



By Liz Fernandez

EAT – HOW TO GIVE GOOGLE WHAT IT WANTS

What is EAT?

In the world of websites and Google analytics, EAT stands for “expertise”, “authoritativeness” and “trustworthiness”. It is not a specific algorithm, but rather a concept and principle found in Google’s Search Quality Guidelines. To establish EAT guidelines, Google utilizes thousands of humans to manually review various webpages and report on their quality.

- E** Expertise: How knowledgeable is the author/site owner on the subject matter?
- A** Authoritativeness: How credible is the website publishing this content?
- T** Trustworthiness: How trustworthy is the website publishing this?

In today’s world, you cannot just pop up on Google overnight as the top-ranking webpage for a search. To rank well in page quality, you need to nurture your brand and provide expertise, authority and trustworthiness on a regular basis. As you look to enhance your website’s organic search results rankings, Google’s EAT concept should be top of mind.

Establish expertise

When someone comes to your website, they are looking for solutions, expert

advice and content that is useful to them. This content needs to be free from errors (both grammatical and factual) and provide the answers to their questions. Use your analytical tools to understand your audience’s search terms and what content is keeping (or not keeping) them on your site. Focus on what the user wants and how they want it—do they prefer videos, infographics, case studies or something else?

As you provide content, make sure that it matches your main page expertise and that you have easily accessible credentials such as author biographies.

Use real authors instead of a generic “ABC Office Supply” as the author. Create author bios with your (or a team member’s) expertise and publish content under those authors. The bio doesn’t have to be long – first and last name, title at company and job role, explanation of expertise, and then something fun about the person (a hobby or unique fact).

Looking to further increase your expertise? While contributing to *Forbes*, the *Washington Post* or *Business Insider* would give you instant credibility, contributing and getting quoted by smaller publications can boost your credibility as well.

Show your authority

Authoritativeness builds on expertise and considers the authority of the creator, the authority of the content itself and the authority of the website as a whole.

One way to strengthen your authority is through link building. Google’s PageRank algorithm was built with links as one of the biggest factors affecting ranking. When other sites or people share your content or provide links to your website, it shows Google that you are an authority on the subject. This includes social media: every time your company is mentioned on social media, you are improving your chances of ranking higher. Consider writing blogs or articles that others in the industry can share or link to boost your authority.

Another way to increase authority on your site is to seek known experts within the industry and ask them to guest post. Ensure that their name and credentials are listed on the page.

Being interviewed on a podcast, guest blogging and receiving awards are additional ways of building authority for local businesses. Networking locally, such as being an active member of your city’s chamber or sponsoring local organizations, can help you find these opportunities. »

Links in business directories and other well-known sites in your market are also key to building local authority. Make sure that you are tracking these citations and that your name, address and phone number are consistent across all listings.

Establish trust

Establishing trust is necessary, but how can you do this online?

Testimonials and reviews from past clients are one of the top methods to establish trust. Potential customers want to see solid reviews before taking the plunge. Make sure you are incentivizing your clients to write these reviews, not only on your website, but also across social media and third-party websites. Make sure to set up Google Alerts so that when you or your company are mentioned, you can

thank the person who commented or address any issues they may bring up.

Other areas of your website that provide trust are your contact page, a terms and conditions page and an easy to find privacy policy. Additionally, someone that comes to your site to potentially purchase goods from you will want to see a transparent refunds and returns policy. Nobody wants to be deceived, and Google will ding you for it.

Security is also a major factor in complying with Google's E.A.T. principles. If you have not yet migrated your website to HTTPS and obtained a secure socket layer certificate, put that on the TOP of your to-do list.

As for your content, make sure that you do your research well and cite your sources. Providing credible sources will continue to enhance the trust your

readers/customers have in your company.

THE CUSTOMER COMES FIRST

Remember, building expertise, authority and trust is important both to Google and to customers. Having a trustworthy, authoritative presence online will not only help your search engine optimization, but will also make potential customers more confident in making the leap to current customer. Remember, your website and every page associated with it have one purpose—to benefit the customer. Give your customers what they want, and you will be giving Google what they want as well.

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