

5 STEPS

TO FIGHT FAKE HEALTHCARE NEWS

Google gives healthcare websites an E-A-T score for expertise, authority and trustworthiness.

Sites with high E-A-T scores¹:

- Have better user engagement and conversions
- Are ranked higher by search engines
- Provide reliable, trustworthy content.

USE THESE STEPS TO IMPROVE YOUR E-A-T SCORE:



BASE CONTENT ON FACTS

Get your information from reputable sources, such as:

- Scientific journals
- Medical advisory organizations (i.e., the American Heart Association or American Cancer Society)
- Interviews with subject matter experts
- Education (.edu) and government (.gov) sites, including PubMed

Research the research

- Don't: Use studies funded by companies that benefit from the findings
- Do: Include stats from randomized clinical trials, which are rigorous



CREATE HIGH-QUALITY WEBPAGES

Improve your website

- Limit disruptive ads.
- Improve site speed.

Match content to user intent

- Align title and content to what the reader is looking for. A blog post that appears for a search of "side effects of insulin" should list those side effects and not be about alternative therapies.
- Unaligned content risks getting dinged by Google's search quality evaluators, who assess the quality of Google's search results.

Focus content on helping the user first.

- Be strategic about where you place CTAs and ads.





CREDIT APPROPRIATELY

Acknowledge and hyperlink all sources

- Include high-quality outbound links and remove links to low-authority sources.
- Incorporate quotes from experts.

Enhance author bios

- Include their expertise, accreditations, links to their own websites or author pages.



VERIFY

Ensure an expert reviews your content

- Consider including copy at the top of the webpage introducing the expert or authority who reviewed the article.

Update content regularly

- Include when the content was most recently updated and who reviewed it.



BE TRANSPARENT

Post your editorial policy

- Create a page on your website explaining how you research, fact-check and review content.

Enable comments

- Quality comments and reviews help Google recognize trustworthy content.

Understand that your reputation matters

- Visit review sites, like the Better Business Bureau, to see if you're considered a trustworthy organization. If you're not, use the above steps to revise your content and earn consumers' trust.

A study published in the American Journal of Respiratory and Critical Care Medicine found the first 200 search engine hits for "idiopathic pulmonary fibrosis" (IPF) contained inaccurate or outdated information.

Creating accurate, helpful healthcare content that also converts takes time, research and planning. If you don't have the resources, get in touch. At Aha Media Group, we have a proven fact-based writing process and a team of expert writers.

¹<https://static.googleusercontent.com/media/www.google.com/en//insidesearch/howsearchworks/assets/searchqualityevaluatorguidelines.pdf>