E-E-A-T

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Experience, Expertise, Authoritativeness, and Trustworthiness, serve as Google’s quality criteria to assess the credibility and relevance of web pages and websites. It’s important to note here that it is not a ranking factor of Google’s search algorithm, but a component of Google’s Search Quality Rater Guidelines to assess the expertise of content.

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