

Question	Answer
<p>When I think about E-E-A-T, it seems like expertise and experience overlap a lot. What's the difference?</p>	<p>Here's one way to think about it:</p> <ul style="list-style-type: none"> • Expertise often involves objective, testable knowledge or skills, for example: can you calculate the load bearing weight of a bridge? • Experience can be more subjective and is often shared through personal narration, for example: how does it feel to experience love for another person? <p>For PQ rating, it's not important to distinguish between expertise and experience. Instead, focus on what kind of content is trustworthy and satisfying for the purpose of the page. You may find that both expertise and experience can be trustworthy and satisfying for the same topic. For example, a medical website may be a trustworthy source for treatment options, and the experiences of other people who have gone through treatment may provide emotional support and prepare you for what to expect.</p>
<p>Aren't some types of pages always Low quality, such as celebrity gossip?</p>	<p>For almost any type of page or informational topic, there is a range of content quality.</p> <p>For example, there are both High and Low quality celebrity gossip pages. The purpose of these pages is to share interesting, accurate information about celebrities. There may be benefits in celebrity stories that inspire others or help people going through similar challenges. A celebrity gossip page is High quality if it has accurate and interesting information, has no characteristics of Low or Lowest quality, and comes from a reasonably reliable source.</p>
<p>I've never seen a High quality page of type X. If there are no high quality pages of this type, why are we giving existing pages a Low quality rating?</p>	<p>For some topics or types of pages, there may not be many (or any!) High quality pages now, but there may be in the future. We need a uniform set of standards that apply to all pages, even for pages that have not yet been created.</p>
<p>Some of these criteria seem unfair. For example, some art pages do not have a purpose. Are these pages Low quality?</p>	<p>Art pages do have a purpose: artistic expression. Pages created for artistic expression do not deserve the Low quality rating simply because they have no other purpose. Artistic expression, humor, entertainment, sharing photos and videos, etc. are all valid and beneficial page purposes.</p>
<p>How should interstitials factor into my rating?</p>	<p>Sometimes clicking on the task URL will bring up an interstitial page. You can ignore this page in your rating criteria if you can easily get to the MC. However, if the interstitial makes it extremely hard (or impossible) to get to the MC and evaluate how well the page achieves its purpose, that should factor into your PQ rating.</p>