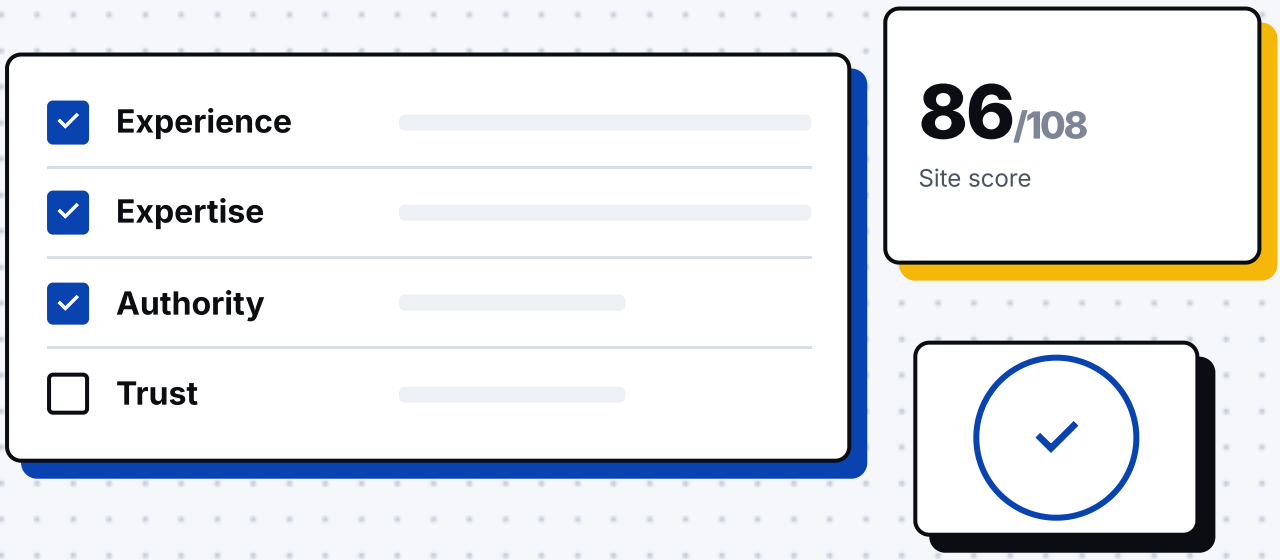
Perceptric

Checklist

E-E-A-T Checklist for B2B Websites

54 checks that prove experience, expertise, authority and trust to buyers, Google and AI answers.



perceptric.com

2026 edition

Contents

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01

CHAPTER 1

What E-E-A-T is

Four ideas Google's raters use to judge whether a page deserves a reader's belief.

- The four parts and the question behind each
- Why trust sits at the center
- The people-first test for your own pages
- How the 54 checks in this list are grouped

E-E-A-T stands for experience, expertise, authoritativeness and trust. Google's search quality raters use these four ideas to judge whether a page deserves a reader's belief.

The raters work from the Search Quality Rater Guidelines, a 182-page manual. No single rating moves a page up or down. The ratings show Google how well its ranking systems surface helpful, trustworthy results.

4	182	54
parts of E-E-A-T, with trust at the center	pages in the rater guidelines, September 2025 edition	checks in this list, scored 0 to 2 each

01

Experience

Has the creator done this first-hand? A RevOps lead writes about the CRM migration she ran last year.

02

Expertise

Does the creator have the knowledge or skill the topic needs? A security engineer reviews your SOC 2 guide before it goes live.

03

Authoritativeness

Is the creator or site a known go-to source for the topic? Trade press and partners cite your annual benchmark report.

04

Trust

Is the page accurate, honest, safe and reliable? Pricing is clear, the address is real and every claim has a dated source.

> **"Trust is the most important member of the E-E-A-T family because untrustworthy pages have low E-E-A-T no matter how Experienced, Expert, or Authoritative they may seem."**
>
> Google, Search Quality Rater Guidelines, section 3.4, September 2025

Fix trust gaps before you work on anything else in this checklist.

