

8.1 Very High Quality MC

Very high quality MC should be highly satisfying for people visiting the page. Very high quality MC shows evidence of a high level of effort, originality, talent, or skill. For informational pages, very high quality MC must be accurate, clearly communicated, and consistent with well-established expert consensus when it exists. Very high quality MC represents some of the most outstanding content on a topic or type that's available online.

The standards for **Highest** quality MC may be very different depending on the purpose, topic, and type of website. Here are some examples of **Highest** quality original content:

- **For news:** Original reporting that provides information that would not otherwise have been known had the article not revealed it. Accurate, original, in-depth, and investigative reporting requires a high level of skill/talent and effort. Very high quality news content will include a description of primary sources and other original reporting referenced during the content creation process. Very high quality news content must be accurate and should meet professional journalistic standards.
- **For artistic content** (videos, images, photography, writing, etc.): Unique and original content created by highly skilled and talented artists or content creators. Such artistic content requires a high level of skill/talent and effort. If the artistic content is related to a YMYL topic (e.g., artistic content with the purpose of informing or swaying opinion about YMYL topics), YMYL standards should apply.
- **For informational content:** Original, accurate, comprehensive, clearly communicated, and should reflect expert consensus as appropriate. Expectations for different types of information may vary. For example, scientific papers have a different set of expectations than a social media post sharing information about a hobby such as stamp collecting. However, all types of very high quality informational content share common characteristics of accuracy and clarity of communication, in addition to meeting standards appropriate to the topic or field.

The **Highest** rating may be justified for pages with very satisfying MC created with a very high level of effort, originality, talent, or skill.

8.2 Very Positive Reputation

Reputation research is important when giving **Highest** ratings. For YMYL topics, very positive reputation is often based on recommendations from known experts or professional societies appropriate to the topic of the page. Prestigious awards may be evidence as well, depending on the topic and type of content.

For non-YMYL topics, reputation information may be less formal. Popularity, user engagement, and user reviews can be considered evidence of reputation for non-YMYL websites: websites and content creators can be considered to have a very positive reputation if they are seen as one of the best sources available online for a topic or type of content.

Remember: Many smaller websites and ordinary people have little reputation information. A page can still receive a **Highest** rating without reputation information.

8.3 Very High Level of E-E-A-T

Very high E-E-A-T is a distinguishing factor for **Highest** quality pages. A website or content creator who is the uniquely authoritative, go-to source for a topic has very high E-E-A-T. A content creator with a wealth of experience may be considered to have very high E-E-A-T for topics where experience is the primary factor in trust. A very high level of expertise can justify a very high E-E-A-T assessment. Very high E-E-A-T websites and content creators are the most trusted sources on the internet for a particular topic.

Think about what E-E-A-T means for the topic of the page. How important is first-hand experience? Who are the experts? What makes a source highly authoritative for the topic? What makes a website or content creator trustworthy for the topic? Standards for very high E-E-A-T will differ depending on the topic of the page.