

Google E-E-A-T Checklist

Create people-first content that builds trust and authority.

Based on [Google Eeat People First Content Colorado Springs](#) by Casey's SEO

1. Understanding E-E-A-T Fundamentals

Grasp the core components of Google's E-E-A-T guidelines.

- Understand E-E-A-T stands for Experience, Expertise, Authoritativeness, and Trustworthiness.
- Recognize E-E-A-T is crucial for regular search rankings and AI Overviews.
- Acknowledge that people-first content is prioritized over keyword-stuffed content.
- Understand that E-E-A-T helps level the playing field for local businesses.
- Identify your business's YMYL (Your Money Your Life) category if applicable.

2. Demonstrating Experience

Prove you have real-world, hands-on experience.

- Share specific case studies from local projects.
- Include before-and-after photos with detailed explanations.
- Describe challenges you've faced and how you solved them.
- Reference local conditions, regulations, or quirks specific to your industry.
- Use specific, location-based titles for your content (e.g., '15 Years of Winterizing Gardens at 6,000+ Feet Elevation').
- Showcase local ranking improvements with screenshots and strategies.

3. Showcasing Expertise

Clearly communicate your knowledge and credentials.

- Create detailed author bios highlighting relevant experience and certifications.
- Link to professional profiles and industry associations.
- Mention specific training, courses, or continuing education completed.
- Explain your process and how you do things.
- Stay current with industry trends and incorporate them into your content.
- Update existing content regularly with new insights and information.

4. Building Authoritativeness

Earn recognition and build your reputation within your industry and locality.

- Guest post on relevant industry websites.
- Seek opportunities to be quoted as an expert in local media.
- Participate in industry forums and discussions.
- Build relationships with other local businesses and organizations.

- Earn legitimate reviews and testimonials from real customers.
- Get involved with local organizations like the Chamber of Commerce.

5. Establishing Trustworthiness

Be transparent and build confidence with your audience.

- Clearly display your business address, phone number, and email on every page.
- Publish a clear privacy policy and terms of service.
- Respond to reviews professionally, both positive and negative.
- Keep your Google Business Profile updated and accurate.
- Use secure hosting (HTTPS) and ensure your website runs smoothly.
- Include professional photos of your team and workspace.
- Audit local citations for consistency across Google Maps, your website, and review sites.

6. Navigating the AI Content Challenge

Leverage AI tools while maintaining human oversight.

- Use AI as a starting point for research and initial drafts.
- Ensure a real subject matter expert reviews and edits AI-generated content.
- Add personal insights and unique perspectives to AI-assisted content.
- Incorporate specific local knowledge that AI cannot replicate.
- Avoid publishing purely AI-generated content without human review.

7. Local E-E-A-T Strategies for Colorado Springs

Tailor your content to your specific local market.

- Address altitude-related challenges and solutions relevant to your industry.
- Incorporate seasonal patterns unique to the Colorado Springs climate.
- Create content addressing the needs of military families and PCS moves.
- Discuss the impact of tourist seasons on local businesses.
- Share insights on local regulations and permitting processes.
- Highlight relationships with other local businesses and service providers.
- Write about specific Colorado Springs neighborhoods or market dynamics.

8. Avoiding Common E-E-A-T Mistakes

Identify and correct frequent errors in E-E-A-T implementation.

- Write specific, detailed author bios, not generic ones.
- Ensure business information (address, phone, hours) is consistent across all online platforms.
- Schedule regular content audits to update older articles.
- Do not use fake or purchased reviews.
- Focus on providing excellent service to earn genuine customer feedback.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Ai Powered Search Features Preparing For Google Sge And Bing Chat Integration – Casey's SEO

<https://caseysseo.com/ai-powered-search-features-preparing-for-google-sge-and-bing-chat-integration/>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ 2025 Google Business Profile Algorithm Changes Colorado Springs – Casey's SEO

<https://caseysseo.com/2025-google-business-profile-algorithm-changes-colorado-springs/>

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

■ Find Your Local Results

<https://caseysseo.com/>

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Build trust and authority by creating helpful, people-first content.