BUILDING EXPERTISE, AUTHORITY & TRUST (E-A-T) WITH SEO IN THE FINANCE SECTOR
What is E-A-T in SEO?

• E-A-T stands for Expertise, Authority and Trustworthiness.

• E-A-T is extremely crucial for websites that showcase high stake content that has a direct impact on a person’s health, wealth, happiness and security.

• Google hires search quality raters that analyze and rate your website's content according to E-A-T standards

• E-A-T has the highest significance in YMYL websites. "Your Money or Your Life" (YMYL) are industries that can impact your current or future well-being.
More on YMYL

“We have very high Page Quality rating standards for YMYL pages because low-quality YMYL pages could negatively impact a person’s happiness, health, financial stability, or safety.” – Google

"YMYL" is the acronym for "Your Money or Your Life." Websites that sell products, dispense service or information which is cohesive to a user's financial stability, health or safety are categorized under “YMYL” by Google.

Implications of misleading YMYL posts can be disruptive. Hence, Google's making sure that these sites are held to the highest possible E-A-T standards.
TYPES OF YMYL WEBSITES

1. News and Current Events
   - International events, politics, science, business.

2. Health & Safety
   - Health, medical information or advice like hospitals and Pharmacies, drugs

3. Finance
   - Insurance, retirement plans, loans, tax, investments

4. Political, Government & Law
   - Voting, government agencies, public institutions, social services, legal advice

5. Shopping
   - Product research or the researching of goods and services that involves a purchase

6. Community
   - Ethnicity, race, nationality, religion, age or disability, gender (gender identity), sexual orientation, or veteran status.
Why BFSI and Finance Websites Face Scrutiny

• Since Financial Sector comes under YMYL (Your Money or Your Life), Google states that - “We have a remarkably high Page Quality rating standards for YMYL pages because low-quality YMYL pages could potentially negatively impact users’ happiness, health, or financial stability”.

• Google prioritizes user experience and safety over everything else. Taking Financial & YMYL related topics Google places extra stringent measures to ensure these topics return the most authoritative and trustworthy sites resulting in Google flagging financial websites’ important.
E-A-T in BFSI & Finance

• With E-A-T implementations, websites in industries like Finance sectors need to demonstrate authority, expertise, and why the user should trust the website.

• Implementation of E-A-T is critical for finance websites as the content available greatly influences the reader's investment decisions and wealth.

• Google will only rank those websites that are safe for its readers.
Beneficial Purpose: Identity of a Page

“What is the Purpose of a Web Page? Websites and pages should be created to help users.” - Google’s Search Quality Evaluator Guidelines

Page Quality or PQ determines how a page achieves its purpose.

Websites and Pages should be created to help users.

Websites and pages that are created with an intent to harm users, deceive users, or make money with no attempt to help users, should receive the Lowest Page Quality (PQ) rating.

Staying relevant, getting quality backlinks, mentions and reviews will boost a website's E-A-T Standards.
E-A-T is the FUTURE ‘PRESENT & FUTURE’ of SEO

**E**
The **expertise** of the creator of the main content of the page.

**A**
The **authoritativeness** of the creator of the main content of the page, the content itself, and the website.

**T**
The **trustworthiness** of the creator of the main content, the content itself, and the website.

It’s about ALL THREE! You miss one, you lose.
E-A-T Cheat Sheet

I have a great E-A-T for the **Main Content**, if:

- **Enough** (not stuffed) word count to well **explain** a topic
- **Optimized** meta data & headers
- **Clear navigation** and Information architecture

I have a great E-A-T for the **Creator**, if:

- Using the right **schema** to explain who they are
- Creators are **actively engaged** across the web i.e., communities, social, etc.
- Have their own **bio page / website**

I have a great E-A-T for the **Website**, if:

- The site uses reviews / ratings / recommendations
- The site uses clear **references** of source of information on their articles
- The site has a clear and defined **About Us** page
What Next?

1. Download our E-A-T guide
2. Request a high-level E-A-T audit
3. Reach out

India
conversations@sokrati.com

Middle East
hello@iprospect.com
Why Choose Merkle Sokrati and Denstu?

We have had the opportunity to work with businesses and uplift their E-A-T standards with our solutions.

Our Varied SEO Offerings:

**Content Strategy**
High-quality and well-researched content creation services that are optimized to create a better search experience for the user and generate tangible signals that impact ranking.

**Social Leadership**
Building individual thought leadership of the authors publishing the website content. A strong social profile of the individuals positively impacts the website content and improves Google search rankings.

**Industrial Collaborations**
Collaborating with industry-relevant publications that have high domain authority to get backlinks to the website and mentions of the individuals authoring the content.
About Merkle Sokrati

Merkle Sokrati is a leading technology-enabled, data-driven customer experience management (CXM) company. For over a decade, top Indian brands and leading organizations have partnered with us to build and maximize the value of their customer portfolios. We work with India’s largest and fastest-growing brands to build and execute customer-centric business strategies. With more than 1,000 smart, dedicated people, we are still growing extremely fast, with USD hundreds of millions of annual Ad-Spends. Since 2017, Merkle Sokrati is part of Merkle Inc., and dentsu international. With best-in-class services and solutions in Media, CRM, and Creative, dentsu international operates in over 145 markets worldwide with more than 48,000 dedicated specialists.
HAPPY E-A-Ting!

You'd know by now that Google thrives on Algorithm Updates. It's better to jump on the bandwagon and make your content E-A-T ready now!