

E-E-A-T is DEAD

We all swore by E-E-A-T (**Experience, Expertise, Authoritativeness, Trustworthiness**).

But here's the **cold truth**

✗ It's no longer enough to rank.

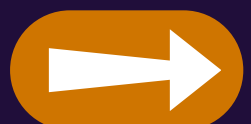
Google's latest updates **favor something NEW**.

👁 Ready for the truth bomb?



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Swipe ➡ .



The Big Reveal

Introducing **C-R-I-S-P** Google's new **ranking powerhouse**

- ◆ Context
- ◆ Realness
- ◆ Intent
- ◆ Signals
- ◆ People

Miss this? You're leaving traffic on the table.



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Swipe 🖱️ to break it down.

C = CONTEXT

Google doesn't just care what you say it cares about:

- ✓ WHY you say it
- ✓ WHEN it's relevant
- ✓ HOW it answers deeper questions

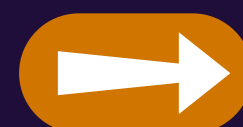
Action Tip: Write for searcher psychology, not just keywords.

Example: Instead of "Best running shoes," target "Best running shoes for knee pain in 2025."



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R = REALNESS

Forget robotic 'expert' content. Users want:

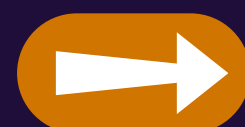
- 🔥 Authentic stories
- 🔥 Unfiltered case studies
- 🔥 Vulnerability over polished fluff

📌 Action Tip:

Next time you write, drop the corporate voice. Write like you're **explaining it to a friend.**



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I = INTENT

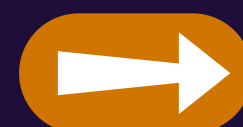
Google ranks **content** that understands **intent**.

- ◆ Informational? Answer deep questions.
- ◆ Commercial? Guide users to smart decisions.
- ◆ Transactional? Make taking action seamless.

 **Action Tip:** Map **your content** to the **3 intent** types before hitting publish.



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S = SIGNALS

Old SEO: Bounce rate.

New SEO: Dwell time, emotional reactions, real-world impact.

⬮ What signals matter NOW?

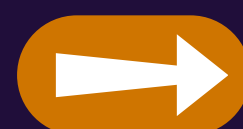
✅ Engagement (Shares, Saves, Thoughtful Comments)

✅ Offline impact (Are people Googling your brand later?)

🔍 Action Tip: Optimize for conversation, not just clicks.



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P = PEOPLE

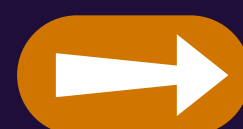
Google now ranks **WHO engages** not just who wrote it.

👁️ If industry leaders, niche groups, or engaged communities **interact** with your content, **Google boosts it**.

📌 **Action Tip:** Start **conversations, not just content**.
Engage in the comments.



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Why 90% Fail

Most marketers still chase outdated SEO.

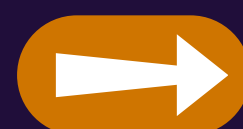
- ✗ Over-optimized “expert” content
- ✗ No **emotional depth**
- ✗ Ignoring **real engagement signals**

🚀 **WIN in 2025? Do THIS:**

- ✓ Ditch robotic tone → Write human.
- ✓ Embed micro-stories → Make it real.
- ✓ Track emotional metrics → Shares, saves, deep engagement.



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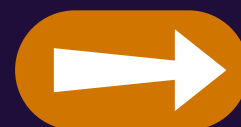
E-E-A-T isn't dead
but it's not
enough anymore.

 C-R-I-S-P is the future.

🔥 Agree? Disagree? Drop a comment.



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Thank you

👉 **Save & Share this if you found it valuable!**

- Hit LIKE 👍 (It fuels my motivation!)
- Drop a comment with “❤️” if you’re ready to leverage educational content.
- Follow me [Vinay Upadhyay](#) 🔔 – Daily SEO insights to keep you ahead.



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