

3.3 Reputation of the Website and Content Creators

An important part of PQ rating is understanding the reputation of the website. If the website is not the primary creator of the MC, it's important to research the reputation of the content creator as well.

Reputation research should be performed according to the topic of the page. For example, if the page contains medical information, research the reputation of the website and content creator for providing medical information. It's possible for a website to be a go-to source for one type of content (e.g., humorous videos), but an untrustworthy source for a different type of content (e.g., financial information).

A website's or content creator's reputation can also help you understand what a website or content creator is best known for. For example, newspapers may be known for high quality, independent investigative reporting while satire websites may be known for their humor. An individual journalist (content creator) may be known for the clarity of their scientific articles while a food blogger (content creator) may be known for the deliciousness of the recipes they post online.

Note that a company or person may create content on many different websites. For example, a newspaper might have their own website, upload their video content to a video sharing website, post updates on social media, and contribute content to a TV channel. An expert on a topic might publish research papers, have a lengthy blog, and share short updates on social media. In these cases, you should research the underlying company or content creator.

Reputation research is especially important for detecting untrustworthy websites and content creators. Content may look great on the surface, but reputation research can expose scams, fraud, or other signs of harm. You never know what you will find unless you look! Therefore, reputation research is required for all PQ rating tasks.

3.3.1 Reputation of the Website

A website's reputation is based on the experience of real users and the opinions of people who are experts. Websites may represent real companies, organizations, and other entities. Reputation research applies to both the website and the actual company, organization, or entity that the website is representing.

Many websites are eager to tell users how great they are. Your job is to independently evaluate the Page Quality of the website, not just accept information that appears on one or two pages of the website without further verification. Be skeptical of claims that websites make about themselves, particularly when there is a clear conflict of interest.

Instead, look for independent reviews, references, recommendations by experts, news articles, and other sources of credible information about the website. Look for information written by a person or organization, not statistics or other machine-compiled information. News articles, Wikipedia articles, blog posts, magazine articles, forum discussions, and ratings from independent organizations can all be great sources of reputation information.

For YMYL topics, the reputation of a website should be judged by what experts in the field have to say. Recommendations from expert sources, such as professional societies, are strong evidence of a positive reputation.

Sources of reputation information will also vary according to the topic or type of company/organization/entity that the website represents. For example, you might find that a newspaper (with an associated website) has won journalistic awards. Prestigious awards or a history of high-quality original reporting are strong evidence of positive reputation for news websites.

Note that some types of information about a website is not related to its reputation. For example, websites like [Similarweb](#) have information about Internet traffic to the website, but do not provide evidence of positive or negative reputation. You can ignore this type of information since it's not helpful for PQ rating.