

SEO & AI

What is Google's EEAT?



Aleah Kamerman

Marketing Data and Analytics

marketermilk

8 SEO trends for 2026

Here are the SEO trends I'm seeing in 2026:

1. [EEAT becomes most important ranking factor](#)
2. [The rise of branded search tactics](#)
3. [Clickbait title tags with pronouns](#)
4. [The rise of YouTube for traditional SEO](#)
5. [People see through the facade of AI search](#)
6. [The rise of black hat LLM SEO tactics](#)
7. [Human content outranks AI generated content](#)
8. [AI SEO companies struggle to re-sign contracts](#)

Let me explain the rational behind each one.

1. EEAT becomes most important ranking factor

 Spin Sucks[Get PESO Certified](#)

How AI Search Is Changing the PR Game

Communication | January 14, 2025

by [Gini Dietrich](#)

SEO

Search Engine
Optimization

background

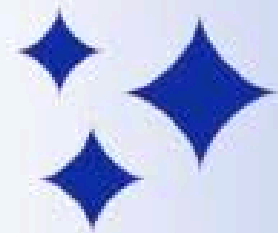


SEO

Search Engine Optimization

background

SEARCH



AI OVERVIEW

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vehicula massa quis cursus rhoncus. Sed augue elit, aliquet a felis vel, consequat cursus eros. Mauris posuere vulputate augue, et facilisis quam pharetra eu. Nulla id pharetra purus, gravida feugiat ipsum. Nunc commodo, nisl non consectetur aliquet, est tellus vulputate massa, at posuere velit augue nec eros. Morbi facilisis a diam eu iaculis. Etiam porttitor maximus elit sed imperdiet.

What is *EEAT*

E

Experience

Does your content show that you have first-hand experience with the topic discussed?

**E**

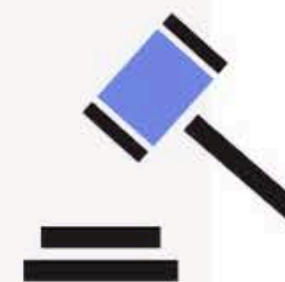
Expertise

How much industry knowledge and experience do you and other authors have on the topic?

**A**

Authoritativeness

Do industry experts, influencers, and other leading brands see your website as a go-to source for reliable information or link to your content as proof?

**T**

Trustworthiness

How transparent and accurate is the information you give, and how well do you protect user data?



What is EEAT

Experience, Expertise, Authoritativeness, and Trustworthiness.

2014: E-A-T introduced
Expertise, Authoritativeness, Trustworthiness

Your Money or Your Life (YMYL) topics (content that can impact a person's health, finances, or well-being).



Dec. 2022: E-E-A-T

“Experience” added as criteria, to help bolster first-hand knowledge/experiences

EEAT = Social proof

Build your brand's social proof.

- Go on podcasts
- Do interviews
- Build your reviews on third-party websites
- Grow your mentions:
 - Positive mentions on social media
 - Other sites using your case studies

Smaller blogs written by people with real lived experience >>> faceless corporate blogs.

marketermilk

8 SEO trends for 2026

Here are the SEO trends I'm seeing in 2026:

1. EEAT becomes most important ranking factor
2. The rise of branded search tactics
3. Clickbait title tags with pronouns
4. The rise of YouTube for traditional SEO
5. People see through the facade of AI search
6. The rise of black hat LLM SEO tactics
7. Human content outranks AI generated content
8. AI SEO companies struggle to re-sign contracts

Let me explain the rational behind each one.

1. EEAT becomes most important ranking factor

EEAT = Social proof

Build your brand's social proof.

- Go on podcasts
- Do interviews
- Build your reviews on third-party websites
- Grow your mentions:
 - Positive mentions on social media
 - Other sites using your case studies

Smaller blogs written by people with real lived experience >>> faceless corporate blogs.



“The emphasis on expertise and experience means that genuine thought leadership and authentic storytelling will matter more than ever.