The people-first test for site owners

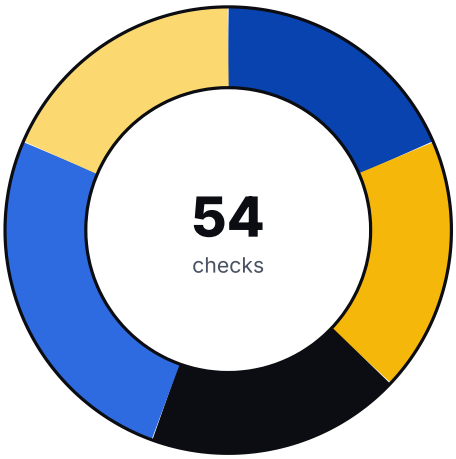
Google's guide to helpful, reliable, people-first content turns the same ideas into questions for your own pages. Show who made each page, how it was made and why it exists, with bylines that lead to each author's background.

Source: Google Search Central, Creating helpful, reliable, people-first content, 2025

One signal among many

E-E-A-T is not a single ranking factor in Google Search. Google's systems use a mix of signals to find content that shows it. This checklist covers the parts anyone can see on your pages.

The 54 checks in this list, by group



Experience	18.5%
Expertise	18.5%
Authority	18.5%
Trust	25.9%
Page-level, one article	18.5%

Source: Perceptric, E-E-A-T Checklist for B2B Websites, 2026

Do this first

Open both Google documents linked on this page and read section 3.4 of the rater guidelines. The definitions there frame every check that follows.

02

CHAPTER 2

E-E-A-T on B2B sites and in AI answers

B2B buyers check a vendor long before they talk to sales, and more of that check now happens inside AI answers.

What buyers trust and weigh

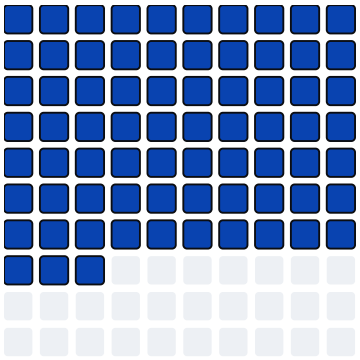
Where B2B and SaaS sites fall short

When a B2B topic counts as YMYL

How E-E-A-T carries into AI answers

B2B buyers check a vendor long before they talk to sales. Your site, your people and what others publish about you all feed that check.

Thought leadership beats marketing materials



73%

of B2B decision makers trust an organization's thought leadership more than its marketing materials to judge its skills.

Source: Edelman and LinkedIn, B2B Thought Leadership Report, 2024

Source: Edelman and LinkedIn, 2024

How a B2B buyer checks a vendor, and the part of E-E-A-T each step tests



Source: Perceptric framework

Where B2B and SaaS sites fall short

We often see two gaps on B2B sites: blog posts signed by a generic team account and case studies with no numbers. Both make a page harder to trust for buyers and raters alike.

Share of B2B buyers who say each factor carries significant weight



Source: Responsive, Buyer Intelligence report, 2025 (350 B2B buyers)

Industry expertise ranks ahead of price for B2B buyers. Proof of expertise on your site is part of the sale.

Source: Responsive, Buyer Intelligence report, 2025

When a B2B topic counts as YMYL

Raters hold "Your Money or Your Life" topics to the highest trust standard. These include topics that could harm a person's financial stability, health or safety online.

Finance software | Payroll | Security | Health | Legal

If you sell finance, payroll, security, health or legal software, many of your pages fall in this group. Score those pages first and hold them to every check in chapters 4 and 6.

How E-E-A-T carries into AI answers

29%

of B2B buyers start research in tools like ChatGPT more often than in Google

Source: G2 Buyer Behavior Report, 2025

18%

of Google searches in a March 2025 study of 900 U.S. adults produced an AI summary

Source: Pew Research Center, 2025

0

extra requirements or special markup needed to appear in AI Overviews and AI Mode

Source: Google Search Central, 2025

Google's AI features rely on the same SEO basics and people-first content that make a page eligible as a supporting link.

What Google users did next, with and without an AI summary



Source: Pew Research Center, 2025 (share of visits to Google results pages)

Source: Pew Research Center, 2025

Clicks are scarcer once an AI summary appears, so the mention inside the answer matters more. We build for every AI assistant the same way: named experts, original data and plain facts a model can quote correctly.

Do this now

Ask two AI assistants to describe your company, your product and your best-known experts. Write down every wrong or missing fact, then use the checks that follow to fix the pages behind them.

1%

of visits to a Google results page with an AI summary led to a click on a link inside that summary.

Source: Pew Research Center, 2025. Browsing data from 900 U.S. adults, March 2025.

03

CHAPTER 3

Experience checks

Proof that your team has done the work you write about.

Weak proof next to strong proof

Ten experience checks

Five posts to fix first

Experience is proof that your team has done the work. These ten checks show buyers and raters that you ran the projects you write about.

