

Myfynancee.com - SEO AUDIT

What is E-E-A-T and Why It Matters for Your Website

E-E-A-T stands for:

- Experience
- Expertise
- Authoritativeness
- Trustworthiness

It's a key part of Google's Search Quality Evaluator Guidelines, and it plays a big role in how Google decides which content to rank higher in search results.

E-E-A-T Checklist for Your Blog

Element	What to Do
Experience	Add personal stories, real-life examples, case studies
Expertise	Ensure content is accurate, well-researched, and written by someone who understands the topic
Authoritativeness	Build backlinks from trusted websites, get mentioned on forums/social, showcase credentials if any
Trustworthiness	Use HTTPS, have a clear About + Contact page, show author names and update content regularly

Homepage Setup

Currently, the homepage is set to display only the latest blog posts. For a more strategic and user-friendly experience, I recommend creating a **dedicated homepage** that includes:

- A featured section introducing the website or brand

Request full case study by contacting me

