



How to build an authoritative and trustworthy online presence.





Introduction.

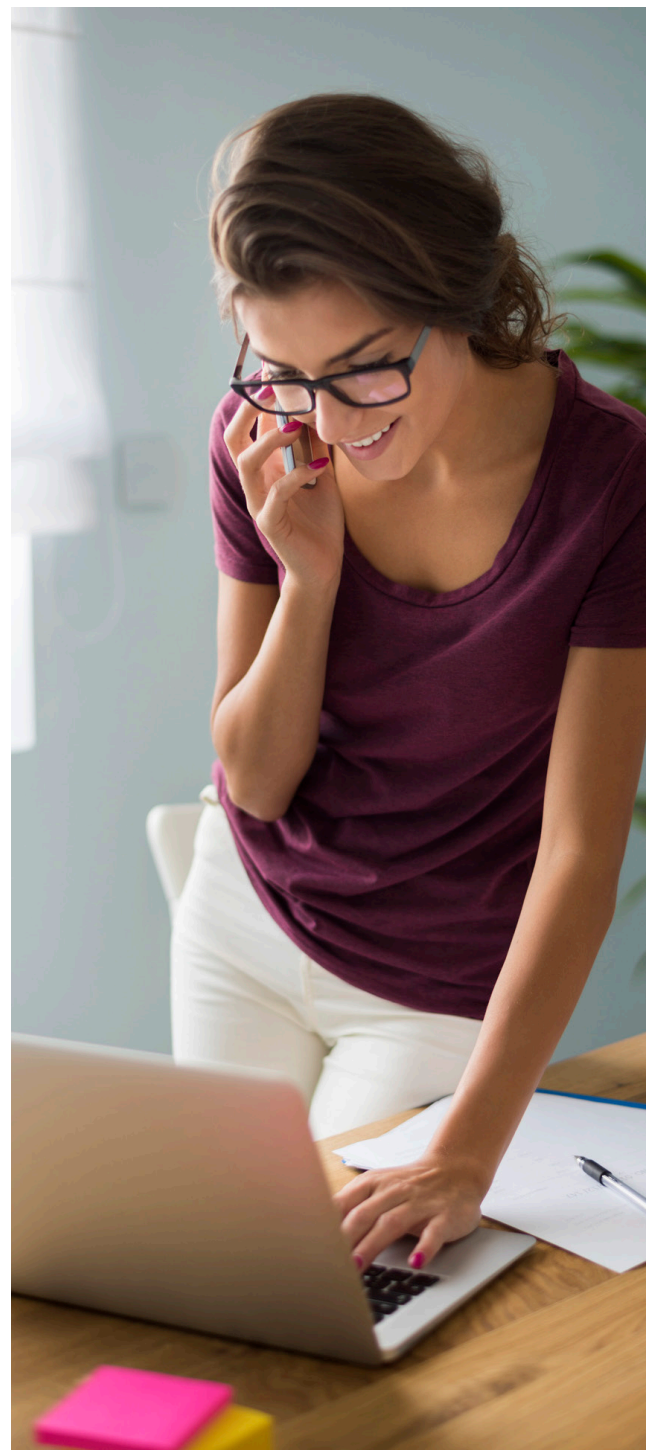
Most small business owners know that having an online presence is essential for attracting new customers.

In fact, almost all (80%) of local searches result in a conversion.

Online presence management helps people find your business before they are aware you exist and it helps them learn about your reputation. All of this plays a big part in a potential customer's purchasing decision.

But beyond simply being online, small businesses that really stand out from the pack understand the importance of building a presence that's authoritative and trustworthy. Why? Because these two factors go a long way in establishing credibility with both people and search engines.

In this eBook you'll learn more about why these elements are so critical and be provided with practical steps to build an authoritative and trustworthy online presence.





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Why do authoritativeness and trustworthiness matter?



The short answer is that authoritativeness and trustworthiness are the foundations of building a credible business.