Weak proof	Strong proof
• A case study that says you helped a fintech client grow fast. • Stock photos of a dashboard that looks like your product. • A quote signed only with a job title and a company type.	• A named or profiled client with the starting point and a dated result. • Captioned screenshots taken from the current version of your product. • A quote with a full name, a job title and a company.

- [ ] Each case study names the client, or gives a clear profile when the client is private, plus the starting point and a dated result.
- [ ] Product guides use real screenshots from the current version of your product, with captions that say what the reader is looking at.
- [ ] How-to posts include at least one step, error or workaround that only someone who did the task would know.
- [ ] You publish at least one piece of original data each year, such as a customer survey or anonymized product usage figures.
- [ ] Every original data page states the sample size, the date range and how you collected the data.
- [ ] Customer quotes carry a full name, a job title and a company, and you keep written permission on file.
- [ ] Comparison and review pages say how you tested each option and when you last tested it.
- [ ] Founders and practitioners write or contribute to the posts about the problems they handle every day.
- [ ] Demos and videos show your real product in use, with no stock footage standing in for it.
- [ ] Integration pages describe a real setup your team completed, with the steps and the time it took.

Start here

Pick the five posts that bring you the most search traffic. Add one first-hand detail to each, such as a screenshot, a result from a real project or a quote from the person who did the work.

04

CHAPTER 4

Expertise checks

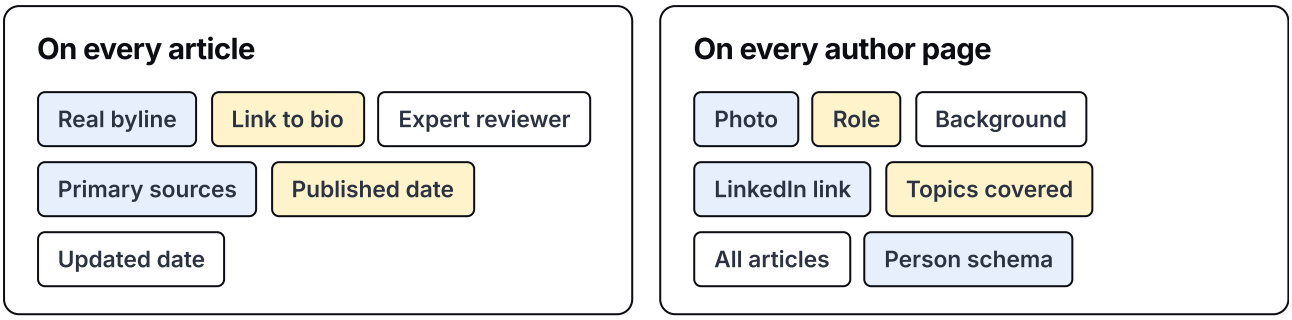
Make it easy to see who wrote each page and why that person knows the subject.

What every article and author page shows

Ten expertise checks

An author audit worksheet

Expertise is the knowledge behind a page. These ten checks make it easy to see who wrote each page and why that person knows the subject.



- [ ] Every article shows a byline with a real person's name instead of "Admin" or "Marketing Team".
- [ ] Each byline links to an author page with a photo, a role, a short background and links to LinkedIn or other profiles.
- [ ] Author pages list the topics the person covers and link to every article they wrote.
- [ ] Technical, legal, security and financial posts name an expert reviewer next to the author.
- [ ] Reviewer credentials are specific, such as "CISSP, leads our cloud security team", instead of a vague title.
- [ ] Every author photo, name and credential is real, with no AI-generated headshots or made-up profiles.
- [ ] Each post answers the follow-up questions a buyer would ask next, so the reader can act without another search.
- [ ] Recommendations explain the reason behind them and say when the advice does not apply.
- [ ] Claims of fact link to a primary source, such as the standard itself, the original study or the vendor's documentation.
- [ ] Person structured data on author pages matches the visible name, role and profile links.

Author audit

List every author account on your blog. Move posts from generic accounts to the real writer or reviewer, then write a bio page for each person on the list.

Author account	Posts	Real writer or reviewer	Reviewer needed	Bio page live
Marketing Team	34	Dana Lee, Head of Content	Yes, security posts	Yes

The first row is an example.

05

CHAPTER 5

Authority checks

Authority comes from what others publish about you.

