

E-E-A-T Content *Checklist*

Expertise

- ☐ Publish content that addresses specific problems or questions.
- ☐ Use professional, accurate language for your target audience.
- ☐ Reference authoritative sources (with outbound links).
- ☐ Add credentials or qualifications where relevant.
- ☐ Ensure consistency in tone and depth across articles.

Experience

- ☐ Include author bios with real-world experience.
- ☐ Add client testimonials or user reviews.
- ☐ Show behind-the-scenes or case study content.
- ☐ Provide team or company background on "About Us" page.

Authoritativeness

- ☐ Earn backlinks from reputable sites in your industry.
- ☐ Update older blog posts and evergreen content.
- ☐ Be cited or featured in industry publications or podcasts where possible.
- ☐ Develop a strong content library on core topics.

Trustworthiness

- ☐ Use HTTPS and secure site architecture.
- ☐ Provide clear and accessible contact info.
- ☐ Include privacy policy and terms of service.
- ☐ Cite all data and third-party content sources.
- ☐ Avoid clickbait or misleading headlines.