

### 3.3.4 Reputation of the Content Creators

For individual authors and content creators, biographical information articles and online discussions can be a good source of reputation information. Expect to find more formal reputation information about people who create content in a journalistic, scientific, academic, or other traditionally professional capacity, as they often need online credibility for professional success. Educational degrees, peer validation, expert co-authors, and citations can be evidence of positive reputation information for professionals who publish their work. Employment history can also support a positive reputation for topics where training, credentials, or experience are important.

Influencers and other individual content creators who earn income on social media platforms often have reputation information available as well, ranging from biographical details or news articles to less formal reputation sources such as comments by other influencers in their fields.

For non-professional content creators including ordinary people who post on social media or forums, you may find informal reputation information on the page itself such as comments by other people about the creators. For example, you may find comments or posts from other users helpful to see what other people think about a particular content creator.

### 3.3.5 What to Do When You Find No Reputation Information

You should expect to find some reputation information for large websites and well-known content creators. People or businesses who create content in a professional capacity typically have some reputation information available.

However, small websites may have little or no reputation information. This is not indicative of high or low quality. Many small local businesses or community organizations have a small “web presence” and rely on word of mouth.

Furthermore, many ordinary people participate in forum discussions or post on social media websites in a personal capacity. People may use an alias or username to post in order to avoid sharing personally identifiable information online. There may be no reputation information available for some individuals. A lack of reputation about people who post personal content is neither a positive nor a negative sign in your assessment of the page.

Finally, remember that there are several important considerations involved in PQ rating (refer back to [Section 3.1](#)). Reputation is important, but if reputation information is not available for a website or content creator, pay extra attention to other PQ considerations, especially when assessing pages on YMYL topics.