- Ten authority checks
- A monthly, quarterly and yearly rhythm
- A worksheet for the ten sites your buyers trust

Authority comes from what others publish about you. These ten checks track the mentions, links and citations that mark you as a go-to source.

- [ ] You searched your brand name plus "reviews" this quarter, read the first two pages of results and noted anything that needs a reply.
- [ ] Your company has a current, complete profile on the review sites your buyers use, such as G2, Capterra or TrustRadius.
- [ ] A named person on your team replies to new reviews, including critical ones.
- [ ] Trade publications, podcasts or analysts have mentioned your company or your experts in the last 12 months.
- [ ] Other sites link to your original research, and you check those new links every month.
- [ ] Your experts publish under their own names on LinkedIn and in trade media, on the topics your site covers.
- [ ] Partner and integration directories list your company with a link back to your site.
- [ ] Every award, certification and analyst mention on your site links to the page of the body that granted it.
- [ ] Your brand facts match everywhere: company name, founding year, founders, headquarters and product names.
- [ ] Your LinkedIn and Crunchbase company pages are complete and match the facts on your About page.

Keep a steady rhythm

EVERY MONTH
Check new links to your original research and reply to new reviews on each review site.

EVERY QUARTER
Search your brand name plus "reviews", read two pages of results and update your review profiles.

EVERY YEAR
Publish one piece of original data, pitch it to trade media and check your brand facts on every profile.

The ten sites your buyers trust

Write down the ten sites your buyers trust most in your category. Check whether each one mentions you, and pick two to pitch with a data story this month.

#	Site	Mentions you	Pitch this month
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Data story to pitch this month

Owner and send date

06

CHAPTER 6

Trust checks

The pages and facts a careful buyer looks for before booking a call.

The two-click test

About and contact

Policies and security

Pricing and claims

Dates and updates

Trust sits at the center of E-E-A-T for Google's raters. These 14 checks cover the pages and facts a careful buyer looks for before booking a call.

Open your homepage in a private window → **Find** your legal name and address → **Find** your pricing or how you price → **Reach** a person by email or phone

ABOUT AND CONTACT

- [ ] Your About page names the founders and leadership team, with photos and links to their real profiles.
- [ ] Your footer lists your legal company name and a physical business address.
- [ ] A Contact page offers at least two ways to reach a person, such as email and a phone number.

POLICIES AND SECURITY

- [ ] Your privacy policy, terms of service and cookie policy are current and linked in the footer of every page.
- [ ] A security or trust page lists your certifications, such as SOC 2 or ISO 27001, and how buyers can request reports.
- [ ] Every page loads over HTTPS with no mixed-content or certificate warnings in the browser.
- [ ] Your data processing terms and subprocessor list are published or available on request.

PRICING AND CLAIMS

- [ ] Pricing is public, or your pricing page sets out how you price and what drives the final cost.
- [ ] Every number in your marketing, such as "40% faster onboarding", links to the study or customer behind it.
- [ ] Pages that compare you with other vendors are accurate, current and fair in tone.
- [ ] Testimonials and logos come from real customers who agreed in writing to appear.

DATES AND UPDATES

- [ ] Articles show both a published date and a last updated date near the top.
- [ ] You change the updated date only when the content changed in a real way.
- [ ] Outdated posts and product pages get updated, merged or removed on a set review schedule.

Start here

Open your homepage in a private window and try to find your address, your pricing and a way to reach a person. Fix anything that takes more than two clicks.

07

CHAPTER 7

Page-level checks for one article

Ten checks to run on one article before you publish or refresh it.

Ten page-level checks

An article review sheet to keep with the draft

Run these ten checks on one article before you publish or refresh it. Each takes a few minutes and covers the gaps a rater or buyer sees first.

- [ ] The title describes the content plainly and avoids exaggerated or shocking wording.
- [ ] The first screen answers the main question behind the search that brings people to the page.
- [ ] A named author, and a named reviewer where the topic needs one, appear near the top.
- [ ] A published date and a last updated date appear near the top of the page.
- [ ] The page holds at least one first-hand element, such as a screenshot, a project result or original data.
- [ ] Every statistic links to its source and names the publisher and the year.
- [ ] The page adds something the current top results lack, such as a worked example, a template or new data.
- [ ] If AI helped draft the page, a short note says how, and a named person checked every fact.
- [ ] The page has no spelling errors, broken links or outdated product names.
- [ ] The page ends with a next step that fits the reader's stage, such as a template, a demo or a related guide.

