio, Career Success, Women Aloud, Something You Should Know, Your Time with Kim Iverson, The Job Search Solution, Wisconsin Public Radio, NPR - Boston, PRI (Public Radio International) and many local radio stations.

If this is an eCommerce store, how is the E-A-T in regards to products?

If the site sells products that are expensive or represent a major investment, it is important that good E-A-T is demonstrated. Having a good reputation on and off site as well as having helpful and easy to find customer service information is key in maintaining E-A-T.

21.0 Product Queries: Importance of Browsing and Researching

Some product queries, such as [ipad reviews], have a clear information-seeking (**Know**) intent. Other product queries, such as [buy ipad], have a clear purchase (**Do**) intent. And some product queries, such as [ipad store.apple.com], have a clear navigation (**Website**) intent. However, most product queries don't obviously specify one type of intent.

Keep in mind that many users enjoy browsing and visually exploring products online, similar to window shopping in real life. Give high Needs Met ratings to results that allow users to research, browse, and decide what to purchase.

Users may not always plan to buy products online that they are browsing and researching, for example, cars or major appliances. Even though the ultimate goal may be to purchase a product, many other activities may take place first: researching the product (reviews, technical specifications), understanding the options that are available (brands, models, pricing), viewing and considering various options (browsing), etc.

Important: Page Quality ratings for product results need extra care and attention.

Often, the results for product queries are YMYL pages. Users need high quality information from authoritative sources when researching products, especially when products are expensive or represent a major investment/important life event (e.g., cars, washing machines, computers, wedding gifts, baby products, hurricane shutters, large fitness equipment). When buying products, users need websites they can trust: good reputation, extensive customer service support, etc. Results for product queries may be important for both your money and your life (YMYL)!

How to determine whether there is appropriate product E-A-T

- If the site is not selling big ticket or YMYL type of products, this *may* not be applicable.
- Compare a few pages with competitors and ask yourself, "Which store would I rather buy this product from?" If competitors' sites make you trust them more than your client's site does, then some work needs to be done. User testing can be invaluable here!
- As done previously, look at the About page of the site and determine whether it is obvious that the business has good experience in selling these big ticket items.
- Look for evidence of positive reviews of this site's products on authoritative websites. This could include Amazon and other shopping portals, expert websites, blogs, etc. If no or little information is found, compare this to the product reputation information you can find for competing sites.

Are there any pages that have obvious signs of low quality?

The Quality Raters are given very specific instructions on what to look for on individual pages of a site in terms of quality.

A page is considered low quality if any of the following are true:

6.0 Low Quality Pages

Low quality pages may have been intended to serve a beneficial purpose. However, **Low** quality pages do not achieve their purpose well because they are lacking in an important dimension, such as having an unsatisfying amount of MC, or because the creator of the MC lacks expertise for the purpose of the page.

If a page has one or more of the following characteristics, the **Low** rating applies:

- *An inadequate level of Expertise, Authoritativeness, and Trustworthiness (E-A-T).*
- The quality of the MC is low.
- There is an unsatisfying amount of MC for the purpose of the page.
- The title of the MC is exaggerated or shocking.
- The Ads or SC distracts from the MC.
- There is an unsatisfying amount of website information or information about the creator of the MC for the purpose of the page (no good reason for anonymity).
- A mildly negative reputation for a website or creator of the MC, based on extensive reputation research.

If a page has multiple **Low** quality attributes, a rating lower than **Low** may be appropriate.

How to determine whether pages on the site are low quality in terms of quality

Only one of these has to be true in order for pages on the site to be considered low quality.

- Is there a lack of E-A-T (as discussed in the section above)?
- Is there evidence of low quality main content? In order to determine this I will go on a search for obvious signs of thin content on the site. What I'm looking for is whether there are a large number of pages on the site that have very little helpful information on them. There are a couple of ways to do this:
 - In the Index Coverage report in Google Search Console, look at the examples they give of "crawled, not indexed" pages. If there are a large number of these pages, this *can be* a sign of low quality main content. I personally believe that this is not only looked at by core quality algorithms but also by the Panda algorithm.
 - Sometimes you can find thin content by doing a **site:example.com** search and clicking to the last page of the Google results, especially if you have the option to click on "*repeat this search with the omitted results included*". This isn't true

all of the time, but often, a site's thin content can be located here. Look at a few pages that are at the end of the results and see if you can find instances where the quality of the main content is lacking. I am not too worried if I find one or two low quality pages. But, if I can find a lot of them, then this can be a significant sign of low quality.

- Is the main content hard to find amongst ads? This is subjective, but if you feel that ads are distracting users from finding or reading the main content, then this can be an important issue.
- As discussed previously, is there a lack of information on who is responsible for this site's content? Or, does the site have a bad reputation overall?

Is there medical, financial or legal advice that should be kept up to date?

The QRG mention that sites offering medical, legal and financial or other YMYL advice should be regularly kept up to date.

