





7.3 High Level of E-E-A-T

Depending on the purpose of the page, topic, and type of website, a high level of E-E-A-T may be required for the page to achieve its purpose well and be considered **High** quality. Pages with **High** E-E-A-T are trustworthy or very trustworthy.

	Experience is valuable for almost any topic. Social media posts and forum discussions are often High quality when they involve people sharing their experience. From writing symphonies to reviewing home appliances, first-hand experience can make a social media post or discussion page High quality.
	Expertise is required for satisfying content on a variety of topics, from hobbies such as photography to YMYL topics such as tax preparation. Think about the topic of the page and what expertise is needed to create satisfying, trustworthy content. There are many types of informal expertise that may be visible in the MC itself.
	Authoritative pages of all types can be found. Government tax websites are an authoritative source for tax forms. Local businesses and organizations may be go-to sources for local information. When looking at a page or website, consider whether it is considered a go-to, authoritative source for the type of information it is displaying.
	Trust is especially important for High quality pages that involve processing financial transactions or cover YMYL topics. Even if the topic is not YMYL, trust may still be required; for example, product reviews and pages offering advice require at least some level of trust. While not all pages require a high level of trust, a trustworthy page is often a satisfying one.

Think about the topic of the page. What kind of E-E-A-T is required for the page to achieve its purpose well?