Article review sheet

Article title _____ Date checked _____

Author _____ Score out of 20 _____

Reviewer _____ Checks to fix before publishing _____

Print this page and run it on the next article in your publishing queue. Keep the marked copy with the draft so the editor can see what changed.

08

CHAPTER 8

Score your site

Turn the 54 checks into one number you can track every quarter.

The scoring table

Where the points sit

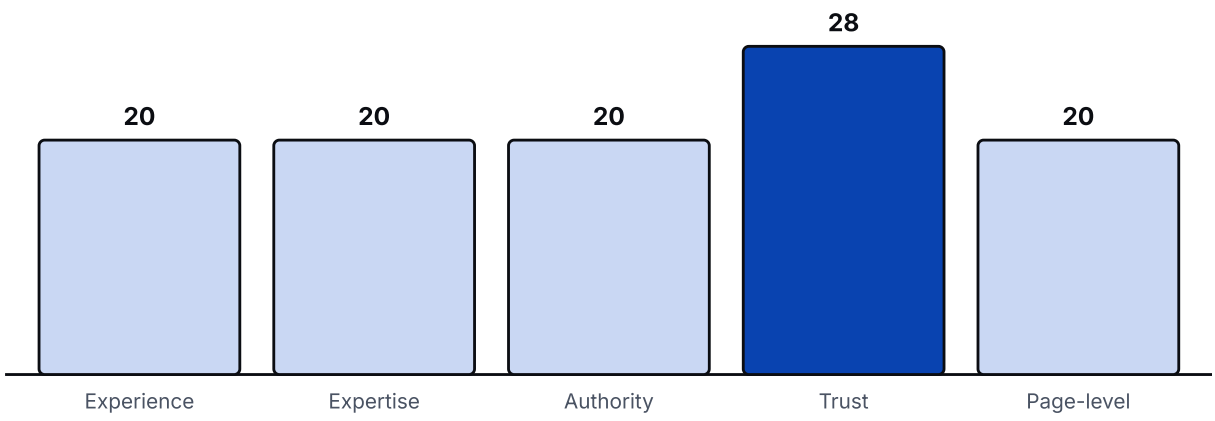
What your total means

How to score YMYL pages

Score each check 0, 1 or 2. Zero means missing, 1 means done on some pages and 2 means done on every page where it applies.

Group	Checks	Highest score	Your score
Experience	10	20	
Expertise	10	20	
Authority	10	20	
Trust	14	28	
Page-level, one article	10	20	
Total	**54**	**108**	

Highest score per group, out of 108 points



Source: Perceptric, E-E-A-T Checklist for B2B Websites, 2026

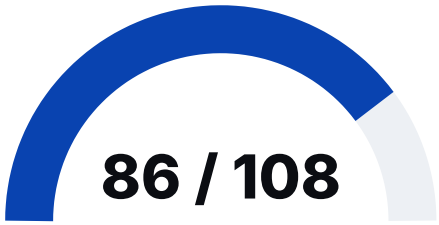
Read your total

Total score	What it means	What to do next
● **86 to 108**	A strong base with a few gaps	Fix the lowest group, then rescore every quarter.
● **54 to 85**	Real proof exists but is hard to find	Follow the 30-day plan in chapter 9 in order.
● **0 to 53**	Buyers and raters lack the basics	Spend the whole first month on the trust checks.

Weigh the Trust group above the rest. Any Trust check at zero goes to the top of your list, whatever your total says.

Score your YMYL pages separately if you sell finance, security, health or legal software. Those pages need a 2 on every Expertise and Trust check.

Where the strong band starts



> **Do this now**
>
> Fill in the table with one colleague from marketing and one from sales. Two people catch more gaps, and sales knows which proof buyers ask for.

09

CHAPTER 9

Your 30-day fix plan

Four weeks, one focus each, starting with trust.

- Which fixes to make first
- The week-by-week plan
- Who owns each week
- The day 31 rescore

This plan fixes the groups in order of impact, starting with trust. Each week has one focus and a clear finish line.

DAYS 1 TO 7: TRUST BASICS
Fix About, Contact and legal pages. Add published and updated dates. Link every marketing number to its source. Done when all 14 trust checks score at least 1.

DAYS 8 TO 14: AUTHORS
Assign real bylines. Write author pages. Add reviewers to YMYL posts. Match Person structured data to each bio. Done when every post has a real byline linked to a bio.