- High E-A-T medical advice should be written or produced by people or organizations with appropriate medical expertise or accreditation. High E-A-T medical advice or information should be written or produced in a professional style and should be edited, reviewed, and updated on a regular basis.

How to determine whether this site has advice that should be kept up to date

- If the site is YMYL, look at some of their articles. Is there a "last updated" date? If not, is the article date recent (i.e. within the last 6-12 months)? If not, recommend that your client puts a plan in place to review all YMYL content either quarterly, every six months or annually. The goal is to determine whether any of the advice in the article is out of date. Each article should have a label at the top or bottom of the article that says, "Last updated on..." or "last fact checked on...."

For eCommerce stores, is the shopping cart working? Are there other parts of the site that don't work properly?

For eCommerce sites, Google instructs the Quality Raters to actually put an item in the shopping cart to make sure that it is working. A shopping cart that is not working properly can be a sign of low quality.

For each page you evaluate, spend a few minutes examining the MC before drawing a conclusion about it. Read the article, watch the video, examine the pictures, use the calculator, play the online game, etc. Remember that MC also includes page features and functionality, so test the page out. For example, if the page is a product page on a store website, put at least one product in the cart to make sure the shopping cart is functioning. If the page is an online game, spend a few minutes playing it.

How to determine whether there are parts of the site that don't function as they should

- If this is an eCommerce site, try putting a product in the shopping cart and then going to the checkout page. You don't need to actually purchase the product, but what we're looking for here is evidence that the shopping cart works as it should.
- If there are obvious parts of the site that are important for its function such as games, quizzes, etc. spend some time using them to see if they work properly.

Is there evidence that most pages on the site have one of the following:
time, effort, expertise, talent/skill:

The Quality Raters are instructed to assess individual pages to determine whether they are of high quality. It is important that articles have a good amount of content in them. This doesn't necessarily mean that you need to have a certain number of words on the page. But, it does mean that you should have enough words on the page to be extremely useful to people.

When the Raters are assessing the quality of the content, they're instructed to not only read the content on the page, but also look at the pictures, watch videos, play games if they're there and more.

They're wanting to see that this page had a lot of time, effort, expertise, and talent/skill put into it.

4.2 A Satisfying Amount of High Quality Main Content

The quality of the MC is one of the most important criteria in Page Quality rating, and informs the E-A-T of the page. For all types of webpages, creating high quality MC takes a significant amount of at least one of the following: time, effort, expertise, and talent/skill. For news articles and information pages, high quality MC must be factually accurate for the topic and must be supported by expert consensus where such consensus exists.

For each page you evaluate, spend a few minutes examining the MC before drawing a conclusion about it. Read the article, watch the video, examine the pictures, use the calculator, play the online game, etc. Remember that MC also includes page features and functionality, so test the page out. For example, if the page is a product page on a store website, put at least one product in the cart to make sure the shopping cart is functioning. If the page is an online game, spend a few minutes playing it.

The purpose of the page will help you determine what high quality content means for that page. For example, High quality information pages should be factually accurate, clearly written, and comprehensive. High quality shopping content should allow users to find the products they want and to purchase the products easily. High quality humor or satire should be entertaining, while factual accuracy is not a requirement as long as the page would be understood as satire by users.

The amount of content necessary for the page to be satisfying depends on the topic and purpose of the page. A High quality page on a broad topic with a lot of available information will have more content than a High quality page on a narrower topic. Here are some examples of pages with a satisfying amount of high quality MC.

Can Google really determine whether content is accurate?

Danny Sullivan told us that machines are not able to measure the accuracy of content:



Danny Sullivan ✓

@dannysullivan

Replying to @SEObyMichael @bill_slawski and @SaadAlikhan1994

Machines can't tell the "accuracy" of content. Our systems rely instead on signals we find align with relevancy of topic and authority. See: [google.com/search/howsear...](https://www.google.com/search/howsear...) and

The QRG tell us that, "High quality main content must be factually accurate for the topic." If Google cannot measure content accuracy, then what is going on here?

At [Pubcon Vegas in 2019](#), session moderator Jennifer Slegg asked Gary Illyes, "Is content accuracy a ranking factor?" Gary said, "For YMYL, yes. We go to great lengths to surface reputable and trustworthy sources, so yes."

So who is right, Danny or Gary?

After hearing this quote from Gary, Danny tweeted the following:



Danny Sullivan ✓
@dannysullivan



Replying to @dannysullivan @rustybrick and 4 others

Also I didn't say accuracy wasn't ranking factor. Wasn't what I was asked. Asked if we could tell content is accurate. No, we can't. But again, signals, we look for things we believe correspond to accuracy. In that regard, damn right having accurate content is ranking factor....

7:58 AM · Oct 11, 2019 · Twitter for iPad

That end part is important..."damn right having accurate content is a ranking factor."

Google does not attempt to measure the accuracy of your content. Rather, it appears that they look for signals that align with E-A-T in order to determine content accuracy:



Danny Sullivan ✓
@dannysullivan



Replying to @dannysullivan @rustybrick and 4 others

It's almost like we look for signals that align with expertise, authoritativeness and trustworthiness. We should give that an acronym like E-A-T and maybe suggest people aim for this. Oh wait, we did:

webmasters.googleblog.com/2019/08/core-u...

