



Navigating the SEO Landscape in Regulated Industries:
Understanding E-E-A-T and YMYL





WELCOME

Welcome to our exploration of **E-E-A-T** and **YMYL**, two critical concepts in Google's toolset. For those in regulated industries, understanding these principles is key to optimizing your online visibility and driving organic traffic.

- E-E-A-T stands for Expertise, Experience, Authority, and Trustworthiness.
- YMYL refers to "Your Money or Your Life" pages that can impact a person's future happiness, health, financial stability, or safety.
- Google uses these factors to assess the quality of web content.
- Understanding and implementing E-E-A-T and YMYL principles can significantly improve your website's ranking, especially in regulated industries.
- E-E-A-T and YMYL are covered in detail in [Google's Quality Rater Guidelines](#), which is an extensive set of standards provided by Google to more than 16,000 human Raters who assess the quality of websites and accuracy of search results

E-E-A-T

THE ROLE OF EXPERIENCE

Experience refers to the extent to which the content creator has first-hand experience with the topic. In regulated industries, this is often gained through years of work in the field.

- Experience is demonstrated through real-life examples and practical advice.
- Google's algorithms will attempt to identify if the content creator has first-hand experience through entity-based relationships.
- The more experience demonstrated, the higher the content's ranking potential.
- Particularly in regulated industries, experience helps build trust with the audience and Google's algorithms.
- Experience was added to Google's original E-A-T guidelines in December '22 to ensure that users are getting the most helpful and relevant content possible, ideally produced by a human with first-hand experience.



E-E-A-T

THE ROLE OF EXPERTISE

Expertise refers to the knowledge and subject matter expertise that an author or publisher demonstrates. In regulated industries, showcasing this expertise in your content is crucial.

- Expertise is gauged by the depth of content and the level of knowledge displayed.
- It's about how well you know your subject matter and how effectively you communicate it.
- Google's algorithms and Raters are trained to identify and reward expertise.
- Expertise is especially important for YMYL sites, where accuracy and depth of information are paramount to the well-being of your users.





E-E-A-T

THE ROLE OF AUTHORITY

Authority refers to how much of a go-to source you are for the topic you are creating content for. In regulated industries, building authority should be a key focus.

- It's about the recognition and influence that the content creator has in their field.
- It's about being acknowledged by peers and having a positive reputation.
- Authority is a measure of the creator's standing and influence in their field and is critical for YMYL sites across regulated spaces.
- It's a key factor in building trust and credibility with your audience.
- It is established through consistent, high-quality content and thought leadership and evidenced by reviews, mentions and citing's from trusted third-party sites.



E-E-A-T

THE ROLE OF TRUST

Trust refers to the credibility of an author, the website, or the content in the respective to the topic area. It is 'must have' in regulated spaces.

- It's about the reliability and integrity of the content creator.
- It's about being honest, transparent, accurate, and accountable.
- It's a measure of how much confidence users can have in the content.
- It's a crucial factor in building a strong online presence and reputation.
- It is influenced by having a secure website and is an especially critical component for YMYL sites in regulated industries.

HIGH QUALITY PAGES

EXAMPLES

The screenshot shows the Citi website's online banking interface. At the top, there's a navigation bar with links for 'Banking', 'Credit Cards', 'Lending', 'Investing', 'Business', 'Rewards & Offers', 'Services', and 'Citigold'. A search bar and a 'Sign On to...' dropdown are also present. The main content area features a large image of a couple embracing, with the text 'Bank online... Make memories offline.' and a 'Get Started' button. Below this, there are four blue boxes with text: 'MAKE MORE TIME CItbank Online', 'KEEP IT SIMPLE CIt Simplicity Card', 'EASIER BANKING Popmoney', and 'EARN POINTS FASTER ThankYou Premier Card'. The footer contains a Forrester award badge, a FDIC logo, and various legal disclaimers and contact information.

- Very positive website reputation for the topic of the page (online banking)
- Very high E-E-A-T for the purpose of this page

Accessing one's financial information significantly impacts a person's financial decisions and security. This qualifies as a YMYL topic.

This page has login functionality and clear information about what the user is logging into. This is a large and well-known bank that has a strong reputation in the industry and is considered highly trusted.

HIGH QUALITY PAGES

EXAMPLES

U.S. Department of Health & Human Services | NIH | National Institutes of Health | Contact Us | Get Email Alerts | Font Size

NIH National Heart, Lung, and Blood Institute

Accessible Search Form | Advanced Search | NHLBI Entire Site | SEARCH

Public | Health Professionals | Networks | Funding & Research | Clinical Trials | Training & Careers | Researchers | Educational Campaigns | News & Resources | About NHLBI

Aim for a Healthy Weight > BMI Calculator | Saturday, December 14, 2013

Aim for a Healthy Weight

Calculate Your Body Mass Index

Body mass index (BMI) is a measure of body fat based on height and weight that applies to adult men and women.

