

# Google's Quality Raters' Guidelines

## The key to improved rankings in 2018 and beyond

by Dr. Marie Haynes  
[marie@mariehaynes.com](mailto:marie@mariehaynes.com)



# MARIE HAYNES CONSULTING INC

Specializing in site quality reviews



[marie@mariehaynes.com](mailto:marie@mariehaynes.com)

[@Marie\\_Haynes](https://twitter.com/Marie_Haynes)

# What are the Quality Raters' Guidelines?

## General Guidelines

July 20, 2018

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# Updating Our Search Quality Rating Guidelines

Thursday, November 19, 2015

In 2013, we published our human rating guidelines to provide transparency on how Google works and to help webmasters understand what Google looks for in web pages.

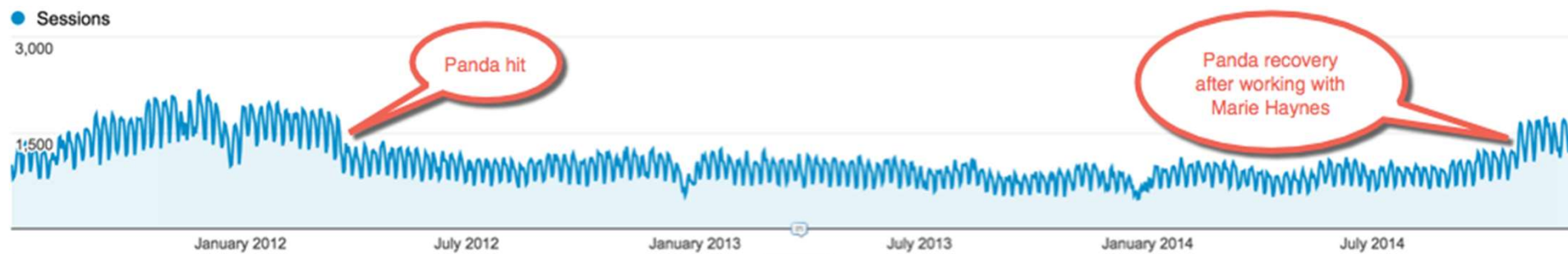


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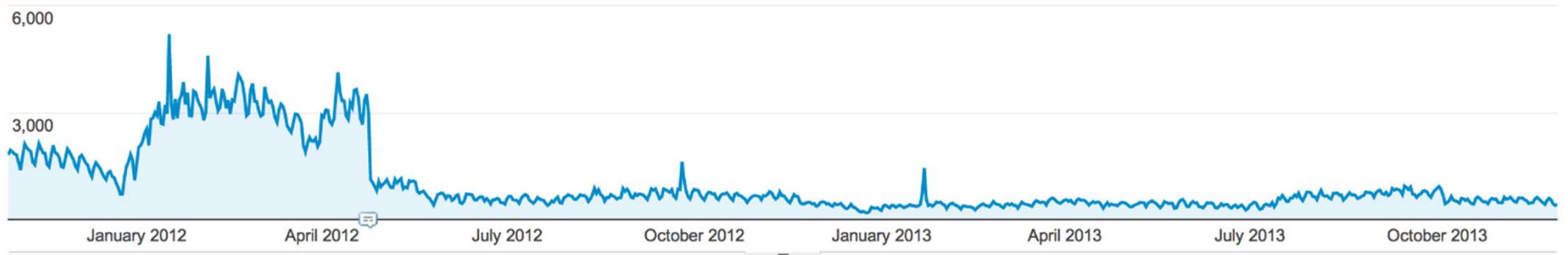












