

**Trust** is the most important member of the E-E-A-T family because untrustworthy pages have low E-E-A-T no matter how Experienced, Expert, or Authoritative they may seem. For example, a financial scam is untrustworthy, even if the content creator is a highly experienced and expert scammer who is considered the go-to on running scams!

When it comes to Page Quality rating, your assessment of E-E-A-T should be informed by one or more of the following:

- **What the website or content creators say about themselves:** Look at the "About us" page on the website or profile page of the content creator as a starting point. Is the website or content creator a trustworthy source based on this information?
- **What others say about the website or content creators:** Look for independent reviews, references, news articles, and other sources of credible information about the website or content creators. Is there independent, reliable evidence that the website or content creator is experienced, has expertise, is authoritative, or is otherwise considered trustworthy? Is there independent, reliable evidence that the website or creator is untrustworthy?
- **What is visible on the page, including the Main Content and sections such as reviews and comments:** For some types of pages, the level of experience and expertise may be clear from the MC itself. What evidence can you gather from examining the MC or testing the page out? For example, you may be able to tell that someone is an expert in hair styling by watching a video of them in action (styling someone's hair) and reading others' comments (commenters often highlight expertise or lack thereof).

**Important:** The website or content creator may not be a trustworthy source if there is a clear conflict of interest. For example, product reviews by people who own the product and share their experiences can be very valuable and trustworthy. However, "reviews" by the product manufacturer ("*Our product is great!*") or "reviews" from an influencer who is paid to promote the product are not as trustworthy due to the conflict of interest.

Finally, there are many aspects of Trust, some which are not captured by Experience, Expertise and Authoritativeness. Please consider other aspects in your overall Trust assessment, such as customer service information for online stores or peer-reviewed publications for academic authors. If a page is untrustworthy for any reason, it has low E-E-A-T.