

#### 4.5.2 Lowest E-E-A-T and Lowest Reputation of the Website or Content Creator

If the E-E-A-T of a page is low enough, people cannot or should not use the MC of the page. If a page on YMYL topics is highly inexperienced, it should be considered Untrustworthy and rated **Lowest**.

Use the **Lowest** rating if the website and content creator have an extremely negative reputation, to the extent that many people would consider the webpage or website untrustworthy.

Here are some examples originally shown in [Section 3.3.3](#). All pages on these websites should be rated **Lowest** because of the credible extremely negative or malicious reputation of these websites, making them untrustworthy.

**Note:** These website examples may be considered Harmful in some form as well. Sometimes reputation research exposes information that may not meet the criteria for considering a website harmful but does cause it to be untrustworthy.

Website	Description
<a href="#">Site selling children's jungle gym</a>	<b>Evidence of fraudulent behavior:</b> There are many reviews on websites describing how users sent money and did not receive anything in return. There is also a news article about this business engaging in financial fraud.
<a href="#">Site selling products related to eyewear</a>	<b>Evidence of criminal behavior:</b> This website engaged in criminal behavior such as physically threatening users.
<a href="#">Organization serving the hospitalized veteran community</a>	<b>Evidence of fraudulent behavior:</b> There are many detailed negative articles on news sites and charity watchdog sites describing fraud and financial mishandling about this organization.

#### 4.5.3 Deceptive Page Purpose and Deceptive MC Design

Pages or websites are Untrustworthy if they have a deceptive purpose. These pages or websites superficially appear to have one purpose, but in fact exist for a different reason.

All pages with a deceptive purpose and/or deceptive MC should be rated **Lowest** because pages that engage in deception are Untrustworthy.

The following list includes some common types of deceptive purpose pages. However, no list of deceptive page types will be complete—deceptive websites continue to evolve as people and search engines figure out how they are being tricked.

- **A webpage or website that impersonates a different site** (e.g., copied logo or branding of an unaffiliated site, URL that mimics another site's name, etc.)
- **A non-satirical social network profile made by an impersonator**
- **A webpage or website that looks like a news source or information page, but in fact has articles to manipulate users** in order to benefit a person, business, government, or other organization politically, monetarily, or otherwise
- **A webpage claims to offer an independent review or share other information about a product, but is in fact created to make money for the owner of the website without attempting to help users.** For example, the MC may contain intentionally misleading or inaccurate information created with the sole purpose of getting users to click on monetized links or buy the product
- **A website claims to be the personal website of a celebrity, but the website is actually created to make money for the owner of the website without the permission of the celebrity.** For example, the page may have false testimonials for a product and is created for the sole purpose of getting users to click on monetized links or buy the product
- **A webpage with a misleading title or a title that has nothing to do with the content on the page.** People who come to the page expecting content related to the title will feel tricked or deceived
- **A webpage or website with deceptive website information.** For example, the website may misrepresent who owns the site, what the website purpose really is, how the content was created, how to contact the site, etc.