



Digital Blueprint

Weekly Growth & Marketing Insights

The first three results of any Google search get 70% of the traffic.

That's why you want your content to rank higher.

Ranking high means your website gets more traffic.

This means more people learn about your products and services.

And, as a result, it means you get more leads.

It's what every business wants.

Last week, we gave you a crash course on SEO.

We discussed why SEO takes longer than expected to yield results.

And we talked about why you need both *one-time SEO* and *ongoing SEO*.

To sum it up, we helped you establish an SEO baseline.

This week, we want to dive deeper.

We want to show you how to grow beyond the baseline, so you can create content that climbs the search rankings to win a space on the highly coveted first page.

Now, maybe you've heard that to win first place in Google, all you need to do is publish A LOT of content. People love to say that.

But the truth is, **it doesn't matter if you have 80 blog posts or 8000 of them**. If they don't align with Google's E-E-A-T Guidelines, not a single one will rank high in the search results.

E-E-A-T stands for *Experience, Expertise, Authority, and Trustworthiness*.

And they are the four elements Google expects from the best content out there.

As a business owner, *you may not have heard about E-E-A-T before*.

And that's alright.

Because today we are going to share exactly what these guidelines are about and why SEO experts are so obsessed with them.

By the end, you will know exactly what your content is missing...
And you'll be able to go out and fix it.

So, let's explore **the four E-E-A-T elements and how to apply them to your website content:**

#1 Experience.

In 2022 the internet was flooded with generic AI-written content. To combat this, Google added an extra E—Experience—to their guidelines (yes, they used to be called E-A-T before). In practice, it means Google wants you to demonstrate you and your team have real-world, first-hand experience on the topic your content covers. The simplest way to show your expertise is by adding video tutorials within blog articles. And if you don't have the bandwidth to create video content, then at the very least you should include thorough real life examples.

#2 Expertise.

Imagine what would happen if you searched for “financial tips for retirement” and you got a list of articles written by inexperienced first-year college students. You wouldn't trust those results. That's why Google expects content to be created by people who are actually experts in the topic they are covering. The best way to do this is by adding author bios at the end of each article. These bios can be short, but they should include qualifications that the author is, in fact, a subject-matter expert.

#3 Authoritativeness.

This refers to the authority and reputation of the author of the content and the website itself. The goal is to demonstrate that you are a go-to source for knowledge on the subject you write about. There are three ways to do this: interlinked cluster topics, backlinks, and updating your blog posts periodically.

#4 Trustworthiness.

Finally, Google wants content to be accurate, well-sourced, and transparent. This element covers a lot of different tidbits. You should make sure your contact information is precise and visible on the website. You need to avoid using clickbait tactics. If managing

financial transactions, you need to make sure they are secure. And you also need to make sure the links you share direct readers to safe and reputable sources.

Creating content that follows the E-E-A-T guidelines seems pretty straightforward.

However, it's a bit more difficult in practice. It would be really easy to simply make sure your articles include all the information presented in each element, **BUT you also need to make the content engaging for your ideal audience.**

At the end of the day, **your job as a business owner is to be aware of this information** so you can make sure the team you work with understands how to create the best content possible.

And if your team doesn't have the bandwidth to write this type of content, you can always [reach out to us](#) and we'll help you.


Growth Tip: Apply Stanford's Principles

E-E-A-T guidelines can seem complex and overwhelming – luckily Stanford University researched and identified 10 points every website should cover to establish credibility. They published them as the [Guidelines for Web Credibility report](#). If you are strapped for time, you can print these points and use them as a checklist.

What Else We're Watching

[AI vs. Human Generated Content, by SEO Secrets Podcast](#)

If you've ever thought about using AI to create content, you might be worried that Google will penalize you. This podcast episode shows you how and when to use AI vs. human generated content.

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