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**Google SearchLiaison**

@searchliaison

Following

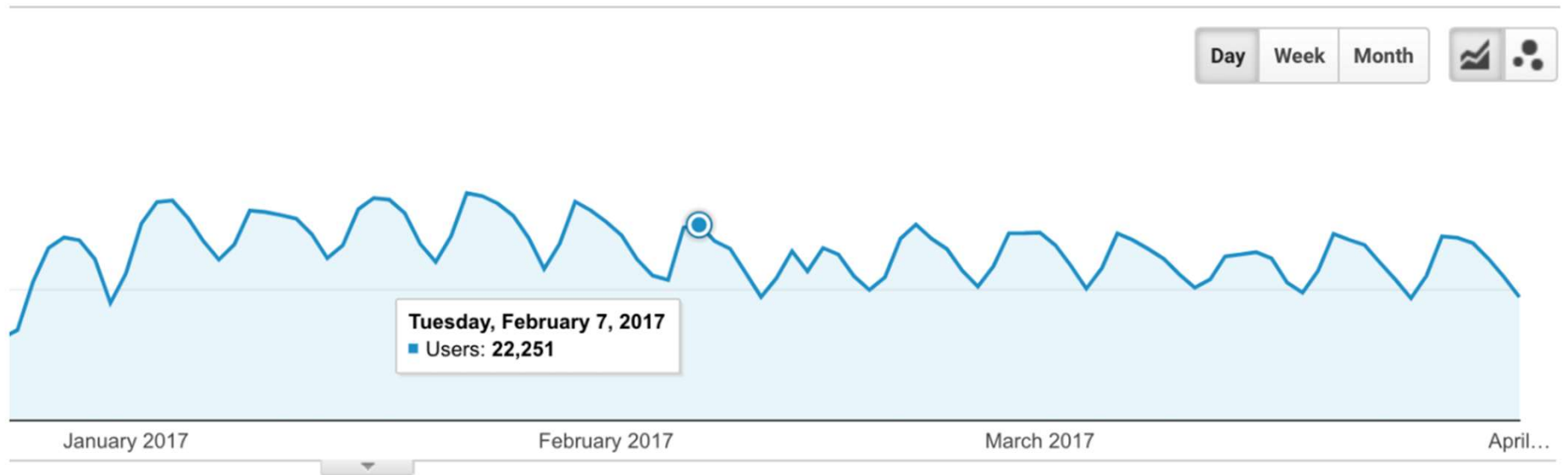


Each day, Google usually releases one or more changes designed to improve our results. Some are focused around specific improvements. Some are broad changes. Last week, we released a broad core algorithm update. We do these routinely several times per year....

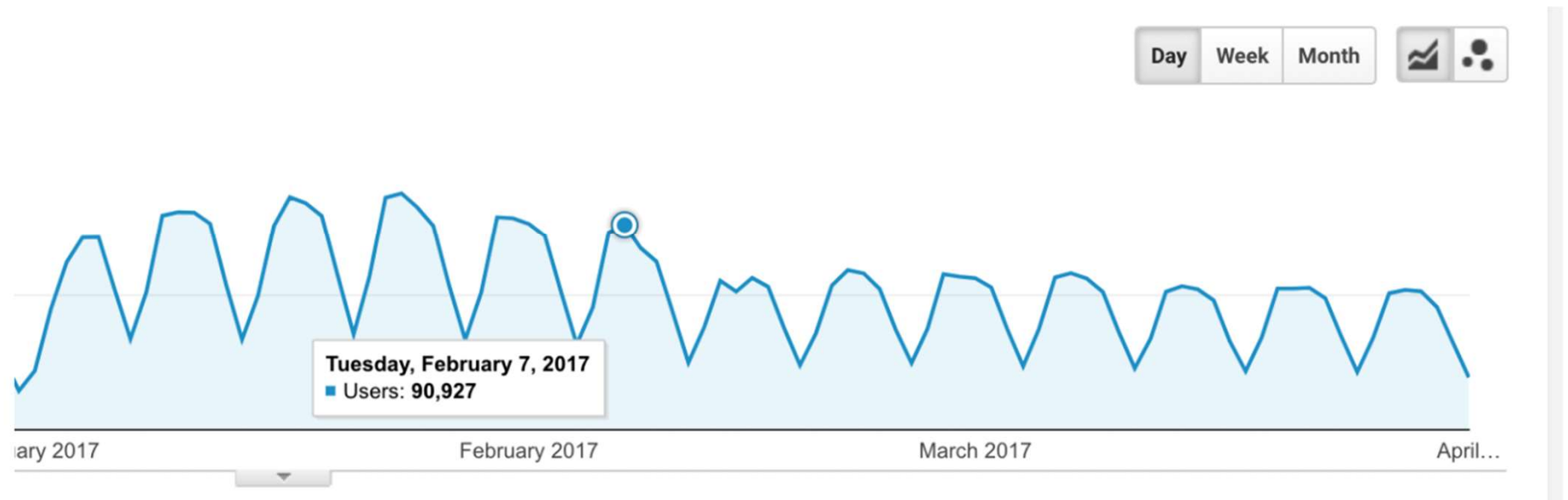
11:57 AM - 12 Mar 2018



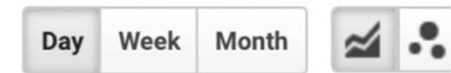
# February 7, 2017



# February 7, 2017



# February 7, 2017





**Gary "鯨理" Illyes** ✓

@methode

Following



DYK we released an updated version of our Search Quality Raters Guidelines. Bored this Sunday? Here's the link:



**Updating Our Search Quality Rating Guidelines**

Official news on crawling and indexing sites for the Google index

[webmasters.googleblog.com](http://webmasters.googleblog.com)



5:44 AM - 12 Feb 2017





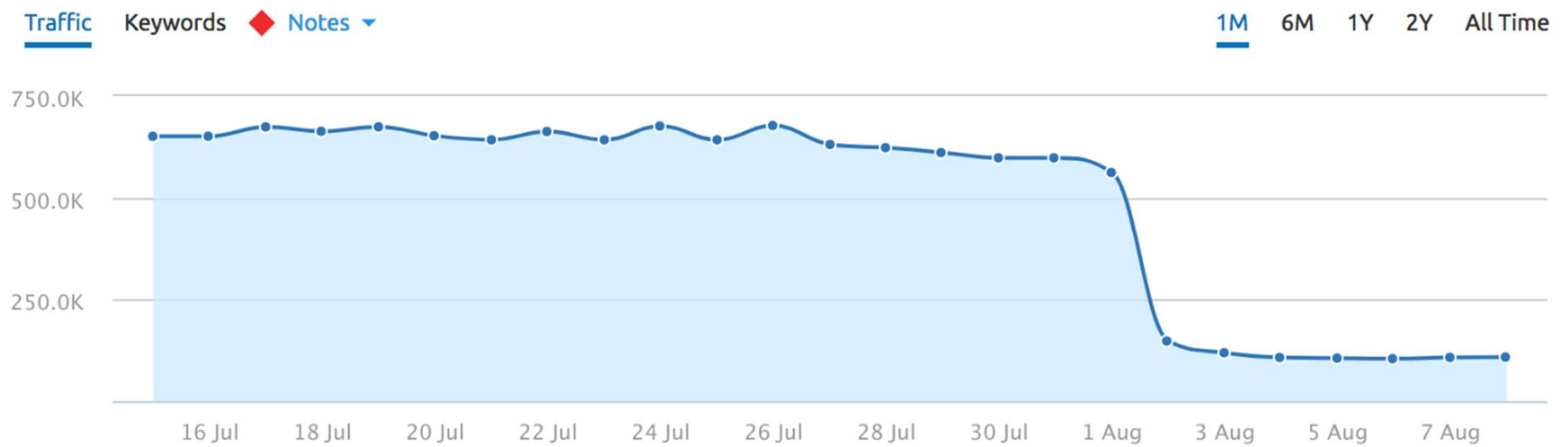


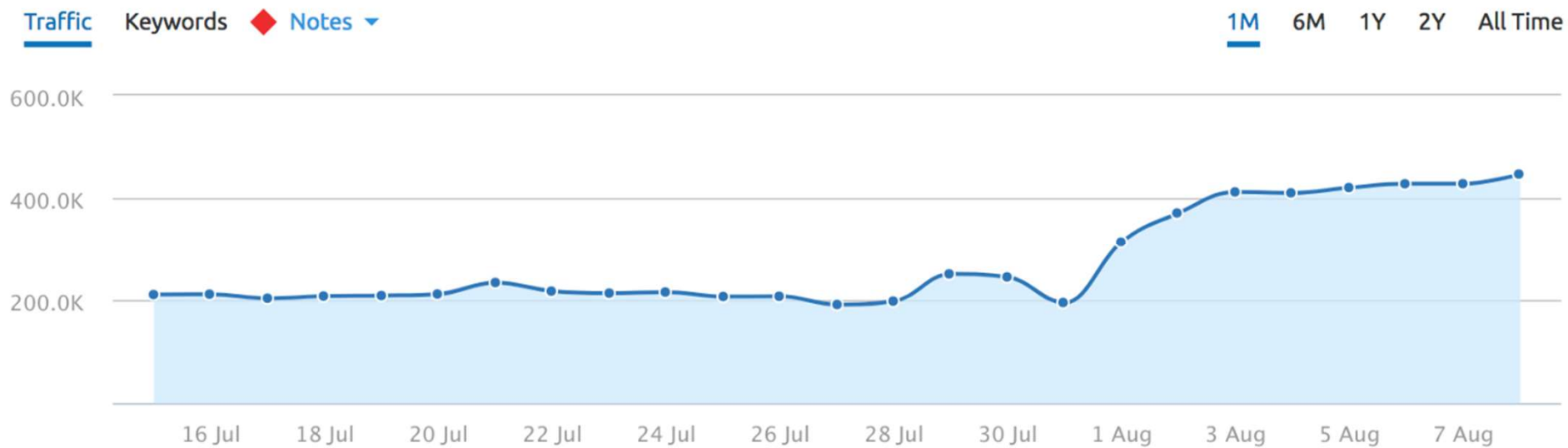
Replying to @dannysullivan @schachin

And paying attention to them apparently can work. I really loved this tweet that seemed to be an example of that:



4:41 PM - 1 Aug 2018





Most sites that are affected by a quality update have some type of issue with

E-A-T

## E-A-T

- Expertise
- Authoritativeness
- Trust

### 3.2 More about Expertise, Authoritativeness, and Trustworthiness (E-A-T)

The amount of expertise, authoritativeness, and trustworthiness (E-A-T) that a webpage/website has is very important. MC quality and amount, website information, and website reputation all inform the E-A-T of a website.



[marie@mariehaynes.com](mailto:marie@mariehaynes.com)

 [@Marie\\_Haynes](https://twitter.com/Marie_Haynes)



# YMYL = Your Money or Your Life

- Financial
- Legal
- Medical
- eCommerce
- More...

## 6.5 Lacking Expertise, Authoritativeness, or Trustworthiness (E-A-T)

Some topics demand expertise for the content to be considered trustworthy. YMYL topics such as medical advice, legal advice, financial advice, etc. should come from authoritative sources in those fields, must be factually accurate, and must represent scientific/medical consensus within those fields where such consensus exists. Even everyday topics, such as recipes and house cleaning, should come from those with experience and everyday expertise in order for the page to be trustworthy.

You should consider who is responsible for the content of the website or content of the page you are evaluating. Does the person or organization have sufficient expertise for the topic? If expertise, authoritativeness, or trustworthiness is lacking, use the **Low** rating.