- Enter your weight and height using standard or [metric](#) measures.
- Select "Compute BMI" and your BMI will appear below.

Español

STANDARD | **METRIC**

Your Height: (feet) (inches)

Your Weight: (pounds)

Your BMI:

BMI Categories:

- Underweight = <18.5
- Normal weight = 18.5–24.9
- Overweight = 25–29.9
- Obesity = BMI of 30 or greater

The BMI Tables

Aim for a Healthy Weight:

- [Limitations of the BMI](#)
- [Assessing Your Risk](#)
- [Controlling Your Weight](#)
- [Recipes](#)

- Very positive website reputation for the topic of the page (health, weight, BMI)
- Very high E-E-A-T for the purpose of this page

BMI is used by healthcare professionals to screen for various health issues and can significantly impact a person's medical treatment. This is a YMYL topic.

The purpose of this page is to provide an online BMI (Body Mass Index) calculator. The calculator is functional and easy to use. This page was created with effort and skill, and it accomplishes its purpose very well by offering high quality and satisfying Main Content (MC).

The website represents an institute that is part of the National Institutes of Health. It has an extremely good reputation and is an expert in medical topics.

HIGH QUALITY PAGES EXAMPLES

- Very positive website reputation for the topic of the page (tax)
- Very high E-E-A-T for the purpose of this page

Income tax forms significantly impact a person's financial security. This page qualifies as a YMYL topic.

The purpose of this page is to provide income tax forms and publications. The website is from an agency of the U.S. federal government. This agency handles taxes, so the page and the forms on it are uniquely authoritative and trustworthy.

The screenshot displays the IRS website's 'Forms, Instructions & Publications' section. The page is structured with a top navigation bar, a search bar, and a grid of popular forms. The 'Form 1040' card is prominent, detailing the US Individual Income Tax Return. Other cards include 'Form W-4' (Employee's Withholding Certificate), 'Form 1040-ES' (Estimated Tax for individuals), 'Form W-9' (Request for Taxpayer Identification Number), and 'Form 4506-T' (Request for Transcript of Tax Return). The footer provides navigation for 'OUR AGENCY', 'KNOW YOUR RIGHTS', 'RESOLVE AN ISSUE', 'LANGUAGES', and 'RELATED SITES', along with social media icons and a privacy policy link.

FOCUSING ON YMYL

Now let's turn our attention to YMYL, or "Your Money or Your Life". These are pages that can significantly impact a person's future happiness, health, financial stability, or safety. As digital marketers in regulated industries, it's crucial to understand the implications of YMYL.

- YMYL pages include those related to news, civics/government, finance, health, wellness and safety.
- Google has set strict quality guidelines for YMYL pages.
- YMYL pages are expected to provide high-quality content that meets specific criteria and standards.
- Understanding and implementing YMYL principles is not negotiable if you want to improve your website's ranking.





EXAMPLES OF YMYL

To better understand YMYL, let's look at some examples. These are pages that could potentially impact the user's well-being, financial stability, or safety.

- Legal Sites: Sites offering legal advice or services.
- Financial Sites: Sites offering financial advice or services.
- Medical/Health Sites: Sites providing health-related information or services.

GOOGLE, E-E-A-T & HELPFUL CONTENT

Google introduced E-E-A-T to ensure that high-quality, reliable content is prioritized in search results. As digital marketers in regulated industries, understanding how Google uses E-E-A-T and its Helpful Content System can help optimize your content strategy.

- E-E-A-T was first introduced in Google's Quality Rater Guidelines.
- The guidelines help Google refine their rankings and provide better search results to users.
- E-E-A-T is a critical factor in Google's ranking decisions.
- Google's Helpful Content System is designed to identify and promote content that demonstrates high E-E-A-T.
- The Helpful Content System uses E-E-A-T to assess the value of content, especially in YMYL categories.
- Improving E-E-A-T can significantly improve your website's ranking, especially in regulated industries.
- Understanding and leveraging the Helpful Content System can further optimize your content for better visibility and ranking.





IMPROVING E-E-A-T THROUGH SEO

SEO is a powerful tool for improving E-E-A-T. By optimizing your content and website, you can demonstrate your expertise, experience, authority, and trustworthiness to both users and Google's algorithms. This is especially important in regulated industries, where there are often strict guidelines for content.