How to determine whether there is a good amount of time, effort, expertise, talent/skill

- Have a good look at several important pages on the site and give your opinion on the quality of the content. If it is obvious that pages were written quickly with little effort, comment on this.
- Look at some competing pages and compare them to your client's pages. What we want to see here is whether the competitors' pages appear to have had significantly more effort put into them. For example, if your client has a 500 word article on a topic and the top ranking page has a 5000 word article with helpful photos, videos and much more, then give your client this as an example and mention that Google can probably recognize that their competitor put more effort into creating their content.
- Look at the authors on competing pages. Do they have more expertise than your client's authors?
- Look extensively for information on the website that could be seen as contrary to scientific consensus. We will have more on this in a later section of this book.

Are there pages with an unsatisfying amount of main content?

Again, for main content to be seen as high quality, the page should look like a considerable amount of time, effort, expertise and talent/skill has been put into its creation. It is important to note here that the word count of a page is not always important. If you have a page that contains only a few words, but searchers are finding it useful, then this can be acceptable.

What we're looking for here is obvious evidence that a page does not contain enough information to be helpful.

Here is what the QRG say:

6.2 Unsatisfying Amount of Main Content

Some Low quality pages are unsatisfying because they have a small amount of MC for the purpose of the page. For example, imagine an encyclopedia article on a very broad topic such as World War II that has just a few paragraphs.

Important: An unsatisfying amount of MC is a sufficient reason to give a page a Low quality rating.

How to determine if there are pages with an unsatisfying amount of content

- Do a site:example.com search for your client. Then, click through to the last page of the Google results. Sometimes, but not always, this is where we find the thin content. Take a look at the pages that are located there and if any look like they don't have much content, make a comment.

Sometimes when I do this type of search, I'll find pages at the end of the search results that contain a single image, a single line of text or are just blank templates with no main content. Pages like this should be noindexed.

- If you have access to a crawling tool like Screaming Frog, or the SEMRush site crawler, etc. run a crawl and sort pages by word count. Although low word count pages can sometimes be helpful, looking at these pages can often help you find the pages that are thin.
- As we did previously, look at some competing pages to see if they have significantly more content than your client.

Are there distracting or disruptive ads?

As mentioned previously, Google understands that many websites need ads in order to make money. But there are some types of ads that can be annoying to users and can result in a lower assessment of quality:

6.4 Distracting Ads/SC

We expect Ads and SC to be visible. However, some Ads, SC, or [interstitial pages](#) (i.e., pages displayed before or after the content you are expecting) make it difficult to use the MC. Pages with Ads, SC, or other features that distract from or interrupt the use of the MC should be given a **Low** rating.

A single pop-over Ad or interstitial page with a clear and easy-to-use close button is not terribly distracting, though may not be a great user experience. However, difficult-to-close Ads that follow page scrolls, or interstitial pages that require an app download, can be truly distracting and make the MC difficult to use. You can see examples of interstitial pages [here](#).

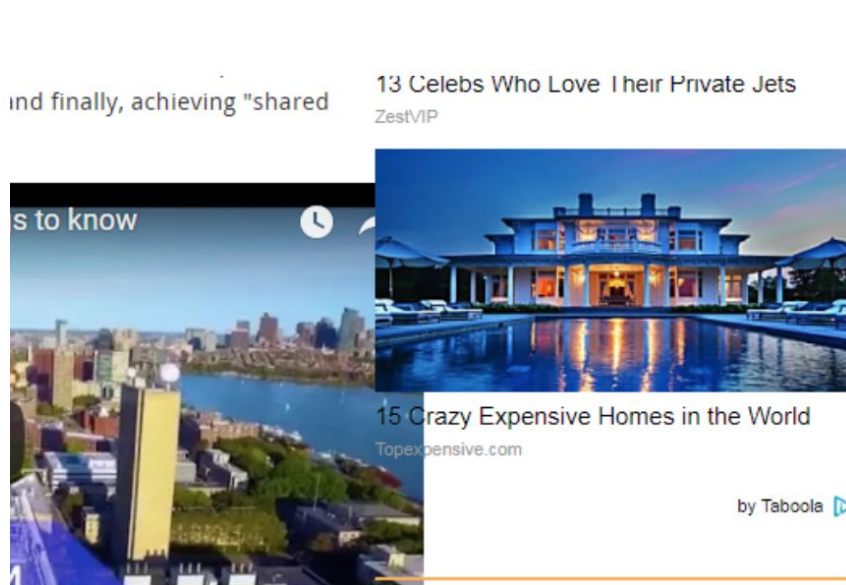
The content of the Ads, SC, or other features may be distracting as well: sexually suggestive images such as [here](#), grotesque images such as [here](#), and porn Ads on non-porn pages should be considered very distracting.