## 4.1 Characteristics of High Quality Pages

**High** quality pages are satisfying and achieve their purpose well. **High** quality pages exist for almost any purpose, from giving information to making you laugh.

What makes a **High** quality page? A **High** quality page may have the following characteristics:

- *High level of Expertise, Authoritativeness, and Trustworthiness (E-A-T)*, including the E-A-T of the publisher and/or individual author for news articles and information pages on YMYL topics.
- A satisfying amount of high quality MC.
- Satisfying website information and/or information about who is responsible for the website or satisfying customer service information, if the page is primarily for shopping or includes financial transactions.
- Positive website reputation for a website that is responsible for the MC on the page.

## 6.0 Low Quality Pages

**Low** quality pages are unsatisfying or lacking in some element that prevents them from achieving their purpose well. These pages lack expertise or are not very trustworthy/authoritative for the purpose of the page.

If a page has **one** of the following characteristics, the **Low** rating is usually appropriate:

- *The author of the page or website does not have enough expertise for the topic of the page and/or the website is not trustworthy or authoritative for the topic. In other words, the page/website is lacking E-A-T.*
- The quality of the MC is low.
- There is an unsatisfying amount of MC for the purpose of the page.
- MC is present, but difficult to use due to distracting/disruptive/misleading Ads, other content/features, etc.
- There is an unsatisfying amount of website information for the purpose of the website (no good reason for anonymity).
- The website has a negative reputation.

### 2.3 Your Money or Your Life (YMYL) Pages

Some types of pages could potentially impact the future happiness, health, financial stability, or **safety of users**. We call such pages "Your Money or Your Life" pages, or YMYL. The following are examples of YMYL pages:

# How do you improve E-A-T?

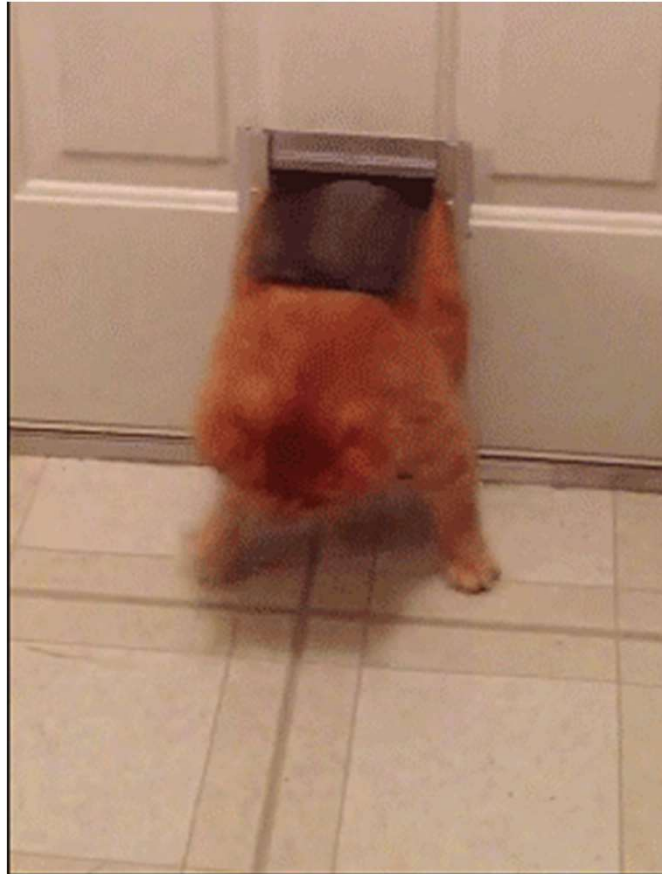


[marie@mariehaynes.com](mailto:marie@mariehaynes.com)

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It's difficult!





[Marie Haynes](#) ✓

@Marie\_Haynes



I asked Gary about E-A-T. He said it's largely based on links and mentions on authoritative sites. i.e. if the Washington post mentions you, that's good.

He recommended reading the sections in the QRG on E-A-T as it outlines things well.

@methode #Pubcon

9:54 AM - 21 Feb 2018



# Improving E-A-T

- Reviews

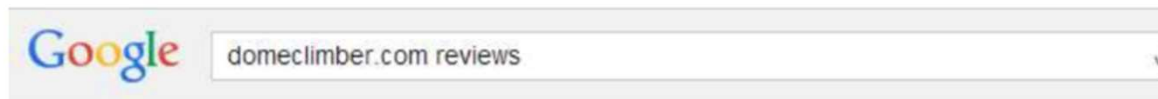
## 2.6.1 Reputation Research

Use reputation research to find out what real users, as well as experts, think about a website. Look for reviews, references, recommendations by experts, news articles, and other credible information created/written by individuals about the website.

# Improving E-A-T

- Reviews

Look for articles, reviews, forum posts, discussions, etc. written by people about the website. For businesses, there are many sources of reputation information and reviews. Here are some examples: [Yelp](#), [Better Business Bureau](#) (a nonprofit organization that focuses on the trustworthiness of businesses and charities), [Amazon](#), and [Google Shopping](#). You can try searching on specific sites to find reviews. For example, you can try [ibm site:bbb.org] or ["ibm.com" site:bbb.org].



**Web** Images Maps Shopping Videos More ▾ Search tools

About 5,360 results (0.17 seconds)

**Dome Climber Review - Playground Equipment in Tucumcari, NM ...**

[www.bbb.org/new-reviews/.../dome-climber-in-tucumcari-nm-9912720...](http://www.bbb.org/new-reviews/.../dome-climber-in-tucumcari-nm-9912720...) ▾

BBB's Business Review For Dome Climber that includes background information, consumer experience, BBB Accreditation status, BBB Rating, customer ...

**Ripoff Report | domeclimber.com Complaint Review Denver ...**

[www.ripoffreport.com/.../domeclimbercom/...-/domeclimbercom-playdo...](http://www.ripoffreport.com/.../domeclimbercom/...-/domeclimbercom-playdo...) ▾

Dec 30, 2012 - domeclimber.com Complaint Review: domeclimber.com playdomes.com DOME CLIMBER AND PLAYDOMES DON'T PERFORM AS ...

**Amazon.com: Customer Reviews: Easy Outdoor Space Dome Climber**

[www.amazon.com/Easy-Outdoor...Dome-Climber/...reviews/B001C81D...](http://www.amazon.com/Easy-Outdoor...Dome-Climber/...reviews/B001C81D...) ▾

The colors are bright and vibrant. The pieces seem high quality. Hopefully it will hold up well. Help other customers find the most helpful reviews. Was this review ...

