

Google Page Quality (PQ) Rating Worksheet					
5 Highest	4 High	3 Medium	2 Low	1 Lowest	>>> Rating Factors
x					Page benefits the user very well
x					Expertise- very high, has formal expertise for medical, financial, legal info and advice
x					Authoritativeness- very high, government, university, major company, very high domain authority with many high quality incoming links
x					Trustworthiness- very high
x					large amount of high/highest quality content, requires high degree of time, effort, expertise, talent, skill, very accurate info, highly supported by consensus, functioning features, clearly written, comprehensive, easy to use content
x					descriptive and helpful title
x					clear website ownership and content creator info
x					customer service info for shopping and transactions
x					very positive reputation for website and content creator, prestigious awards, recommendations from subject matter experts, industry associations
x					EAT- highest, professional style, citations from trustworthy source, fact-checked, correct, edited, reviewed, updated on regular basis
	x				Page benefits the user well
	x				Expertise- high, has formal expertise for medical, financial, legal info and advice
	x				Authoritativeness- high, high domain authority with many high quality incoming links
	x				Trustworthiness- high
	x				adequate amount of high quality content, requires above average degree of time, effort, expertise, talent, skill, accurate info, supported by consensus, functioning features, clearly written, comprehensive, easy to use content
	x				descriptive and helpful title
	x				clear website ownership and content creator info
	x				customer service info for shopping and transactions
	x				positive reputation for website and content creator, no convincing negative reputation based on comments or complaints, not ratings
	x				EAT- high, high expertise in subject matter to be an authority and trustworthy
		x			Page benefits the user but not above or below average, nothing special
		x			Expertise- everyday knowledge, has formal expertise for medical, financial, legal info and advice
		x			Authoritativeness- average, average domain authority
		x			Trustworthiness- average
		x			adequate amount of average quality content, requires average degree of time, effort, expertise, talent, skill, accurate info, supported by consensus, functioning features, average writing, not comprehensive, average ease of use of content OR some high quality factors MIXED with mild low-quality factors, research with no sources cited, no author listed, no SC for additional info, lack of MC offset by author expertise, valuable MC mixed with distractions or hard to read
		x			descriptive and helpful title
		x			clear website ownership and content creator info
		x			customer service info for shopping and transactions
		x			positive reputation for website and content creator, no convincing negative reputation based on comments or complaints, not ratings
		x			EAT- everyday expertise in subject matter, average authority and trustworthiness
			x		Page does not benefit the user well
			x		Expertise- low, no formal expertise for medical, financial, legal info and advice
			x		Authoritativeness- low, low domain authority
			x		Trustworthiness- low
			x		inadequate amount or low quality content including user-generated content, requires below average degree of time, effort, expertise, talent, skill, incorrect/unhelpful/misleading info, a question without an answer, poorly written, not comprehensive, distractions or interruptions hinder ease of use, spelling/grammar errors, plagiarism, copied content
			x		incorrect, exaggerated, shocking or unhelpful title
			x		inadequate website ownership and content creator info
			x		inadequate customer service info for shopping and transactions, not using secure https connection
			x		mixed or mildly negative reputation for website or content creator, based on comments or complaints, not ratings
			x		EAT- low, inadequate expertise in subject matter to be an authority and trustworthy
					Note: If there are multiple low-quality factors, a rating below low-quality may be appropriate.
				x	Page makes no attempt to benefit the user, or deceives, causes or encourages hate, violence, mental, physical or emotional harm to users, or makes money or gains attention with no user benefit, impersonates another person or website
				x	Expertise- very low or none, no formal expertise for medical, financial, legal info and advice
				x	Authoritativeness- very low or none, very low domain authority
				x	Trustworthiness- very low or none, BBB F rating
				x	very little, very low quality or no content, requires very little or no degree of time, effort, expertise, talent, skill, incorrect/unhelpful/misleading info, contradicts expert consensus, unsubstantiated conspiracy theories, ads disguised as MC poorly written, gibberish, plagiarism, copied, auto-generated or spam content, scams, phishing, malware, neglected, abandoned, hacked, defaced, broken functionality, lack of purpose, tricks search engines, excessive keyword stuffing
				x	incorrect, exaggerated, shocking or unhelpful title
				x	inadequate or no website ownership or content creator info
				x	inadequate or no customer service info for shopping and transactions, not using secure https connection
				x	very negative or malicious reputation for website or content creator, based on comments or complaints, not ratings
				x	EAT- very low or none, very little or no expertise in subject matter to be an authority and trustworthy