Finally, Ads and SC can be distracting if the titles or images of the Ads or SC are shocking or disturbing. [Here](#) is an example of a page with shocking and exaggerated titles, images, and text in the Ads and SC.

Important: The **Low** rating should be used if the page has Ads, SC, or other features that interrupt or distract from using the MC.

Here are some examples of annoying ads:

Example - Ads obscuring the Main Content



Example - Interstitial Page that doesn't link back to Main Content (Common on Mobile)



In our article on the [June 3 core update](#), we noted that a site that saw significant drops in Google traffic was dailymail.co.uk. In that article, we included a video showing the horrendous ad experience on the site. As a reader scrolled through articles, they were bombarded with ads that covered the content and made it hard to read. This site saw a partial recovery with the September 24, 2019 core update. It appears that they have changed their ads now so that they are no longer obstructing the reader from digesting the content on the page.

The site did not see a full recovery however, which is likely due to a number of other issues. If you are interested, there is an [entire Wikipedia page](#) that describes why the Daily Mail should not be trusted as a reputable source. These trust issues likely affect their E-A-T.

How to determine whether there are distracting or disruptive ads on the site

- If you encounter any ads that are really annoying while you are doing your review, then screenshot these and include them in your report.
- Are there any ads that make it difficult for readers to see the main content? **Note:** Interstitial ads, which are ads that take up the entire reading area immediately upon entering the site, are frowned upon by Google. On mobile, there is an interstitial penalty that can affect some sites that do this. However, having a popup with an ad or perhaps a newsletter signup can be ok provided that it can be easily closed and provided that readers can see the content they want to see upon entering your site. It is best to not show this to searchers right away though. Personally, I like to show this type of ad after a time delay or upon exit intent.

Are there ads that could deceive the user into clicking?

Providing the end user with an enjoyable experience means that advertisements should be well defined and easy to recognize. Any efforts attempting to trick visitors to click ads will lead to user frustration and therefore should be given a low quality rating.

Google has an algorithm to detect deceptive ads. An example would be an ad that says, "Download" enticing a user to click it thinking that they will download their software, but in reality they don't realize that they are clicking an ad.

3 steps for a faster PC

1. Click Start Download

2. Run a Free Scan

3. Fix upto 105 errors

Start Download

Systweak RegClean Pro

Home > Windows Software > Utilities & Operating Systems > File Compression > WinRAR (64-bit)

WinRAR (64-bit)

Download Now
CNET Secure Download

CNET Editors' review
by: CNET Staff on June 15, 2012

WinRAR is a lightweight, flexible, and easy-to-use

3 steps for a faster install & scan

Start Download

1. Start Download
2. Run the quick scan

7.6.2 Deceptive Page Design

Some pages are deliberately designed to manipulate users to take an action that will benefit the owner of the website rather than help the user.

Here are some common types of deceptively designed pages:

- **Pages that disguise Ads as MC.** Actual MC may be minimal or created to encourage users to click on the Ads. For example, **fake search pages** ([example](#)) that have a list of links that look like a page of search results. If you click on a few of the links, you will see that the page is just a collection of Ads disguised as search engine results. A "search box" is present, but submitting a new query just gives you a different page of Ads disguised as search results.
- **Pages that disguise Ads as website navigation links.** For example, **fake directory pages** ([example](#)) that look like a personally curated set of helpful links, possibly with unique descriptions. In reality, the links are Ads or links to other similar pages on the site. Sometimes the descriptions of the links are unrelated to the page.
- **Pages where the MC is not usable or visible.** For example, a page that has such a large amount of Ads at the top of the page (before the MC), so that most users will not see the MC, or a page where the MC is invisible text.
- **Any page designed to trick users into clicking on links**, which may be Ads or other links intended to serve the needs of the website rather than to the benefit of the user.

Take a good look at the page and use your judgment. If you believe the page was deliberately created to manipulate users to click on Ads, monetized links, questionable download links, etc., rather than help users, the page should be rated **Lowest**.

How to determine whether there are deceptive ads on the site

This is usually fairly obvious.

- Did you come across any ads that looked like they were regular buttons on the site, but actually ended up being ads?
- Were there any other ads that looked like they were there to trick users into clicking them?

Are any of the following signs of low quality content present?

Similar to tricking users to click ads, websites that attempt to impersonate more well known pages or misrepresent facts with the intention of deceiving users are considered extremely low quality pages.

7.6.1 Deceptive Page Purpose

Some pages are deliberately created to deceive users, for example:

- A webpage or website that impersonates a different site (e.g., copied logo or branding of an unaffiliated site, URL that mimics another site's name, etc.).
- A non-satirical social network profile made by an impersonator.
- A webpage or website that looks like a news source or information page, but in fact has articles to manipulate users in order to benefit a person, business, government, or other organization politically, monetarily, or otherwise.
- A webpage claims to offer an independent review or share other information about a product, but is in fact created to make money for the owner of the website without attempting to help users. For example, the MC may contain intentionally misleading or inaccurate information created with the sole purpose of getting users to click on monetized links or buy the product.
- A website claims to be the personal website of a celebrity, but the website is actually created to make money for the owner of the website without the permission of the celebrity. For example, the page may have false testimonials for a product and is created for the sole purpose of getting users to click on monetized links or buy the product.
- A webpage with a misleading title or a title that has nothing to do with the content on the page. Users who come to the page expecting content related to the title will feel tricked or deceived.
- A webpage or website with deceptive website information. For example, the website may misrepresent who owns the site, what the website purpose really is, how the content was created, how to contact the site, etc.

