3.4 Experience, Expertise, Authoritativeness, and Trust (E-E-A-T)

Experience, Expertise, Authoritativeness and Trust (E-E-A-T) are all important considerations in PQ rating. The most important member at the center of the E-E-A-T family is Trust.

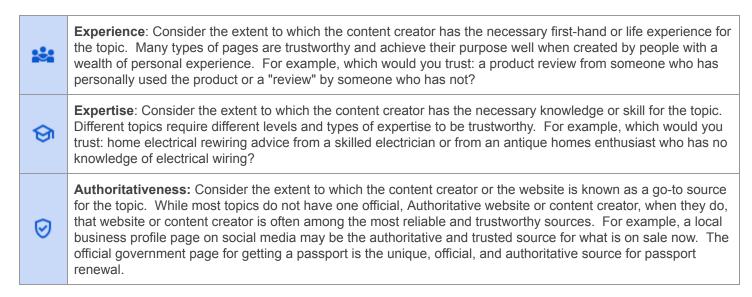


Trust: Consider the extent to which the page is accurate, honest, safe, and reliable.

The type and amount of **Trust** needed depends on the page, for example:

- Online stores need secure online payment systems and reliable customer service.
- **Product reviews** should be honest and written to help others make informed purchasing decisions (rather than solely to sell the product).
- Informational pages on clear YMYL topics must be accurate to prevent harm to people and society.
- Social media posts on non-YMYL topics may not need a high level of Trust, such as when the purpose of the post is to entertain its audience and the content of the post does not risk causing harm.

Experience, **Expertise** and **Authoritativeness** are important concepts that can support your assessment of Trust:



Experience, **Expertise**, and **Authoritativeness** may overlap for some page types and topics (for example, someone may develop Expertise in a topic due to first-hand Experience accumulated over time), and different combinations of E-E-A may be relevant to different topics. You should consider the purpose, type, and topic of the page, then ask yourself what would make the content creator a trustworthy source in that context.