

3.4 Experience, Expertise, Authoritativeness, and Trust (E-E-A-T)

Experience, Expertise, Authoritativeness and Trust (E-E-A-T) are all important considerations in PQ rating. The most important member at the center of the E-E-A-T family is Trust.






Trust: Consider the extent to which the page is accurate, honest, safe, and reliable.

The type and amount of **Trust** needed depends on the page, for example:

- **Online stores** need secure online payment systems and reliable customer service.
- **Product reviews** should be honest and written to help others make informed purchasing decisions (rather than solely to sell the product).
- **Informational pages on clear YMYL topics** must be accurate to prevent harm to people and society.
- **Social media posts on non-YMYL topics** may not need a high level of Trust, such as when the purpose of the post is to entertain its audience and the content of the post does not risk causing harm.

Experience, Expertise and Authoritativeness are important concepts that can support your assessment of Trust:

	Experience: Consider the extent to which the content creator has the necessary first-hand or life experience for the topic. Many types of pages are trustworthy and achieve their purpose well when created by people with a wealth of personal experience. For example, which would you trust: a product review from someone who has personally used the product or a "review" by someone who has not?
	Expertise: Consider the extent to which the content creator has the necessary knowledge or skill for the topic. Different topics require different levels and types of expertise to be trustworthy. For example, which would you trust: home electrical rewiring advice from a skilled electrician or from an antique homes enthusiast who has no knowledge of electrical wiring?
	Authoritativeness: Consider the extent to which the content creator or the website is known as a go-to source for the topic. While most topics do not have one official, Authoritative website or content creator, when they do, that website or content creator is often among the most reliable and trustworthy sources. For example, a local business profile page on social media may be the authoritative and trusted source for what is on sale now. The official government page for getting a passport is the unique, official, and authoritative source for passport renewal.

Experience, Expertise, and Authoritativeness may overlap for some page types and topics (for example, someone may develop Expertise in a topic due to first-hand Experience accumulated over time), and different combinations of E-E-A may be relevant to different topics. You should consider the purpose, type, and topic of the page, then ask yourself what would make the content creator a trustworthy source in that context.