



# Google E-A-T and Structured Data

**Expertise, authoritativeness, and trustworthiness**

“Assessing your own content in terms of E-A-T criteria may help align it conceptually with the different signals that our automated systems use to rank content.”

- Google

## How Structured Data Can Help With E-A-T?



- 1 Helps establish and solidify the relationship between entities
- 2 Disambiguates entities with the same name

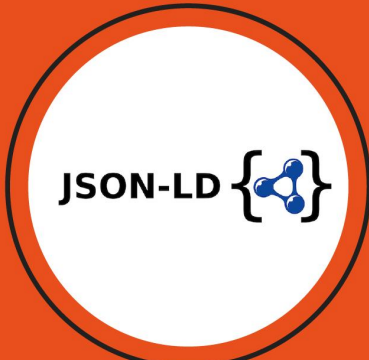
Structured data spoon feeds Google crucial information about the topics on your site, as well as the individuals who contribute to it.

“Structured data adds a level of preciseness that a search engine needs, and might not grasp, because it doesn't have the common sense of a human.”

- Bill Slawski

## Implementing Structured Data for E-A-T

3 most popular implementations:



JSON-LD (preferred by Google)



Microdata



RDFa - Dynamically add using JavaScript and Google Tag Manager



**WordPress Websites**  
the popular SEO plugin, Yoast, has many built-in Schema capabilities.

Note: The method of implementing structured data is less important than the types of Schema marked up on the website

It is also crucial to properly structure your Schema, so search engines can understand the various properties of a given entity and the relationship between them and other entities.

## Which Schema Types to Use to Improve E-A-T



Person Schema



Organization



Author (Schema property)



Reviewed By (Schema property)



Citations (Schema property)