Any page or website that may deceive or trick users should be rated **Lowest**, regardless of intent. Use the **Lowest** rating even if you cannot see a reason for the deception or even if you think most users wouldn't "fall" for the trick.

You should also use the **Lowest** rating if you suspect a page is deceptive, even if you're not able to completely confirm it. Please exercise caution and practice good Internet safety skills since deceptive pages may be malicious.

How to determine if there is evidence of extremely low quality content

- Is there any evidence that the website could be a phishing site? In other words, does this site pretend to be another site in order to steal personal information?
- Is there any evidence that the site is deceptively using another site's logo or branding, or impersonating another person?
- Is this a biased affiliate site? Google is not against affiliate sites. However, if you run one, it is important to make it so that your reviews of products are not biased by the fact that you are receiving a commission for the sale.

- Can you find pages that have title tags that are not in line with the actual purpose of the page?

Is there any of the following evidence of Lowest Quality Main Content?

The Lowest Quality MC are essentially pages that serve no useful purpose. These pages may contain content created specifically for SEO purposes, plagiarized content or intentionally misleading users on topics of significance.

Google gives us several things to look for here:

Here is a summary of what different types of **Lowest** pages look like:

Type of Lowest Page	What Pages Look Like
Pages that potentially spread hate	<ul style="list-style-type: none"> • Promote hate or violence towards a group of people
Potentially harmful pages	<ul style="list-style-type: none"> • Encourage harm to self or others • Malicious pages, e.g., scams, phishing, malware downloads • Extremely negative or malicious reputation
Pages that potentially misinform users	<ul style="list-style-type: none"> • Demonstrably inaccurate content • YMYL content that contradicts well-established expert consensus • Debunked or unsubstantiated conspiracy theories
Pages that potentially deceive users	<ul style="list-style-type: none"> • Deceptive intent, e.g., websites created to deceive users • Deceptive design, e.g., Ads that are disguised as MC
Lack of purpose pages	<ul style="list-style-type: none"> • No MC • Gibberish MC • Cannot determine a purpose
Pages that fail to achieve their purpose	<ul style="list-style-type: none"> • Lowest E-A-T • No/little MC or lowest quality MC • Copied MC or auto-generated MC • Obstructed or inaccessible MC • Inadequate information about the website or creator of the MC • Unmaintained websites, and hacked, defaced, or spammed pages

How to determine whether there are pages with this type of low quality

- Examine several pages to look for keyword stuffing. This can be subjective, but it is usually obvious when keyword stuffing is present for SEO purposes. Do a CTRL-F and search for the main keyword. If it is really obvious that there is keyword stuffing, take a screenshot of the page with the keyword highlighted.
- It is unlikely that you'll be doing a quality review on a site made up of gibberish pages, but if you see this, this is an obvious sign of low quality.
- Auto-generated main content can be difficult to find sometimes. I usually ask the site owner whether they are aware of auto-generated content. Having some of this is ok provided that the pages also have good unique and helpful content on their own. For example, if a real estate site has thousands of pages that are real estate listings with information scraped from other sources, then this is not good. But, if that same page also had a *significant* amount of unique and helpful content alongside this auto-generated content, that may be ok.

Many sites with hundreds of thousands of pages have a lot of auto-generated content. If the majority of the site is made up of pages that have taken data from other sources and simply reorganized it, this is a sign of low quality.

I have done several site reviews where the site owner truly felt that they were offering value because they gathered content from many sources, making it easier for a reader to find all in one place. But, Google does not consider this high quality.

- Ask the site owner whether they have a significant amount of content that is copied from another source. For example, if the majority of a site consists of information scraped from Wikipedia, that's a sign of low quality. You can run a few pages through [CopyScape.com](https://www.copyscape.com) to see if they are copied from another source. Or, for a small fee you can have CopyScape review pages in bulk, or even the entire site to see if it is obvious that pages are copied from another source.

More on pages copied from another source

Content doesn't have to be copied word for word in order to be considered low quality. Here is what the QRG say about scraped content:

7.2.4 Copied Main Content

One way to create MC with little to no time, effort, or expertise is to copy it from another source.

The word "copied" refers to the practice of "scraping" content, or copying content from other non-affiliated websites without adding any original content or value to users (see [here](#) for more information on copied or scraped content).

Important: We do not consider legitimately licensed or syndicated content to be "copied" (see [here](#) for more on web syndication). Examples of syndicated content in the U.S. include news articles by AP or Reuters.

