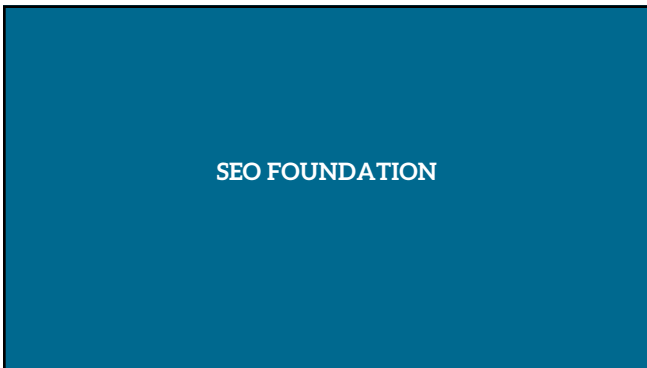


1



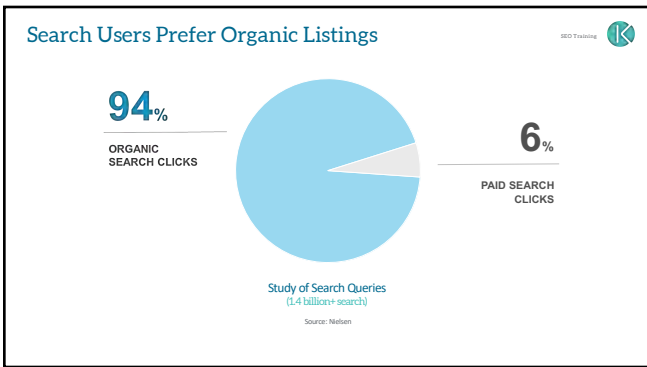
2



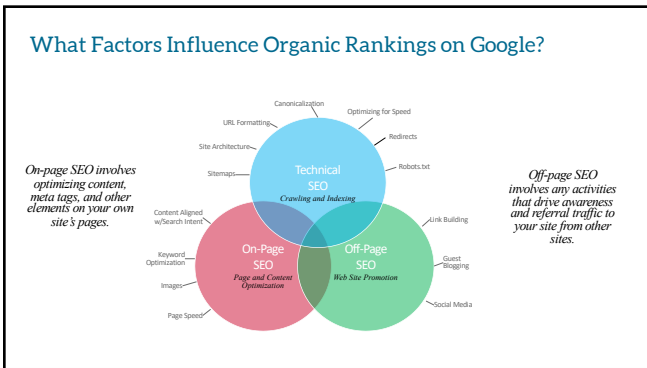
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6

YMYL and EAT

7

Your Money or Your Life (YMYL)

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2.2 Your Money or Your Life (YMYL) Pages


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

- **Shopping or financial/investment pages** – webpages that allow users to make purchases, transfer money, pay bills, etc. (such as an online store and online banking pages)
- **Financial information pages** – webpages that provide advice or information about investments, loans, retirement planning, home purchases, credit, life savings, buying insurance, etc.
- **Medical information pages** – webpages that provide advice or information about health, drugs, specific diseases or conditions, mental health, children, etc.
- **Legal information pages** – webpages that provide legal advice or information on topics such as divorce, child custody, creating a will, licensing or other etc.
- **Other critical or public official information pages important for having an informed opinion** – webpages that provide information about governmental or government programs, services, and other important issues such as international events, business services, science, and technology, etc. Please use your judgment and knowledge of your trade. There is no need that all these articles are necessarily considered YMYL.
- **Other: There are many other topics that you may consider YMYL, such as food safety, air safety, pharmaceuticals, etc.** Please use your judgment.

We have very high Page Duplication standards for YMYL pages because low quality YMYL pages could potentially negatively impact users' happiness, health, or financial stability.

8

Expertise, Authoritativeness, and Trustworthiness (E-A-T)

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2.3 Show your Expertise, Authoritativeness, and Trustworthiness (E-A-T)

You need to demonstrate expertise in your field. (**Expertise**)

- Your About Us and Contact Us pages need to be easy to find. Always include these pages in your footer and in your website menus.
- Use the About Us page to clearly prove your expertise and knowledge – tell Google and your customers why they should trust you. Tell readers what you are doing to ensure your products and brand meet industry standards for quality and professionalism.

You need to prove the person writing your blogs, articles, and other content is an authority in your field. (**Authoritativeness**)

- Every single blog, article, whitepaper, and other pieces of collateral must have an author byline and bio. Include the author's name and credentials at the top of the page and insert the bio at the bottom.

You need to show that your website is trusted by other experts and professionals. (**Trust**)


- Use endnotes and references to support all statements of fact, benefits, and research in your website and marketing content – Google and the FDA expect to see these. You will be penalized if you don't include endnotes and references.
- Include customer reviews and testimonials on your website – consider including them on every page as a design element.

9

Fundamental Elements for a Website

10


Website Checklist

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- Home Page and Throughout Website**
 - Does it contain a clear, succinct, compelling value proposition?
 - Is easy to understand and navigate?
 - Does the page layout flow and guide the user's eye?
 - Are there any spelling or grammar errors?
- Product Pages**
 - Does each page clearly state what you're selling and why it's a good idea?
 - Does it include enough information to make a purchase decision?
 - Does the content answer the user's questions?
 - Does it include a clear call to action?
 - Does it include a clear return policy?
 - Does it include a clear shipping and handling policy?
- Blog**
 - Does it contain high-quality, original content?
 - Is it easy to read and understand?
 - Does it include enough information to make a purchase decision?
 - Does it include a clear call to action?
 - Does it include a clear return policy?
 - Does it include a clear shipping and handling policy?
- Contact Us Page**
 - Does it contain a clear call to action?
 - Does it include a clear return policy?
 - Does it include a clear shipping and handling policy?
- Customer Service**
 - Does it contain a clear call to action?
 - Does it include a clear return policy?
 - Does it include a clear shipping and handling policy?
- Glossary**
 - Does it contain a clear call to action?
 - Does it include a clear return policy?
 - Does it include a clear shipping and handling policy?
- Registration**
 - Does it contain a clear call to action?
 - Does it include a clear return policy?
 - Does it include a clear shipping and handling policy?
- Shipping**
 - Does it contain a clear call to action?
 - Does it include a clear return policy?
 - Does it include a clear shipping and handling policy?

11

Writing Content

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In September 2022, Google rolled out the "Helpful Content Update." Here are the questions that Google says should be considered when writing content:

1. Is this content helpful?
2. Does this content answer questions and educate?
3. Is the author an industry expert?
4. Would you trust the author and content when making decisions about your health, wellness, and life?
5. Does this content do more than rehash known facts about a subject?
6. Does your content provide real value when compared to other pages in the search results?
7. Would you recommend this content to a family member?
8. Is the content free of spelling and grammatical errors?
9. Are your website ads and pop-ups small and easy to close?
10. Is it easy to navigate and read your website content?

12