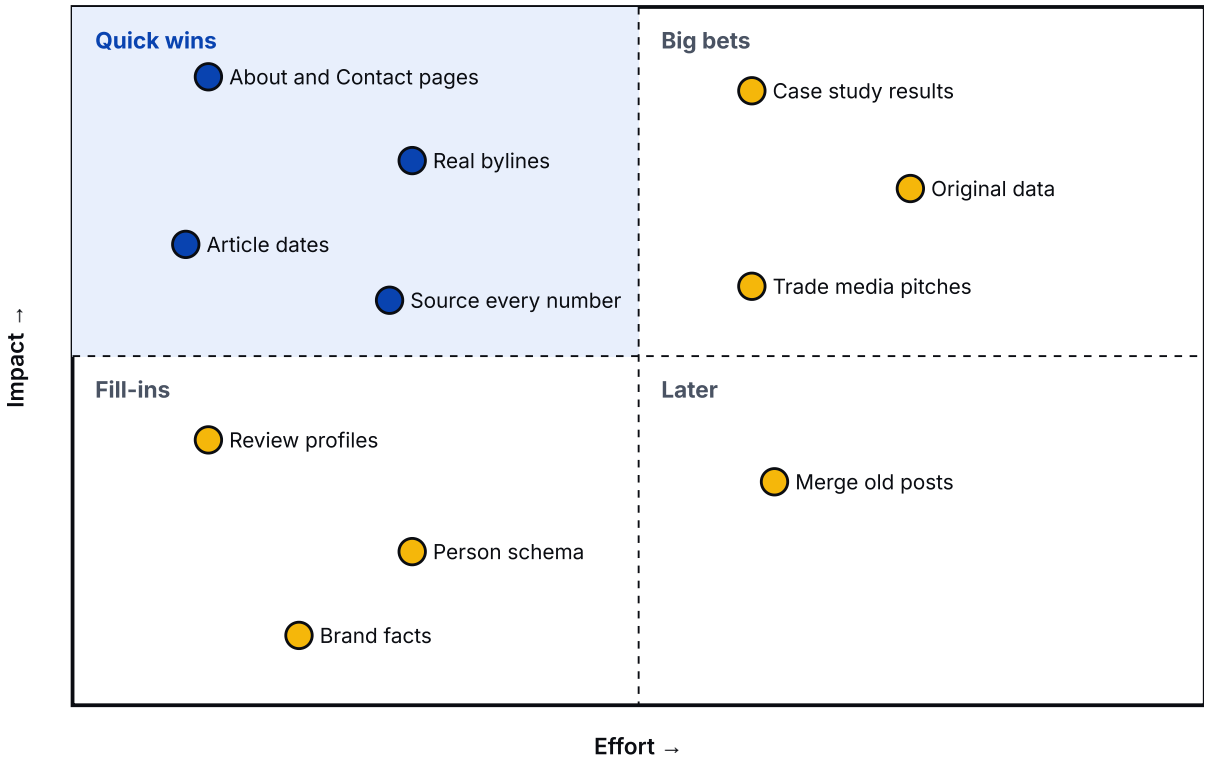
DAYS 15 TO 21: EXPERIENCE PROOF
Add screenshots, results or team quotes to your top ten pages. Add numbers and dates to three case studies. Done when each top page holds one first-hand element.

DAYS 22 TO 30: AUTHORITY
Update review site profiles. Align brand facts across profiles. Pitch one data story to two trade sites. Rescore. Done when a second score is on file next to the first.

Who owns each week

1. Give the trust week to one person in marketing ops, with sign-off from legal on policies and claims.
2. Give the authors week to your content lead, who books 20 minutes with each expert for their bio.
3. Give the experience week to the writers, paired with customer success for results and quotes.
4. Give the authority week to whoever owns PR or partnerships, with the content lead supplying the data story.

Where common fixes sit on effort and impact



Source: Perceptric framework

4
weeks, one focus each

4
owners, one per week

1
rescore on day 31, out of 108 points

Day 31

Put a 30-minute rescore on the calendar for day 31. Compare both scores, pick the next lowest group and repeat the plan for that group every quarter.

PERCEPTRIC

Want help fixing the gaps you found?

Perceptric is an SEO, GEO and content agency for B2B and SaaS companies. We build content engines that bring in sales-qualified leads from Google and AI answers.

We also built Arrowsterr to track how ChatGPT, Claude, Gemini and Perplexity describe your brand. On a call, we score your site against this checklist with you and map the fixes.

Book a call

SEO for B2B and SaaS

GEO for AI answers

Content that brings in sales-qualified leads

perceptric.com