



WHAT GOOGLE WANTS FROM YOUR CONTENT

1

PEOPLE-FIRST CONTENT

Produce content that helps, educates, or entertains your audience rather than focusing solely on search engine rankings.

2

E-E-A-T

Demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness (E-E-A-T) in your content, especially for Your Money or Your Life (YMYL) topics.

3

TRANSPARENCY

Be transparent about who created the content, how it was made, and why, to build trust with your readers and align with Google's quality guidelines.

4

QUALITY WRITING

Write clear, original, up-to-date content that demonstrates thought leadership. Use editing tools to ensure perfect grammar.

5

SEO OPTIMISATION

Optimise your content by strategically including keywords in titles, subheadings, URLs, and image alt text, while maintaining natural language.

6

DISCOVERABILITY

Help Google find and understand your content by obtaining quality backlinks, submitting sitemaps, and maintaining a logical site structure.