**Customer Reviews: Lifetime Geometric Dome Climber Play Center**

[www.amazon.com/Lifetime-Geometric...reviews/B002XULJDW](http://www.amazon.com/Lifetime-Geometric...reviews/B002XULJDW) ▾

I ordered the Geometric Dome Climber because of great reviews, but found out when I received the product that the product description is incorrect. The actual ...



marie@mariehaynes.com



@Marie\_Haynes

# Improving E-A-T

- Reviews

Note: You will sometimes find high ratings on the Better Business Bureau (BBB) website because there is very little data on the business, not because the business has a positive reputation. However, very low ratings on BBB are usually the result of multiple unresolved complaints. Please consider very low ratings on the BBB site to be evidence for a negative reputation.



## BBB BUSINESS REVIEW

Overview

Complaints

Directions

**THIS BUSINESS IS NOT BBB ACCREDITED**

### Dome Climber

#### Additional Locations

*View Additional Phone Numbers*

702 E Aber, Tucumcari, NM 88401

<http://www.domeclimber.com>

*View Additional Web Addresses*



On a scale of A+ to F

Reason for Rating

BBB Ratings System Overview



Share



Print

*BBB Business Reviews may not be reproduced for sales or promotional purposes.*

### Description

This company's business is Playground Equipment



draxe.com



Desktop



Mobile

Organic Search Positions for google.com database

1.6M

KEYWORDS

13.5M

TRAFFIC

\$11.7M

TRAFFIC COST

Traffic

Keywords



Notes

1M

6M

1Y

2Y

All Time



MARIE HAYNES  
CONSULTING INC.  
SEARCH ENGINE MARKETING CONSULTANT

marie@mariehaynes.com



@Marie\_Haynes



Dr. Josh Axe, DNM, DC, CNS, is a certified doctor of natural medicine, doctor of chiropractic and clinical nutritionist with a passion to help people eat healthy and live a healthy lifestyle. In 2008, he started a functional medicine center in Nashville, which grew to become one of the most renowned clinics in the world.



**PATTERN OF COMPLAINTS:** This company has a pattern of complaint alleging refund or exchange issues and delivery issues. Consumers claim that they purchase the company's products with an understanding that there is a 60 day money back guarantee. Many requested a refund within the 60 day period with no response or confirmation from the company. In instances where consumers recei... [Read More](#)



## Axe Wellness, LLC

Health and Wellness



This is a multi-location business. [Find a location](#)

📍 2000 Mallory Ln STE 130-307  
Franklin, TN 37067-8209

🌐 <http://draxe.com/>

☎ (615) 348-7530



marie@mariehaynes.com

🐦 @Marie\_Haynes

# Improving E-A-T

- Wikipedia

4. See if there is a Wikipedia article or news article from a well-known news site. Wikipedia can be a good source of information about companies and organizations. For example, try [ibm site:en.wikipedia.org] or ["ibm.com" site:en.wikipedia.org]. News articles and Wikipedia articles can help you learn about a company and may include information specific to reputation, such as awards and other forms of recognition, or also controversies and issues. Note that some Wikipedia articles include a message warning users that there are disagreements on some of the content, or that the content may be outdated. This may be an indication that additional research is necessary.

# Improving E-A-T

- Do awesome things – Get Press!



# Improving E-A-T

- Do awesome things – Get Press!

## 2.6.2 Sources of Reputation Information

Look for information written by a person, not statistics or other machine-compiled information. News articles, Wikipedia articles, blog posts, magazine articles, forum discussions, and ratings from independent organizations can all be sources of reputation information. Look for independent, credible sources of information.

## Improving E-A-T

- Do awesome things – Get Press!