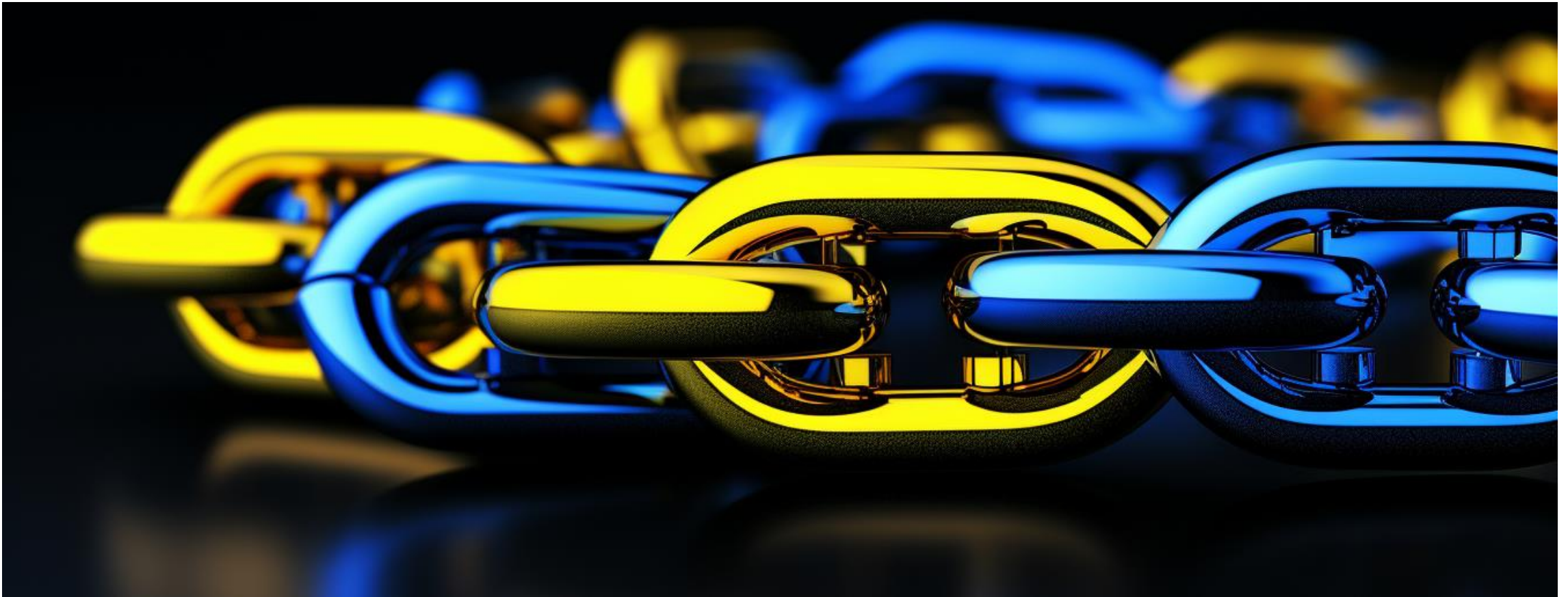
- Add author bios to your blog posts and site content to demonstrate expertise and experience.
- Edit or remove low-quality content from your site to improve authority and trustworthiness.
- Enhance your About Us page to showcase your firm's expertise and experience.
- Build high-quality, powerful backlinks to establish authority.

BUILDING CREDIBILITY AND TRUSTWORTHINESS

Building credibility and trustworthiness is crucial for improving E-E-A-T. This involves demonstrating your expertise and authority and building a positive reputation. In regulated industries, credibility and trustworthiness can also be influenced by compliance with industry regulations.

- Google considers the credibility and trustworthiness of authors and publishers in its ranking algorithm.
- Engage with your audience on multiple online platforms to build a positive reputation.
- Negative sentiments can adversely affect your credibility and trustworthiness.
- Actively responding to negative reviews or customer sentiment can help improve brand reputation and credibility
- Building credibility and trustworthiness is essential in regulated spaces if you hope to improve your website's ranking.





THE IMPORTANCE OF BACKLINKS

Backlinks help build authority, a key factor in E-E-A-T. In regulated industries, quality links from reputable sites in your industry can have a tremendous impact on your website's ranking.

- Backlinks demonstrate that other sites value your content.
- The more authoritative the site linking to you, the more it boosts your authority.
- Building a strong backlink profile from reputable and relevant sites should be central to your SEO strategy.



THE IMPORTANCE OF SITE SECURITY

Website security is a key factor in trustworthiness. A secure website not only protects your users but also signals to Google that your site can be trusted. In regulated industries, where data protection is often a legal requirement, this is especially important.

- Google considers website security in its ranking algorithm.
- Having a secure website with HTTPS can help increase trustworthiness.
- An SSL certificate is a must-have for all websites.
- Website security is especially important for YMYL sites, where users are often sharing sensitive information.

