

# E.E.A.T. Optimisation Checklist

Supercharge your healthcare and medical SEO with Google's **Experience. Expertise. Authority. Trust. (E.E.A.T.)** guidelines

## EXPERIENCE

**Make pharmaceutical logos clear.** Have you boldly showcased the sponsored pharmaceutical logo on your website?

**Create an 'About' page.** Is there a dedicated page discussing the pharmaceutical company's role in relation to the topic being discussed?

**Fully cover the content topic.** Have you crafted a comprehensive content plan covering all stages of the customer journey?

**Perform keyword research.** Did you dive into ahrefs or SEMrush for keyword research to uncover content ideas surrounding your topic?

## AUTHORITY

**Create helpful, people-first content.** Does your content align with Google's "helpful, reliable, people-first" content checklist?

**Consider optimal format.** Have you thought about the best content formats to enhance user engagement?

**Be unique.** Have you crafted unique content to differentiate yourself from existing search engine results?

**Include references.** Have you dotted your i's and crossed your t's with references to enhance credibility and build trust?

## EXPERTISE

**Collaborate with a medic or expert.** Have you teamed up with a medical reviewer or co-created content with an expert willing to be featured on the website?

**Create an editorial review page.** Is there an editorial review page outlining the rigorous process ensuring factual correctness in your content?

**Maintain fresh content.** Is there a plan in place for routine content checks to ensure your content is up to date?

**Analyse the backlinks of competitors.** If your domain authority is under 50/100, did you scrutinise where top SERP competitors acquire their backlinks?

**Create a backlink outreach plan.** If your domain authority is under 50/100, is there a backlink outreach plan to secure links from these high-ranking websites?

Optimise your site for E.E.A.T., reach out to **AMP27** today for a free consultation call!  
amp27.com | info@amp27.com

 **TRUST**

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