

# GOOGLE E-E-A-T

A COMPREHENSIVE GUIDE



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# Google's E-E-A-T a Quick Guide



**EXPERIENCE**



**EXPERTISE**



**AUTHORITATIVENESS**



**TRUSTWORTHINESS**

In today's rapidly evolving search landscape — now shaped as much by AI-generated answers as by traditional rankings — understanding Google's E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) is essential for staying visible and credible online. This 2026 guide dives into the multifaceted dimensions of E-E-A-T and its influence on website rankings, AI Overviews, and answer-engine visibility. By mastering the particulars of E-E-A-T, businesses can strengthen their online presence and solidify their standing as trustworthy authorities in their respective industries.

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“Your user’s experience should be delightful and leaves a lasting positive impression.”

**Experience** incorporates the consumer-focused aspect of E-E-A-T, focusing on the overall approval and visit engagement of the business’s website interface. Google evaluates experience based on the following...

- Core Web Vitals — including INP (Interaction to Next Paint), LCP, and CLS — alongside engagement signals like time on page, bounce rate, and click-through rate.
- Mobile-friendliness and responsiveness of the website.
- Page speed at loading and performance.
- User interface and accessibility features aligned with WCAG 2.2 standards.
- Consistency in delivering a smooth and insightful browsing experience.
- Demonstrated first-hand experience — evidence the author actually used, visited, or tested the subject.



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“You are the expert in your industry, let that shine through your website and all channels.”

**Expertise** is a cornerstone of Google’s E-E-A-T and refers to the knowledge and competence proved by content marketers or websites in their field. Google evaluates expertise based on the following...

- The credentials of content marketers or writers.
  - The significance and completeness of the content.
  - The precision and reliability of the information served.
  - Consistency in delivering quality, trustworthy content.
  - Reputable industry sources used for citations and references.
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- Visible author bios, verifiable credentials, and clearly attributed content.
  - Responsible use of AI: any AI-assisted content reviewed and validated by qualified humans.



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“You should be capable of influencing an industry with your expertise and experience.”

**Authoritativeness** signifies the identified influence and notoriety of a website or content marketer within an industry niche. Google considers authoritativeness through...

- The value and quantity of backlinks from influential sources.
- Social indicators such as engagement metrics, views, shares, and likes.
- Endorsements or cites from industry professionals or influencers.
- Brand recognition and standing within an industry.
- Accolades, honors, or recognitions gained by the business, website, or content marketer.
- Citations and brand mentions in AI-generated answers (Google AI Overviews, ChatGPT, Perplexity, Gemini).



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“Your business practices, content, and policies should reflect through all channels.”

**Trustworthiness** summarizes the dependability, integrity, and openness exhibited by a website or content marketer. Google evaluates trustworthiness based on...

- Transparency in revealing sources and proprietorship of information.
- Conformity with privacy policies, terms of service, and legal requirements.
- Execution of security processes to protect user information.
- User-generated content (USC) such as feedback, reviews, testimonials, and ratings.
- Observance to industry guidelines and best practices in content creation and delivery.
- Clear AI-use disclosure aligned with EU AI Act transparency rules, dated update logs, and structured data marking author and organization.



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“E-E-A-T now applies to AI search, not just blue-link results.”

AI Search reframes E-E-A-T. Visibility now means being cited inside AI-generated answers — Google AI Overviews, AI Mode, ChatGPT, Perplexity, and Gemini. To stay discoverable, brands must optimize for classic SERPs, Generative Engine Optimization (GEO), and emerging answer-engine standards like llms.txt.

How AI search rewards each E-E-A-T pillar:

- **Experience:** original first-hand insights AI models cannot synthesize from training data.
- **Expertise:** clearly attributed authors with verifiable credentials and real-world authority.
- **Authoritativeness:** brand mentions, citations, and reputable links AI engines surface as sources.
- **Trustworthiness:** structured data, transparent AI-use disclosure, and dated, accurate updates.





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## GO ENLARGE YOUR DIGITAL FOOTPRINT

Google's E-E-A-T framework defines a holistic approach to assessing online content and website credibility — spanning experience, expertise, authoritativeness, trustworthiness, and the user interface that delivers it. In 2026, the framework now governs visibility across both classic search and AI-powered discovery (AI Overviews, AI Mode, ChatGPT, Perplexity, and Gemini). By prioritising E-E-A-T, businesses prove themselves as reliable authorities, foster confidence with their audience, and increase visibility wherever answers are served.

This 2026 guide from The Digital Hall arms its audience with current E-E-A-T insights for classic SERPs, Generative Engine Optimization (GEO), and the helpful-content signals now baked into Google's core ranking systems.

Resource — Google Search Quality Rater Guidelines (2024 update): <https://services.google.com/fh/files/misc/hsw-sqrg.pdf>