

11.0 Page Quality Rating FAQs

Question	Answer
Why do we have to do all these steps? This takes a long time!	With practice, the amount of time needed for accurate PQ ratings will decrease. The steps are important and are designed to help you assess many different aspects of PQ. You may be surprised by what you find. Pages that initially look Low quality may turn out to be Medium or High quality with careful inspection. The reverse may happen as well. We want your most informed, thoughtful opinion.
Are we just giving High quality ratings to pages that “look” good?	No! The goal is to do the exact opposite. These steps are designed to help you analyze the page without using a superficial “does it look good?” approach.
Is sharing a personal experience or opinion a beneficial purpose? What if the personal opinion is upsetting or offensive?	<p>Sharing a personal experience or opinion can be a beneficial purpose as it allows people to appreciate different perspectives. Content on the Internet can help people understand why others think and feel the way they do.</p> <p>It can be valuable to see the opinions and perspectives of others, even when they are off-putting, distasteful, upsetting, or offensive to you personally. Apply the standards of these guidelines rather than your own personal opinions or views.</p> <p>However, sometimes opinions and perspectives can spread misleading information or otherwise have the potential to cause harm. Therefore, apply the standards in these guidelines to all types of pages and content.</p> <p>Remember: Your assessment of harm happens before and overrides other considerations such as the life experience or expertise of the content creator.</p>
Can life experience justify a Highest quality rating for a page on a YMYL topic?	<p>Factual information and advice on YMYL topics should come from experts. Sharing life experience on YMYL topics can be Highest quality, but it must be trustworthy, safe, consistent with well-established expert consensus, and speak to topics that life experience is valuable for.</p> <p>For example, information about when and where to vote is a YMYL topic. It's possible to have a Highest quality page that shares life experience about voting, such as an inspiring personal post about becoming a citizen and voting for the first time. However, if a page about someone's voting experience gives inaccurate information about when and where to vote either deliberately or through careless oversight, the page should be rated Lowest because it could cause others to miss the opportunity to vote.</p>
You talked about expertise when rating MC. Does expertise matter for all topics? Aren't there some topics for which there are no experts?	<p>Remember that we are not just talking about formal expertise. Informal expertise is equally important, and for some topics may be a more common type of E-E-A-T.</p> <p>For most page purposes and topics, you can find experts even when the field itself is niche or non-mainstream. For example, there are expert alternative medicine websites created by leading practitioners of acupuncture, herbal therapy, etc. There are also pages about alternative medicine written by people with no expertise or experience. E-E-A-T should differentiate between these two scenarios.</p> <p>Reminder: If the page is harmful to people or society, untrustworthy, or spammy as defined in these guidelines, expertise and experience doesn't matter. It should be rated Lowest.</p>