

The E-E-A-T Survival Guide

For Brands That Want to Matter on the Internet Without Selling Their Soul

Welcome to the acronym that sounds like bad spelling but decides your Google fate. If your content isn't checking the E-E-A-T boxes, Google assumes you're just another wannabe brand with recycled blog posts and dreams of virality.

Let's fix that.

By [@alexcornici](#) | [What is SEO](#)

What the Heck Is E-E-A-T?

Experience – Have you actually done the thing you're talking about, or are you just vibing in a niche?

Expertise – Do you have proof you're not making things up? (Degrees, work history, results. You know... facts.)

Authoritativeness – Do other people link to you, quote you, or pretend you matter?

Trustworthiness – Is your site secure, your info accurate, and your writing less shady than a late-night Facebook ad?

The E-E-A-T Checklist (aka: Your Site, But Respectable)

Item	Yes/No	Notes
Real author bios with actual credentials		No, "passionate marketer" doesn't count
Original content from experience, not Google rewrites		Think case studies, how-tos, opinion pieces

Social proof: testimonials,
reviews, user quotes

Screenshots = trust currency

Cited sources that aren't
Wikipedia

Link like your life depends on
it

HTTPS encryption (yes, the
“S” matters)

Because no one trusts naked
websites

About page that sounds
human and credible

“We are disruptors” doesn't
count as credibility

Updated contact info and
visible team

Faceless brands are sketchy
brands

Clean, readable design that
doesn't look like 2011 threw
up on it

You know who you are

Quick Wins to Boost Your E-E-A-T (Even If You're Small)

- Add author names and bios to every blog post
- Create a “media mentions” page—even if it's just one sad quote for now
- Link to actual sources. Not “some say...” or “studies show...”
- Highlight credentials—certifications, courses, work, anything
- Ask clients for testimonials and slap them everywhere like a bragging toddler
- Use HTTPS. Seriously. Stop being vulnerable to 2006 hacker movies

Content That Screams ‘I Know Things’

- Personal stories with actual lessons
- How-to guides based on what you’ve done, not what you’ve read
- Long-form breakdowns of industry trends with opinions (yes, yours)
- Guest posts on other authoritative sites (no, not your cousin’s blog)
- Interviews with real people (even if they only have 400 followers)

Stuff That Kills Trust Faster Than a Pop-Up Ad

- Vague claims with no sources
- Stock photos of smiling teams you definitely don’t employ
- Blog posts with no author, no date, and no reason to exist
- “As seen in” logos from places that definitely didn’t feature you
- Unreadable fonts and pages that still say “Lorem ipsum”

Final Tip: If You Wouldn’t Trust Your Site, Neither Will Google

E-E-A-T isn’t about gaming the system—it’s about not being a sketchy internet ghost with Helvetica dreams and zero receipts.

Bonus Template: E-E-A-T Bio Builder

Use this to write a bio that doesn’t sound like AI gave up halfway.

Name:

Experience: "I've been doing [thing] for [X years] because I hate hobbies."

Expertise: "[Certifications/Degrees/Results] prove I'm not making this up."

Authority: "I've been featured in [site], quoted by [person], or annoyed enough people to be noticed."

Trust signal: "I write under my real name, and I'm not selling crypto. You're welcome."
