

# The E-E-A-T + SMART Guide for Article Writers

## The E-E-A-T + SMART Guide for Article Writers

by JP Mwangi — *Signal & Noise*

---

### Why This Guide Exists

Good writing alone doesn't build trust. Google and readers look for proof — that you've lived what you say, know your stuff, and mean to help, not just perform.

That's what **E-E-A-T** (Experience, Expertise, Authoritativeness, Trustworthiness) measures.

And **SMART** (Specific, Measurable, Achievable, Relevant, Time-bound) helps you apply it with focus.

Together, they make your writing credible, human, and intentional.

Use this guide every time you write an article. It's your clarity compass before you hit publish.

---

### 1. E-E-A-T in Plain English

Pillar	What It Means	How To Apply It	Check Yourself
Experience	Show you've <i>been there</i> . Readers trust	Mention what you did, saw, or tested. Use "I learned," "We	"Does this sound lived, or copied?"

Pillar	What It Means	How To Apply It	Check Yourself
	firsthand stories.	discovered,” or “From my work with...”	
<b>Expertise</b>	Demonstrate <i>competence</i> and depth.	State your background or source. Link to data, research, or examples.	“Can a reader tell why I should be trusted?”
<b>Authoritativeness</b>	Earn credibility from the wider field.	Reference credible sources. Link to others who agree or expand on your point.	“Would others in my field quote this?”
<b>Trustworthiness</b>	Be transparent and accurate.	Cite sources, use HTTPS, disclose AI or editing help. Avoid exaggeration.	“Would I believe this if I didn’t know me?”

## 2. Apply SMART Thinking to Writing

SMART Element	How It Shapes a Good Article
<b>Specific</b>	Define what this piece is <i>really about</i> . Don’t write “about SEO” — write about “how creators can apply E-E-A-T to grow trust.”

SMART Element	How It Shapes a Good Article
<b>Measurable</b>	Decide what success means: comments, backlinks, newsletter replies, or clarity of feedback.
<b>Achievable</b>	Set scope right. One focused argument beats ten surface ideas.
<b>Relevant</b>	Ask: does this connect to my audience's real problem or curiosity?
<b>Time-bound</b>	Give yourself a publishing window. Don't over-polish — deliver within the week. Momentum builds mastery.

Use SMART to plan your next piece before writing the first line.

---



## 3. The Quick E-E-A-T Checklist

**Before Publishing, Ask:**

**Experience:**

- ☐ Did I include a personal insight or firsthand observation?
- ☐ Is my voice authentic, not automated?

**Expertise:**

- ☐ Did I cite reliable data or link to credible research?
- ☐ Does my article reflect deep understanding, not surface talk?

**Authority:**

- ☐ Have I referenced or linked to other respected voices?
- ☐ Do my past articles support this one (topic cluster)?

**Trust:**

- ☐ Are my facts, links, and claims verifiable?
- ☐ Did I disclose tools, AI, or data sources used?

## People-First Focus:

- ☐ Does the reader leave smarter, not just entertained?
  - ☐ Would this piece still matter if Google Search didn't exist?
- 



## 4. Self-Assessment

Rate your draft honestly (★ = weak, ★★ ★★ ★★ ★★ = strong):

- Experience: ★★ ★★
- Expertise: ★★ ★★ ★★
- Authority: ★★
- Trust: ★★ ★★ ★★
- SMART clarity: ★★ ★★ ★★

If any pillar is under 3 stars, revise *that area only*. Don't over-edit what already works.

---



## 5. Closing Thought

**Write for people. Prove it to Google.**

Every article is a trust signal — not just a keyword play.

When you combine lived experience with measurable intention, your writing earns attention naturally.

Use this as your before-publish ritual.

One glance, one check, one honest moment — that's how credibility compounds.