MOSEBURY MEDIA

E-E-A-T for medical websites explained

Google holds health and legal content to a higher standard. This guide explains that standard and how to meet it.

What the letters mean

E-E-A-T stands for experience, expertise, authoritativeness and trust. Google's quality guidelines use these ideas to describe content that deserves to rank well.

Why health and law are treated differently

Google calls subjects that can affect a person's health, finances or safety Your Money or Your Life topics. Poor information in these areas can cause harm, so it looks harder for signs that content is reliable.

How to show it

- Name the author of each page and show their qualifications
- Link to the author's registration with their regulator
- Cite recognised sources such as NICE or legislation
- Show the date a page was written and last reviewed
- Make contact details and ownership of the site clear
- Collect genuine reviews on independent platforms

What to avoid

Avoid anonymous articles, unsupported claims and thin pages written only to capture a keyword. These weaken trust in the whole site.

Related pages

- Content and copywriting
- Search engine optimisation

Common questions

Is E-E-A-T a ranking factor?

It is a framework that describes what Google's systems try to reward. Clear authorship and reliable content support it.

Should a doctor write every page personally?

No. A writer can draft the content, but a named clinician should review and approve it, and the page should say so.

Checklist

- ☐ Each page names its author and their qualifications
- ☐ Authors link to their professional registration
- ☐ Pages cite recognised sources
- ☐ Pages show when they were last reviewed
- ☐ Our contact details and ownership are clear

Published by Mosebury Media on 27 November 2026 at https://moseburymedia.co.uk/insights/eeat-for-medical-websites.html. This guide is general information and is not legal or regulatory advice. Copyright © 2023 Mosebury Media. Contact: hello@moseburymedia.co.uk