The **Lowest** rating is appropriate if all or almost all of the MC on the page is copied with little or no time, effort, expertise, manual curation, or added value for users. Such pages should be rated **Lowest**, even if the page assigns credit for the content to another source.

All of the following are considered copied content:

- **Content copied exactly from an identifiable source.** Sometimes an entire page is copied, and sometimes just parts of the page are copied. Sometimes multiple pages are copied and then pasted together into a single page. Text that has been copied exactly is usually the easiest type of copied content to identify.
- **Content that is copied, but changed slightly from the original.** This type of copying makes it difficult to find the exact matching original source. Sometimes just a few words are changed, or whole sentences are changed, or a "find and replace" modification is made, where one word is replaced with another throughout the text. These types of changes are deliberately done to make it difficult to find the original source of the content. We call this kind of content "copied with minimal alteration."
- **Content copied from a changing source, such as a search results page or news feed.** You often will not be able to find an exact matching original source if it is a copy of "dynamic" content (content that changes frequently). However, we will still consider this to be copied content.

Important: The **Lowest** rating is appropriate if all or almost all of the MC on the page is copied with little or no time, effort, expertise, manual curation, or added value for users. Such pages should be rated **Lowest**, even if the page assigns credit for the content to another source.

Does the site have pages on subjects that contradict scientific consensus?

This is mentioned in several places in the QRG.

- High E-A-T information pages on scientific topics should be produced by people or organizations with appropriate scientific expertise and **represent well-established scientific consensus on issues where such consensus exists.**

4.2 A Satisfying Amount of High Quality Main Content

The quality of the MC is one of the most important criteria in Page Quality rating, and informs the E-A-T of the page. For all types of webpages, creating high quality MC takes a significant amount of at least one of the following: time, effort, expertise, and talent/skill. For news articles and information pages, high quality MC must be factually accurate for the topic and **must be supported by expert consensus where such consensus exists.**

5.1 Very High Quality MC

We will consider the MC of the page to be very high or highest quality when it is created with a high degree of time and effort, and in particular, expertise, talent, and skill—this may provide evidence for the E-A-T of the page. Very high quality MC may be created by experts, hobbyists, or even people with everyday expertise. Our standards depend on the purpose of the page and the type of content. **For YMYL topics, there is a high standard for accuracy and well-established medical/scientific/historical consensus where such consensus exists.**

- **For informational content:** very high quality MC is original, accurate, comprehensive, clearly communicated, professionally presented, and **should reflect expert consensus as appropriate.** Expectations for different types of information may vary. For example, scientific papers have a different set of standards than information about a hobby such as stamp collecting. However, all types of very high quality informational content share common attributes of accuracy, comprehensiveness, and clear communication, in addition to meeting standards appropriate to the topic or field.

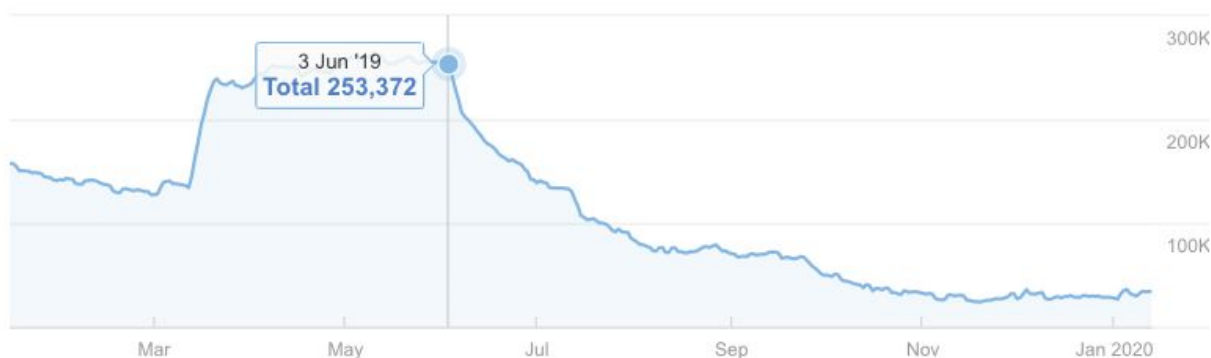
The **Lowest** rating must be used for any of the following types of content on pages that could appear to be informational:

- Demonstrably inaccurate content.
- **YMYL content that contradicts well-established expert consensus.**
- Debunked or unsubstantiated conspiracy theories.

Some of the SEO community has argued that it would not be possible for Google to measure scientific consensus and use that as a ranking factor. We disagree!

If you run a site that speaks on medical topics, and your Google organic rankings and traffic plummeted starting on June 3, 2019, there is a good chance that contradicting scientific consensus is an issue.

The traffic graph below is for a site that sells many natural herbal supplements. While some of these supplements potentially are helpful, the majority of the products sold on their website are for treatments that the vast majority of physicians would not recommend. They definitely contradict scientific consensus.



