

5.1 Lacking E-E-A-T

Low quality pages often lack an appropriate level of E-E-A-T for the topic or purpose of the page. Here are some examples:

- The content creator lacks adequate experience, e.g. a restaurant review written by someone who has never eaten at the restaurant
- The content creator lacks adequate expertise, e.g. an article about how to skydive written by someone with no expertise in the subject
- The website or content creator is not an authoritative or trustworthy source for the topic of the page, e.g. tax form downloads provided on a cooking website.
- The page or website is not trustworthy for its purpose, e.g. a shopping page with minimal customer service information

Important: The **Low** rating should be used if the page lacks appropriate E-E-A-T for its purpose. No other considerations such as positive reputation or the type of website can overcome a lack of E-E-A-T for the topic or purpose of the page.

5.2 Low Quality Main Content

MC is **Low** quality if it is created without adequate effort, originality, talent, or skill necessary to achieve the purpose of the page in a satisfying way. Mild inaccuracies on informational pages are evidence of **Low** quality. However, if the page has harmful inaccuracies or so many inaccuracies that it feels untrustworthy, the **Lowest** rating is justified.

There are many possible ways for MC to be **Low** quality, and **Low effort** is important to recognize in all forms.

While you may not have experience creating MC on webpages, think about your experience with something similar: writing reports for school. Here are some common shortcuts that students often take to save effort when writing a report:

- Producing content quickly with little attention to important aspects such as clarity or organization.
- Saving time by summarizing or paraphrasing from other readily available sources.
- Filling a report with large pictures or other distracting content rather than clear, helpful information on the topic.
- Using images from other sources (magazines, stock image websites, etc.) to avoid having to create pictures or diagrams to support the material in the report.
- Using commonly known facts that require little research, for example: "Argentina is a country. People live in Argentina. Argentina has borders."
- Using "filler" content, for example: "Pandas eat bamboo. Pandas eat a lot of bamboo. Bamboo is the best food for a Panda bear."

Of course, webpages are more diverse than school reports, but you will recognize some of these same techniques on pages you encounter. Some **Low** quality content is created with little effort in order to have content to support monetization rather than creating original or effortful content to help users. "Filler" content may also be added, especially at the top of the page, forcing users to scroll down to reach the MC.