

3.4.1 YMYL Topics: Experience or Expertise?

Pages on YMYL topics can be created for a wide variety of different purposes. If the purpose of a page on a clear YMYL topic is to give information or offer advice, a high level of expertise may be required for the page to be trustworthy.

However, sometimes pages on YMYL topics are created to share personal experiences, often regarding difficult life challenges. People turn to each other in times of need to share their own experience, seek comfort or inspiration, and learn from others. Factual information from experts and authoritative sources may not satisfy this need.

Pages that share first-hand life experience on clear YMYL topics may be considered to have high E-E-A-T as long as the content is trustworthy, safe, and consistent with well-established expert consensus. In contrast, some types of YMYL information and advice must come from experts.

Here are some examples:

YMYL Topic	Valuable sharing of life Experience	Information or advice best left to Experts
Sleep challenges when pregnant (YMYL Health or Safety)	Safe and non-medical tips and tricks for sleeping in the last trimester of pregnancy, provided by people who have personally struggled with this challenge, for example: how to use pillows to sleep comfortably in a position that is safe for babies	Sleep medications that are safe during pregnancy
Liver cancer treatment (YMYL Health or Safety)	A sincere and respectful forum discussion where people are describing how they're coping with liver cancer treatment	Different treatment options for liver cancer and the associated life expectancies under each treatment
Filling out tax forms (YMYL Financial Security)	A humorous video from a non-expert content creator about the frustration of doing taxes	Instructions on how to fill out tax forms
Saving for retirement (YMYL Financial Security)	Reviews of retirement saving services by people with first-hand experience using these services	Advice on how to invest for retirement: how much to save, what kinds of assets to invest in, how much money you will need to retire by a specific age, etc.
How to vote (YMYL Society)	A social media post by an ordinary citizen describing why they personally believe it's important to vote in local elections	Information about who is eligible to vote or how to register to vote