



E-E-A-T

BUILDING CONTENT FOR TRUST & AUTHORITY

E-E-A-T Content Strategy Pyramid



WHAT IS E-E-A-T?



- **Experience:** First-hand knowledge or life experience.



- **Expertise:** Level of knowledge or skill.



- **Authoritativeness:** Recognition as a go-to source.



- **Trustworthiness:** Accuracy, honesty, and reliability.



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WHY DOES E-E-A-T MATTER?

- Builds user trust and loyalty.
- Aligns with Google's content quality standards.
- Enhances SERP rankings for high-quality content.



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BREAKING DOWN E-E-A-T

1. **Experience:** Showcase first-hand insights and practical knowledge.
2. **Expertise:** Highlight formal or informal credentials.
3. **Authoritativeness:** Become a go-to resource in your niche.
4. **Trustworthiness:** Ensure accuracy and transparency in every piece of content.



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EXPERIENCE

Show you've "been there, done that."

Provide real-life examples, case studies, or personal stories.

Write about what you know firsthand.

Pro Tip: Add testimonials or customer success stories to build experience credibility.



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EXPERTISE

Content should be written or reviewed by a credible expert.

Highlight qualifications, certifications, and professional achievements.

Use deep research and accurate data to back up your claims.

Pro Tip: Use detailed author bios on every piece of content to showcase expertise.



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AUTHORITATIVENESS

Be recognized by others in your field as a credible source.

Earn mentions, citations, or backlinks from trusted websites.

Publish high-quality, industry-relevant content.

Pro Tip: Collaborate with industry leaders through guest blogging or joint research.



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TRUSTWORTHINESS

Use HTTPS to keep your website secure.

Be transparent about sources, claims, and data.

Display trust signals like reviews, ratings, and privacy policies.

Pro Tip: Add clear contact information and “About Us” pages to improve trust.



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THE ROLE OF CONTENT FORMATS

- Diversify with blogs, videos, podcasts, and infographics.
- Expand beyond your website to build external credibility.
- Content type wheel (blogs, videos, guest appearances, etc.).



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AVOID THESE COMMON E-E-A-T MISTAKES

- Fake authors or credentials.
- Outdated or unverified content.
- Overreliance on stock images.
- Lack of contact information or clear policies.



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HOW TO IMPROVE E-E-A-T

Start with an audit

- Check for gaps in your content's credibility.

Update old content

- Add updated data, expert insights, and user-friendly formatting.

Invest in reputation

- Build authority through partnerships, reviews, and community engagement.




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WHAT'S ONE WAY YOU'RE IMPROVING TRUST AND CREDIBILITY IN YOUR CONTENT?

 Share this carousel to help others level up their E-E-A-T strategy!

 Follow me for more insights on SEO, digital marketing, and creating impactful content.

THANK
YOU 

