



EATing to Improve Your SEO

How does Google determine site ranking, and what you can do to stay on their good side?

It all boils down to a neat little acronym, **EAT**:

E – Expertise
A – Authoritativeness
T – Trustworthiness

EAT comes up a good deal in Google's criteria guideline, the reason being that Google has a growing problem. It's getting progressively harder to determine what online content is legit and what isn't.

It's a growing issue for Google's machine learning algorithm to decipher: does the writer really know what they're talking about? When an author gives a recommendation on health, finance or what have you, do they do so with expertise, or are they merely copying, pasting and rewriting?

What's legitimate authority content? What isn't?

When determining legitimacy, Google wants to know: is there someone behind a website? And do they really know what they're talking about?

To this end, quality raters are asked to check:

Is there an author?
Is there an about page?
Is there a contact page?

This is especially important if the subject is in an area that's called "your money, your life". Anything having to do with the user's money, life, happiness and the like is very much a concern of Google.

How to boost EAT on your website

Taking EAT into account, there are a number of things you can do to optimize your site.

1. Tell Google who you are

Telling Google who you are and who is behind the site (not necessarily you, this can be someone else) is going to be good. This is where an about page is important.

2. Invite communication

A lot of sites don't put up either an about page or a contact page because they don't want to be bothered by interaction. This is simply an impossible scenario these days. You can't rank any more if you're not putting yourself out there.



3. Sign up for Google My Business

As soon as you have a certain authority in a space, very often Google is going to put up what's called a knowledge panel. You will see this come up at the right hand side of the screen when you search, and it will contain details about the person or company searched.

If you don't have this yet, a way to improve your branding in Google is to sign up for Google My Business. This allows people to give reviews for you or your business. Getting a lot of good feedback will be a very, very positive sign for Google of your legitimacy.

4. Work with a subject matter expert

If you have an interest in a space but are not yourself an expert in the field, you might partner up with people who are experts. If you have a health site, for instance, you could connect it to doctors who are willing to put their name up for compensation or for glory, whatever they want. But you want to connect critical information to an expert.

Filling in the missing dots

SEO is a gap game. SEO expert Gert Mellak recommends asking:

- Where am I?
- What does Google think needs to be connected?
- Where is the gap?
- Where am I when it comes to authority?
- Where are my competitors when it comes to authority?
- What can I do to get to their level?
- What do they do in terms of trustworthiness?
- How do they bring across the trust?
- Do they have a contact page?
- Do they have a phone number, address?

The more dots Google can connect on your site, the better for you, and the higher you're going to rank in general, because they trust you more.

Need SEO guidance? Connect with Gert at SEOLeverage.com

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