

# 017 - EAT for SEO

## **Prologue 0:00**

The future of SEO is going to be affected in one way or another by artificial intelligence, creating content very fast and at scale and original content based on what is out there on the internet. And we're still going to need to see how Google is going to react to this. One way to react to this threat, really, is to just try to make sure there are real people on the website, stating their experience. And this is where EAT is just something that's here to stay, that's going to be more and more important, probably in two years, much more important than today. Because we really want to only give value on things we really know about. And ideally, Google should be able to relate this to our experience.

## **Intro Music 0:50**

Welcome to the SEO Leverage Podcast, where we talk about search, marketing, and conversion.

## **Gert Mellak 1:00**

Hello, and welcome this is Gert Mellak. Seoleverage.com, episode number 17. Today we are going to talk about EAT or eat as it's very often referred to. EAT, first of all, we want to know what EAT stands for. At the end of this episode, I'm going to give you a few practical tips on how you can make sure your site corresponds in a better way to what EAT tries to achieve. First of all, though, EAT stands for Expertise, Authoritativeness and Trustworthiness. And in case you don't know Google has human quality raters who are doing quality rating on websites based on a huge PDF. A very boring one, to be honest, if you're not in SEO, even for SEO, so I think it's a good way to fall asleep at night. In any case, this is the guideline on how they rate the websites quality, and EAT comes up a lot of times. And this essentially just really means, can the website backup what they are saying with references, real experience, proof of the fact that they know what they're talking about. And if you think for example, about medical advice on the internet, very often, you really don't know what experienced the person has that gives certain advice on the internet. So you really want to contrast these things a lot. But you also want to make sure that you know who is behind the website, you know how they can be contacted in case you have any questions, you just want to make sure you can trust the website, and they are a legit business. The times where you could have an anonymous affiliate side up without trying to come across as a brand, without trying to come across as a real business that can be contacted, that can be asked questions, etc. are definitely over. Why is this important now? It has been important for quite a few years already. And I remember two years ago, I just suggested to a financial site, they should really tell people who they are, what's their experience etc. They didn't want any inquiries. They didn't want any emails or support inquiries. But it was really crucial for them for their growth to actually state who is behind the site, what's their qualification? Who are the authors? How do they relate to the financial industry? Does this advice really come from a good background and solid experience. And they were actually able to leverage this for their benefits, because people are going to just be happier with a site where the people behind it are talking from a context of experience rather than some artificial

intelligence, engine making up some text based on what else is around up there on the internet. And this really brings me to the future of SEO. The future of SEO is going to be affected in one way or another by artificial intelligence, creating content very fast and at scale and original content based on what is out there on the internet. And we're still going to need to see how Google is going to react to this. One way to react to this threat really, is to just try to make sure there are real people on the website, stating their experience. And this is where EAT is just something that's here to stay, that's going to be more and more important. Probably in two years, much more important than today. Because we really want to only give value on things we really know about and ideally Google should be able to relate this to our experience. If it's not you who has this experience, you might be wanting to partner up with an influencer, partner with another company that does have the experience. Sometimes it's handy to partner up with a client and have them be the official author of the different articles because they then are maybe having a better relation to this industry. The industry you're talking about here, and Google can relate their authorship to the industry. If there is no relation whatsoever, I think there might still be industries out there where it's not that important. But especially if you're in the so called YMYL space. Your money, your life space. Everything that affects a person's life and the person's money, you definitely need to look into EAT and make sure your site is ready to justify why you come up with certain advice, who is behind this site, facilitate ways to contact you, and just come across as a trustworthy source of information. A few practical tips for your site. So if you don't have an About section in the header somewhere, add one. If you don't have a contact section in the header, add one. If you don't have a phone number on your site, definitely consider adding one. A phone number brings a lot of trust. And it's also going to maybe locate you geographically depending on your business. A landline can be an important clue for Google where you are located. Definitely make sure you can backup your information, state who is the author of the of an article, invite guests that are related, at least to the industry to contribute guest pieces. Maybe if you are partner up with someone, and they could be the official author of all content. Have an about page where you state who is your team, this shouldn't just be a two lines paragraph. Stating the rest of team, a dynamic team creating content that's interesting for a community. This should be actual pictures, if possible, actual people, maybe their social media profiles, etc. So just for Google to really connect the dots here, and be able to make sure this really works out well. Let me wrap this up, Google is going to have a growing problem. Trying to figure out if a site is legit or not, we can do a few things to make sure people understand we are legit. About sections, contact sections, phone numbers, talking about our experience, any certifications, core certifications, qualifications you might have might be interesting here. And you definitely want people to find this information easily, be able to contact you really search for this contact, you'd want to come across like a real business on your website. Not like an anonymous site, nobody can contact and then pay special attention on really critical YMYL industries, to mostly maybe partner with someone who has the experience or state that you have it and you figure it out on their own as an author on the website. If you have any questions about EAT, or want us to take a look, check out our website. We have a very good, quick audit that is going to also be covering these topics for you. And we then jump on a quick call and talk about how we can better prepare your site for this and what Google might also need from your site in order to determine your definitely a legit business. Okay, my name is Gert Mellak. Thank you so much for listening in. Stay tuned. Subscribe to this podcast.

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