# Improving E-A-T

- Get mentions on authoritative sites

4. See if there is a Wikipedia article or news article from a well-known news site.

## Marie Haynes - The Search Community Honors You

Nov 29, 2017 • 7:40 am | (20)  
by [Barry Schwartz](#) | Filed Under [Honor An SEO/SEM](#)



# Improving E-A-T

- Forum mentions



# Improving E-A-T

- Forum mentions

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# Improving E-A-T

- Improve author E-A-T

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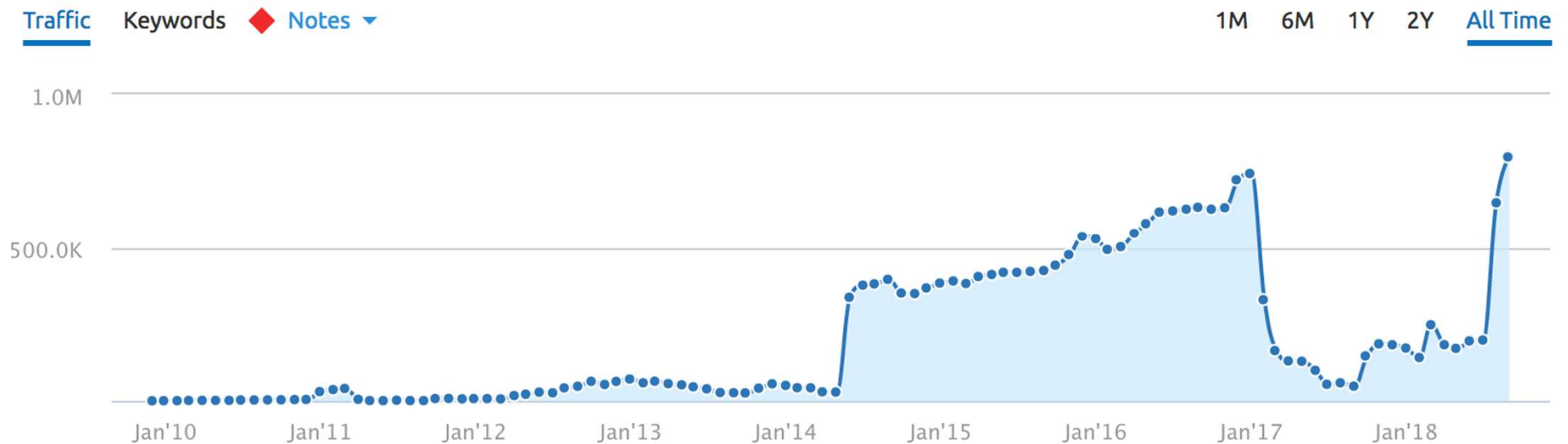
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# Improving E-A-T

- Improve author E-A-T





Alison Doyle is one of the industry's most highly-regarded career experts, with all the know-how to help you with job searching, interview skills, resumes, cover letters, personal branding, social networking, leaving your job, employment trends, and even more.

Recognized by Forbes as one of the Top 100 Websites For Your Career and included on the Job Search Bible list of 25 Best Career Websites, Alison has been recognized as a leading person to follow on Twitter by The Guardian, YouTern, FlexJobs, and Mashable, and one of the top people to follow on LinkedIn by JobScan, LinkUp, and Lifehack.

### Experience

Alison worked for many years in Human Resources. She has also worked in a college career services office, developing information technology resources to assist constituents with job searching. Alison is highly regarded as an expert in understanding how to take advantage of all the resources available to job seekers.

Alison has been quoted or mentioned in many major online and print publications, including Forbes, The New York Times, CNN.com, MSNBC.com, CBS MoneyWatch.com, Newsday, NY Daily News, Los Angeles Times, Philadelphia Inquirer, ABCNews.com, HR Magazine, The Christian Science Monitor, The Arizona Republic, US News & World Report, The Wall Street Journal, WashingtonPost.com, FastCompany.com, Employment Digest, AOL Jobs, Bankrate.com, HireVue.com, Kiplinger.com, LinkedIn, Mashable.com, TypePad, Women For Hire, Chicago Tribune, Consumer Reports, the Atlanta Journal-Constitution, and the syndicated Careers Now column.

She has been featured on the radio programs MarketWatch, InfoTRAK, Blogtalkradio, Career Success, Women Aloud, Something You Should Know, Your Time with Kim Iverson, The Job Search Solution, Wisconsin Public Radio, NPR - Boston, PRI (Public Radio International), and many local radio stations.

## More from the Quality Raters' Guidelines

- Ad relevance
- Off site reputation
- Fraud?
- Copied content
- Much more!

[mariehaynes.com/book](http://mariehaynes.com/book)





Google update newsletter:  
[mariehaynes.com/newsletter](http://mariehaynes.com/newsletter)



[marie@mariehaynes.com](mailto:marie@mariehaynes.com)

 [@Marie\\_Haynes](https://twitter.com/Marie_Haynes)