Ahrefs.com traffic estimates for a site that speaks on topics contrary to well established expert consensus

A full discussion on how to determine whether a site is contradicting scientific consensus, and how to remedy this issue would require a whole book of its own! We have written a thorough post on the subject which you can read here:

<https://www.mariehaynes.com/scientific-consensus/>

Also, if you run a medical site and have had the MHC team do a standard site quality review in the past, you can reach out to your [MHC team lead](#) and ask about the thorough white paper that we have written that describes our thoughts on how you can improve your site from this standpoint. We plan to make this whitepaper available for purchase for non-clients as well at some point in the future. Please contact us at help@mariehaynes.com if you are interested in this.

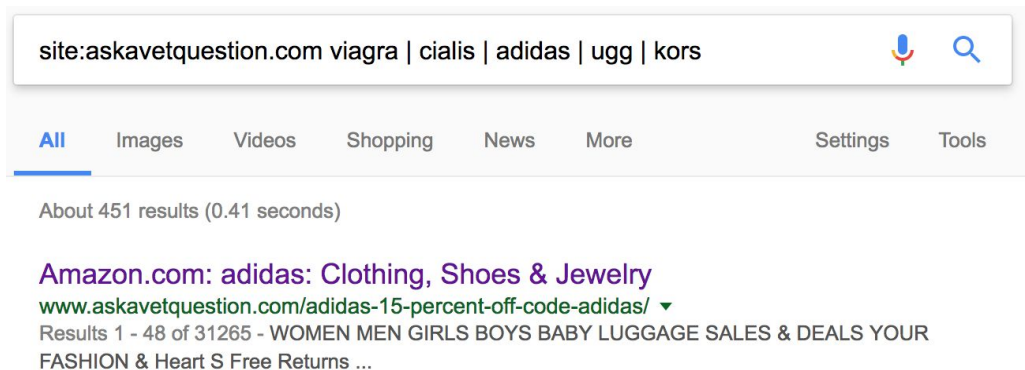
Is there obvious evidence of hacked or spammed pages?

Google does not want to show users hacked content. Sometimes Google can algorithmically pick up hacked content and give site owners a manual warning in Google Search Console. But, I have found that quite often Google doesn't pick up on hacked content. Still, I do think that even without a GSC security warning, there are likely algorithms that can determine that hacked content is present and demote this content.

7.2.9 Unmaintained Websites, and Hacked, Defaced, or Spammed Pages

Some websites are not maintained or cared for at all by their webmaster. These "abandoned" websites will fail to achieve their purpose over time, as content becomes stale or website functionality ceases to work on new browser versions. Unmaintained websites should be rated **Lowest** if they fail to achieve their purpose due to the lack of maintenance.

If your website has thousands of pages indexed it is possible that hackers have attempted to create pages, posts or left links that benefit them. A good way to check for these hacked pages is to do a site search: **site:yoursite.com viagra | cialis | adidas | ugg | kors**. These terms are common for spammers to use on site they have hacked. Feel free to add more to the search if you can think of some.



You can also run a free search on Sucuri (<https://sitecheck.sucuri.net/>). Which checks for malware and other malicious items that could appear if your site was hacked.



Website: cnn.com

Status: **No Malware Detected by External Scan.** Additional Actions Recommended!

Web Trust: **Not Currently Blacklisted (10 Blacklists Checked)**

Scan	Result	Severity	Recommendation
✓ Malware	Not Detected	Low Risk	
✓ Website Blacklisting	Not Detected	Low Risk	
✓ Injected SPAM	Not Detected	Low Risk	
✓ Defacements	Not Detected	Low Risk	

How to determine if a site has hacked content

- Do the site: search mentioned above. Keep in mind that some sites can have legitimate pages that mention these terms. What we're looking for is obvious signs of hacked content.
- Run the site through sitecheck.sucuri.net.
- Check the security section of Google Search Console to determine whether they have given any security notices.

Please note that this is not an exhaustive list of ways to check for hacked content on your site. Some hackers are very sneaky!

Does the site have Q&A or Forum pages? If so, is the E-A-T of the participants generally good?

Forums can be awesome sources of good user generated content. But, they can also be chock full of low quality content. Google considers forum posts to be low quality if they have no answer. Forum pages can also be places where a lot of spam resides as covered in the previous section.

Assessing the E-A-T of forum posters can be tricky. Google doesn't expect each poster to have a medical, legal or financial degree. I believe that what they're looking at here is whether the forum posters have helpful posts. If many of the posts in a forum are gibberish or spammy, then this can be a sign of low quality.

10.3 Ratings for Forums and Q&A pages

Ratings for forum and Q&A pages can be challenging. The most important aspect is the E-A-T of the participants in the discussion, which can be difficult to judge. Keep in mind the following:

- The Main Content on forum and Q&A pages includes both the question as well as the answers/responses and resulting discussions.
- Rate forum and Q&A pages from the point of view of a user who visits the page, rather than a participant involved in the discussion.

How to determine whether there are low quality forum pages

- Obviously, this is only applicable to sites with forums.
- Sometimes forum posts with no answers will have a footprint that you can search for. For example, words like "0 replies" or "be the first to leave an answer" can be something you can search for. You could do a search like this: **site:example.com inurl:forum "0 replies"**. If there are a large number of pages that contain this footprint, then this is a problem.