THE IMPORTANCE OF SOCIAL PROOF

Social proof is a powerful tool for building trust and authority. Positive endorsements from users or other reputable sources can significantly improve your E-E-A-T. In regulated industries, social proof can also come in the form of endorsements from industry bodies or experts.

- Social proof includes things like customer reviews, testimonials, and brand mentions and citations from trusted online publishers.
- Positive social proof can improve your website's ranking.
- Start by encouraging satisfied customers to leave reviews or share your content on social media, and ensure your authors and experts are sources for journalists and bloggers to tap for their insights.
- Social proof is especially important for YMYL sites, where users are looking for trustworthy information from credible sources.





THE IMPORTANCE OF PERSONAL BRANDING

Personal branding is a key part of demonstrating your company's expertise and authority. Strong personal brands can make your content producers a go-to source in your field and improve your E-E-A-T. In regulated spaces, personal branding can also involve demonstrating knowledge of and compliance with industry regulations

- Showcase your authors' expertise and credentials.
- Use schema markup to give Google additional information about your content and its creators.
- Maintain on-site testimonials and customer reviews to boost trustworthiness.
- Strong personal brands can significantly improve your website's ranking potential while increasing user satisfaction of knowing the people behind your content.



WINNING ON GOOGLE

E-E-A-T and YMYL are critical factors in Google's ranking algorithm. By understanding and implementing these principles, marketers in regulated industries can significantly improve their website's ranking and drive more organic traffic.

- Implementing these principles requires a comprehensive SEO strategy.
- Improving E-E-A-T and YMYL can drive organic traffic to your site.
- As digital marketers, it's crucial to stay up-to-date with these principles as Google continues to update its algorithm.



Helping brands in regulated industries grow digital performance through unmatched expertise in client-side SEO, local search, content marketing and digital website strategy.

WE'VE WORKED FOR AND CONSULTED WITH SOME OF THE MOST RECOGNIZABLE BRANDS IN FINANCIAL SERVICES, LEGAL AND HEALTHCARE



WHO IS NEW MEDIA ADVISORS?

New Media Advisors is led by [Brent Bouldin](#) and [Scott Gardner](#), former brand-side marketing executives at Bank of America and Choice Hotels. Our team of seasoned, digital experts bring 90+ years of combined experience leading enterprise digital marketing teams, building award winning programs and driving record setting performance through search, content and digital strategy. Enterprise and mid-market brands need experts who have done and led the work before and can hit the ground running. Clients are supported by NMA's senior marketing leaders to solve problems, accelerate growth in digital channels, and adapt to rapidly changing channel dynamics. You hire the A-team and get the A-team.

WHAT DOES NEW MEDIA ADVISORS DO?

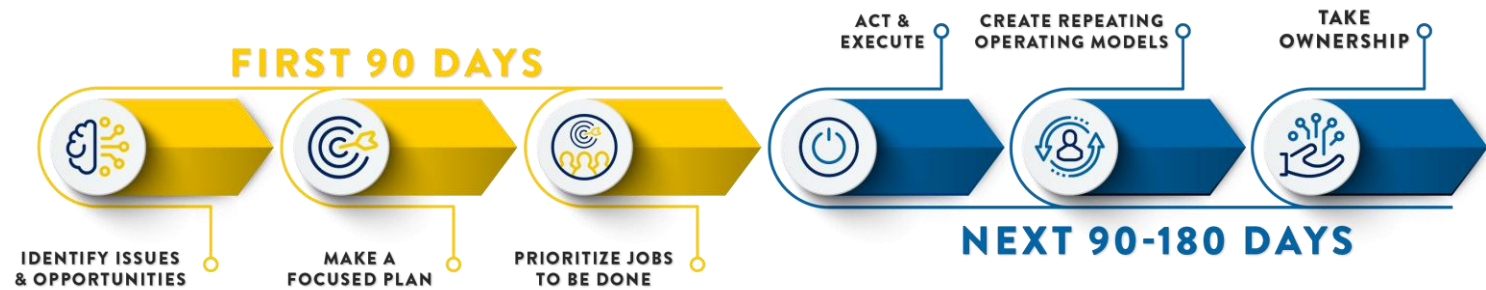
We partner with regulated brands to build stronger in-house capabilities to grow performance in **SEO, local search, content marketing and website strategy**. Unlike a traditional agency, our engagement model acts as an extension of your client-side team. We help guide strategy, prioritization, problem solving, execution and measurement. We help build centers of excellence and high-impact channels. We help design, improve, run and manage channels with you. We help mitigate risk and maximize impact. We help teams reach new levels of success. We help brands grow through increased organic traffic and business outcomes.

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OUR APPROACH – I.M.P.A.C.T. FRAMEWORK



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