📑 E-E-A-T Content Audit Template (2025 Edition)

What is E-E-A-T?

E-E-A-T stands for **Experience, Expertise, Authoritativeness, and Trustworthiness**. It comes from Google's Search Quality Rater Guidelines, which human reviewers use to evaluate search results. While E-E-A-T itself is not a direct ranking factor, the principles strongly influence how Google's algorithms assess **content quality and credibility**.

- **Experience:** Has the author or site demonstrated first-hand knowledge?

- **Expertise:** Is the author qualified to speak on the topic?

- **Authoritativeness:** Is the content backed by recognized credentials, reputable sources, or strong brand reputation?

- **Trustworthiness:** Does the content feel reliable, transparent, and safe for users?

In 2025, E-E-A-T matters more than ever because of the flood of AI-generated content. Google rewards pages that clearly show **human value, credibility, and transparency**.

📋 E-E-A-T Content Audit Checklist

👩 Experience

☐ Does the content include **first-hand examples, case studies, or personal insights**?

☐ Are there **real images, screenshots, or data** from actual use or testing?

☐ Is the **author's role or lived experience** clear (e.g., a teacher writing about classroom strategies)?

☐ Does the content go beyond regurgitating common facts?

✅ *Pro Tip:* Content that demonstrates "I've done this" performs better than generic summaries.

🎓 Expertise

☐ Is the **author identified by name**?

☐ Does the page include an **author bio with credentials, education, or work experience**?

☐ Are **topic-specific qualifications** listed (e.g., doctor writing about health, CPA writing about tax)?

☐ Does the content cite **recent and credible sources**?

✅ *Pro Tip:* Even non-academic writers can demonstrate expertise by showing depth, accuracy, and industry familiarity.

🌐 Authoritativeness

☐ Does the website have a clear **About page** that shows legitimacy?

☐ Are there **links from authoritative external sources** pointing to the page or site?

☐ Is the brand or author recognized in the niche (mentions, awards, publications)?

☐ Does the content reference **other experts or authoritative studies**?

✅ *Pro Tip:* Authority is earned over time — start by consistently publishing valuable, source-backed content.

🔒 Trustworthiness

☐ Is the site secure (**HTTPS**) and free from intrusive ads or malware?

☐ Are **contact details, customer service info, or a business address** easy to find?

☐ Does the content include **date of publication and updates** to show freshness?

☐ Is the content **fact-checked, error-free, and transparent** about sources?

☐ For YMYL topics (Your Money, Your Life), are there **extra safeguards**, like medical reviewers for health content?

✅ *Pro Tip:* Trust is fragile — even one outdated or misleading page can damage brand credibility.

Why This Audit Matters

- **Improves SEO:** Strong E-E-A-T signals help Google rank your pages higher, especially in competitive niches.

- **Builds Brand Reputation:** Readers are more likely to trust and share your content.

- **Future-Proofs Against AI Spam:** Google is leaning harder on E-E-A-T to filter out low-quality AI-generated content.

✅ **Pro Tip from ScaledOn:** E-E-A-T is not a one-time fix. Make it part of your **quarterly content audits** and tie updates to your SEO roadmap.