Prove to potential customers that you're an expert in your field, and they're more likely to perceive your products or services as reliable and choose your business over competitors.

That said, in the realm of digital marketing, authoritativeness and trustworthiness are also closely linked to search engine optimisation (SEO). Google wants to rank web pages that deliver value to humans, so its algorithm is designed to evaluate the quality of the content on each web page based on several factors (which we'll cover in more detail below). The more authoritative and trustworthy a web page is deemed to be, the higher it is likely to rank in search engine results.

So, what makes web pages authoritative and trustworthy? As a general rule of thumb, quality web page content is:

- Relevant and helpful to the audience
- Accurate and truthful
- Published by an expert
- Recently posted or updated

Regularly creating content that ticks these boxes is a huge step in the right direction when it comes to building an authoritative and trustworthy online presence.

 **E-E-A-T: Experience, Expertise, Authoritativeness, Trustworthiness.**

Technical SEO is the process of optimising your website's structure and setup so that search engines can easily find, organise and display your web pages in search results. This process—known as crawling and indexing—ensures that your content is accessible and effectively ranked.

E-E-A-T is a framework within Google's algorithm that evaluates the quality and credibility of a web page's content. It focuses on:

- ✓ **Experience:** Does the content creator demonstrate first-hand knowledge or practical experience on the topic?
- ✓ **Expertise:** What level of specialised knowledge or skill does the content creator bring?
- ✓ **Authoritativeness:** How recognised and respected is the website or creator within their industry?
- ✓ **Trustworthiness:** Is the content reliable, accurate and secure?

In 2022, Google updated its guidelines to include 'Experience' as a key component, making it even more important for businesses to showcase firsthand knowledge in their content.



Why do authoritativeness and trustworthiness matter?



Although Google hasn't shared the exact formula, several potential factors play a role in assessing E-E-A-T:

- The number and quality of backlinks to the page
- How long the website has consistently published content on the topic
- The relevance of the web page's content to the overall focus of the website or business
- The degree to which the content satisfies user intent—whether it effectively answers questions or provides valuable information
- User engagement metrics, such as how much time users spend on the page
- External signals from profiles on sites like Yellow Pages Online and Google Business Profile that add context about the brand.

E-E-A-T is one of many guidelines Google uses to determine whether content is valuable to readers and should rank well in search results. When creating or updating your website's content, keep these factors in mind—they directly impact your online presence and search performance.



MYL: Your Money or Your Life.

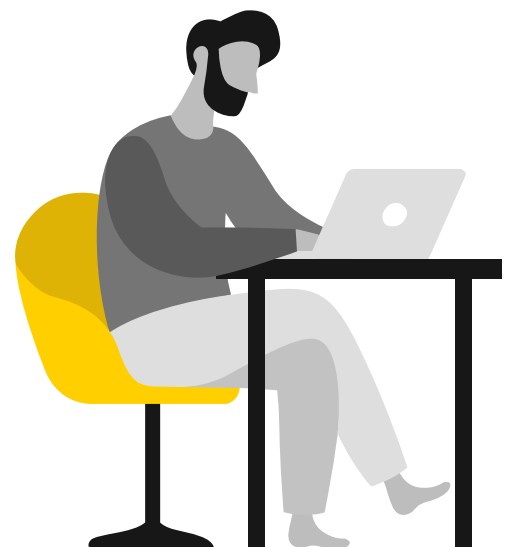
In the eyes of Google, Your Money or Your Life (YMYL) are websites and businesses that can influence people's happiness, health, safety or financial stability. This includes businesses such as:

- Doctors, dentists and other medical practitioners
- Accountants and financial advisers
- Lawyers
- Real estate agents
- Beauty salons

Basically, if your business deals with anything that could significantly impact someone's life or wallet, you can consider it to be a YMYL business.

Google pays extra attention to the E-E-A-T score of YMYL websites, so it's important to be especially aware of the experience, expertise, authoritativeness and trustworthiness of your content if your business falls into this category.

