

E-A-T SEO Implementation Checklist

Website owners and content creators operating in the US market. **Purpose:** This list eliminates guesswork by providing a clear path to building a high-trust digital presence that satisfies Google's quality standards. **How to use:** Review these items quarterly to ensure the website maintains a strong reputation profile.

Phase 1: Identity and Security Audit

- **Verify site security protocols.** Ensure the SSL certificate is active and the URL bar shows a lock icon to protect user data.
- **Locate the privacy policy.** Confirm that a link to a compliant legal page exists clearly in the footer of every page.
- **Audit the "About Us" page.** Check that this page tells a genuine story about the company mission and history rather than using generic filler text.
- **Display contact information prominently.** Make sure a physical address, phone number, or legitimate contact email is visible, not just a generic form.
- **Review author bylines.** Ensure every article has a specific human name attached to it rather than "Admin" or the company name.
- **Link to author profiles.** Create dedicated bio pages for writers that list their credentials, job titles, and links to their LinkedIn or Twitter profiles.

Phase 2: Content Quality and Expertise

- **Refresh statistical data.** Scan top-performing posts to ensure all numbers, studies, and graphs are from the last two years.
- **Cite primary sources.** Replace links to general blogs with links to original research, government databases (.gov), or educational institutions (.edu).
- **Inject personal experience.** Add specific examples, personal anecdotes, or unique photos that prove the writer has actually used the product or lived the situation.
- **Remove "fluff" content.** Delete or rewrite introductory paragraphs that state obvious facts without adding value to the reader.
- **Clarify editorial standards.** Publish a page that explains how content is fact-checked and how the site generates revenue (e.g., affiliate disclosures).

Phase 3: Authority and Reputation Building

- **Monitor brand mentions.** Search for the website name on Google to see what others are saying and identify unlinked mentions to reclaim.
- **Diversify traffic sources.** Work on getting traffic from social media or newsletters to prove the brand exists outside of search engines.
- **Encourage user reviews.** Set up a system to collect honest feedback on third-party platforms like Trustpilot or Google Business Profile.
- **Showcase social proof.** Add "Featured in" logos or testimonials from real clients to the homepage to signal external validation.

- **Engage with the community.** Respond to comments on the blog and social media channels to demonstrate that real people manage the brand.