In this case, I would screenshot the Google results showing how many pages have zero replies and I would recommend that a system is developed to noindex pages that don't receive a reply after perhaps a week of being up.

- Sometimes it can be helpful to compare the forums of competitors to see how the quality of their discussion is compared to your client. For example, if a competitor has many posts with thoughtful educated discussions and your client has a lot of trolls and unintelligent posts, then this is not a good sign.

What about link quality?

The Quality Raters are *not* told to assess link quality. This does not mean that it should be ignored! Google has told us that disavowing unnatural links is not a way to recover from core algorithm update drops. However, we have had several clients that we have helped see beautiful recoveries after filing a disavow. You can read some of these case studies [here](#).

We believe that there are algorithms outside of the core algorithms that look at link quality. We do not recommend disavowing random or “cruft” links that look spammy. Rather, the sites that we feel we have helped with a disavow are ones that had used link building via article marketing and guest posting at scale.

In February of 2019, I had the pleasure of being invited to [take part in a live Google Help Hangout with Google’s John Mueller](#). Prior to going live, I asked John whether I could ask him this question and he agreed. I asked him, “I’m assuming you probably can’t answer this, but is there any way that...say they didn’t get a manual action. Can those links hurt them algorithmically? Because we feel like we’re seeing some improvements in some sites after disavowing.”

John replied with, “That can definitely be the case. So it’s something where our algorithms when we look at it and they see, oh, there are a bunch of really bad links here. Then maybe they’ll be a bit more cautious with regards to the links in general for the website. So if you clean that up, then the algorithms look at it and say, oh, there’s– there’s kind of– it’s OK. It’s not bad.”

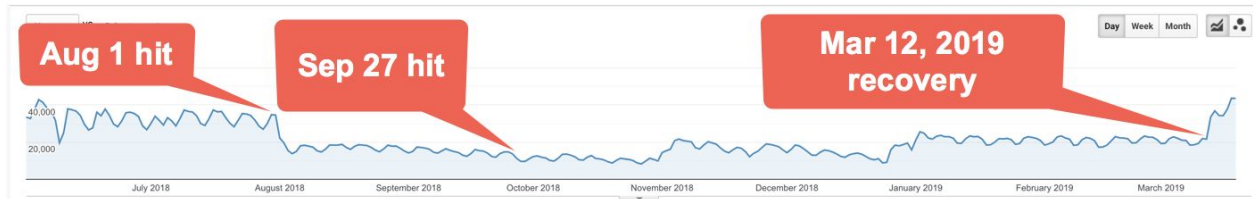
Whether or not link quality is a component of the “T” in E-A-T is up for debate. Even if it is not, we thoroughly believe that any site that has invested in link building methods that bring very little value to the business outside of the link made, should have their links thoroughly assessed and file a disavow.

What to expect after implementing E-A-T related changes

Google published a [blog post](#) that gives us good information on Google’s core updates. They tell us that in some cases when a site is negatively affected after a Google update, there may not be a fix.

We confirm broad core updates because they typically produce some widely notable effects. Some sites may note drops or gains during them. We know those with sites that experience drops will be looking for a fix, and we want to ensure they don’t try to fix the wrong things. Moreover, **there might not be anything to fix at all.**

In our experience, however, in most cases, if a site drops in conjunction with a core update, there are quality issues that can be improved upon and quite often, we can see partial or full recoveries. When we do see a recovery, it generally tends to happen on the date of a subsequent core update.



In our experience, provided a site is a legitimate business that has valid customers/readers, recovery really should be possible. With that said, if the primary business objective is one that contradicts some of the information written in this book, recovery could be difficult. For example, if your website's main topic is alternative medical treatments that contradict scientific consensus, it may not be possible to recover this site. But, we have seen incredible recoveries for some of our clients who have worked on improving E-A-T throughout their business.

Conclusions

Hopefully this breakdown has been helpful for you. Google's Quality Raters' guidelines are loaded with information that helps us to improve upon our sites. Given that we know that these guidelines are used to shape the algorithms that Google uses to assess quality, it is incredibly important to do everything we can to appear as a high quality site!

To Contact Marie

If you are having trouble in assessing your site for quality issues, you can hire my team and I by [contacting us](#) on our website.

About Dr. Marie Haynes



Dr. Haynes is recognized as a leader in the field of understanding Google's algorithm changes and penalties. She writes regularly for [Moz](#) and [Search Engine Watch](#) advising on manual penalties, Google Panda, Google Penguin and Google's many Quality Updates.

Marie is a regular speaker at [Pubcon](#) and [SMX](#), two of the largest search engine marketing conferences. Her extensive articles on E-A-T have been [recommended by Google themselves](#).

She has been doing SEO since early 2008. Her company, HIS Web Marketing, rebranded in 2015 to become Marie Haynes Consulting Inc. and is now ten people strong and growing.

You can reach Marie and her team [here](#).