Make sure your website content is as accurate, truthful and transparent as possible – otherwise it could harm your rankings and your online presence.





How to improve your authoritativeness and trustworthiness.



Now that you know more about how Google views authoritativeness and trustworthiness, what can you do to improve these factors?

The following tips are a useful starting point for developing a rock solid online presence.



Audit your website pages.

First things first: take a look at all the existing pages on your website to check that they are accurate, up-to-date and providing value to website visitors. For each page, consider:

- Is the purpose of the page clear?
- Is it truthful and factual?
- Could it be perceived as misleading?
- Does it fulfill the visitor's search intent?
- Does it contain duplicate content?

The overarching goal is for every page to be helpful and informative in some way. Even for landing pages where the purpose is to sell something, your product or service information should be clear and your business contact information should be easy to find (providing value).



Tell website visitors who you are.

Both Google and humans want to know who is creating content and whether that person is a valid source of expertise.

With this in mind, if you don't already have an 'About Us' page that outlines who your team is, now is the time to create one.

Highlight your team's expertise in the industry and any areas of specialist knowledge. For example, an accounting practice might have some team members who are dedicated to taxation and compliance, while others might specialise in business advisory services.

It's also a good idea to create author bios for your blog posts, so people (and Google) know who the information is coming from.

Remember, the most trustworthy and authoritative content is created by people who know their stuff, so lean on your team's expertise and stick to topics that you know inside and out.



Encourage customers to leave reviews.

Reviews are essential if you want to build trust with customers online, and they also play an important role in how well your web pages rank. In fact according to [this study](#), 93% of consumers say online reviews affect their buying decisions

There are some simple ways you can proactively reach out and increase your reviews.



How to improve your authoritativeness and trustworthiness.



Create a short, shareable URL.

Whether you want customers to review you on Google, Yellow Pages Online or anywhere else, make it as easy as possible for them to take the next step by creating a URL that links directly to your review page.



Tap into your social following.

Build your online reputation by encouraging customers to leave a review on social media. Keep the message clear and simple – something like: 'How did we go? By leaving us a review, we get to know what's working and where we can evolve to keep delivering you the very best service. Let us know what you think: [LINK TO REVIEW PAGE]'.



Include a call-to-action in your emails.

Whether you send customer emails manually or by using marketing automation technology, don't forget to follow up after a transaction to ask for a review.



Offer an incentive.

Think about how you can 'sweeten the deal' to make leaving a review more enticing. This could be offering a discount on a future purchase or a small reward to say thanks for the customer's time.



Refresh content regularly.

According to estimates from Statista, throughout 2024, approximately 402.74 million terabytes of data are generated daily. This means online content becomes outdated fast.

Google wants to see content that's fresh and timely and even evergreen content (content that stays relevant indefinitely) needs to be updated regularly to see maximum SEO benefit.

All your website content (and your online presence) will benefit from being reviewed and refreshed often. This includes your:

- Homepage
- About page
- Product or service
- Landing pages
- Blogs

How often you should do this depends on the type of content and how often you can manage it. Core website pages, such as your homepage, should generally be updated every six months or so, while other pages such as blogs and landing pages should be reviewed every few months to make sure they're relevant and accurate.



Build a social following.

Having an engaged social following goes hand-in-hand with building a good online reputation. As a small business, you don't have to have millions of followers or be active on every social media platform.

Instead, focus on nurturing a community on the social platforms that are relevant to your audience, fuelled by great content, the right targeting and paid advertising support if you need it.



Wrapping up.



Finding your business online is the first step that the vast majority of people will take on their journey to becoming a customer.

So, the more you do to establish an authoritative and trustworthy online presence, the more benefits you stand to reap.

A big part of building your reputation online comes down to listing your business where people are looking and encouraging positive engagement with your brand online. The team at Yellow Pages provides expert digital marketing advice and products that boost your business' online presence.

From an online listing to digital display or social media ads, we'll tailor a digital marketing solution that's right for your business. [Find out more.](#)

