# Article information:

E-E-A-T: What This New Google Update Means for Your Rankings - The HOTH  
<https://www.thehoth.com/blog/e-eat-google-update/>

# Article summary:

1. The E-E-A-T Google update adds an extra "E" for experience, which refers to displaying first-hand experience in your content, especially for YMYL topics.

2. Trustworthiness is the most important factor in the entire acronym, according to Google, because untrustworthy pages will always have low E-A-T, no matter how much expertise or authoritativeness they have.

3. To improve E-E-A-T SEO, website owners need to focus on making their content as trustworthy as possible by focusing on positive customer reviews, high-authority backlinks, and factually accurate content.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "E-E-A-T: What This New Google Update Means for Your Rankings" by The HOTH provides an overview of the recent update to Google's Search Quality Rater Guidelines, which added an extra E to the popular acronym E-A-T. The article explains that the new E stands for experience and emphasizes the importance of displaying first-hand experience in content creation, especially for YMYL topics. However, the article has several potential biases and missing points of consideration.

One-sided Reporting:

The article presents only one perspective on the topic without exploring counterarguments or presenting both sides equally. For instance, it claims that personal experience is a ranking factor that Google is now looking for in content without providing evidence to support this claim. While personal experience can add value to content, it may not be a significant ranking factor compared to other factors such as relevance and authority.

Unsupported Claims:

The article makes several unsupported claims, such as stating that adding personal experience means web admins must incorporate it into their SEO strategies to stay competitive on SERPs. It does not provide any evidence or data to support this claim.

Missing Evidence:

The article mentions that trustworthiness is the most critical component of E-E-A-T but does not provide any evidence or data to support this claim. It also suggests focusing on positive customer reviews and high-authority backlinks without explaining how these factors contribute to trustworthiness.

Promotional Content:

The article includes promotional content by linking to The HOTH's blog post on SEO strategy without providing any additional value or insights related to the topic.

Partiality:

The article focuses primarily on YMYL topics and does not consider how the E-E-A-T update may affect other types of content. This partiality limits its scope and usefulness for readers who create non-YMYL content.

In conclusion, while the article provides a basic overview of the E-E-A-T update, it has several potential biases and missing points of consideration. It would benefit from providing more evidence and data to support its claims, exploring counterarguments, presenting both sides equally, and considering the impact of the update on non-YMYL content.

# Topics for further research:

* How does personal experience affect SEO rankings?
* What are the other ranking factors besides personal experience?
* What evidence supports the claim that trustworthiness is the most critical component of E-E-A-T?
* How do positive customer reviews and high-authority backlinks contribute to trustworthiness?
* How does the E-E-A-T update affect non-YMYL content?
* What are the counterarguments to the importance of personal experience in content creation?

# Report location:

<https://www.fullpicture.app/item/ea4dce885ab7d5a440952071fcc624ef>