Smaller blogs written by people with real lived experience >>> faceless corporate blogs.



EEAT = Social proof

Build your brand's social proof.

- Go on podcasts = aka earned media
- Do interviews
- Build your reviews on third-party websites
- Grow your mentions:
 - Positive mentions on social media
 - Other sites using your case studies

Smaller blogs written by people with real lived experience >>> faceless corporate blogs.



Think carefully about your media list.

“Generative AI search looks for content that answers complex questions and provides nuanced information.

Answer questions from your audience.



Recap

Build your brand's social proof.

Think carefully about your media list.

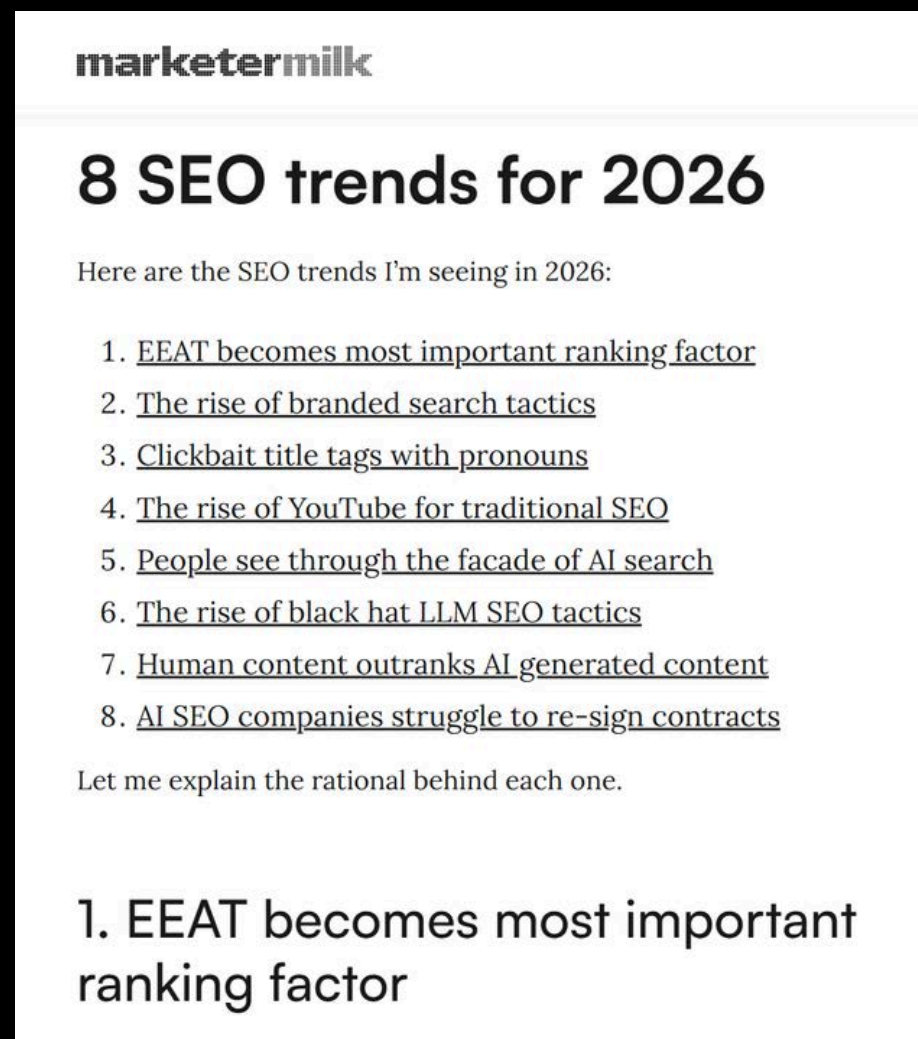
Content should answer questions from your audience.

Acronyms to learn:

SEO = Search Engine Optimization

YMYL = Your Money or Your Life

EEAT = Experience, Expertise, Authoritativeness, and Trustworthiness



marketermilk

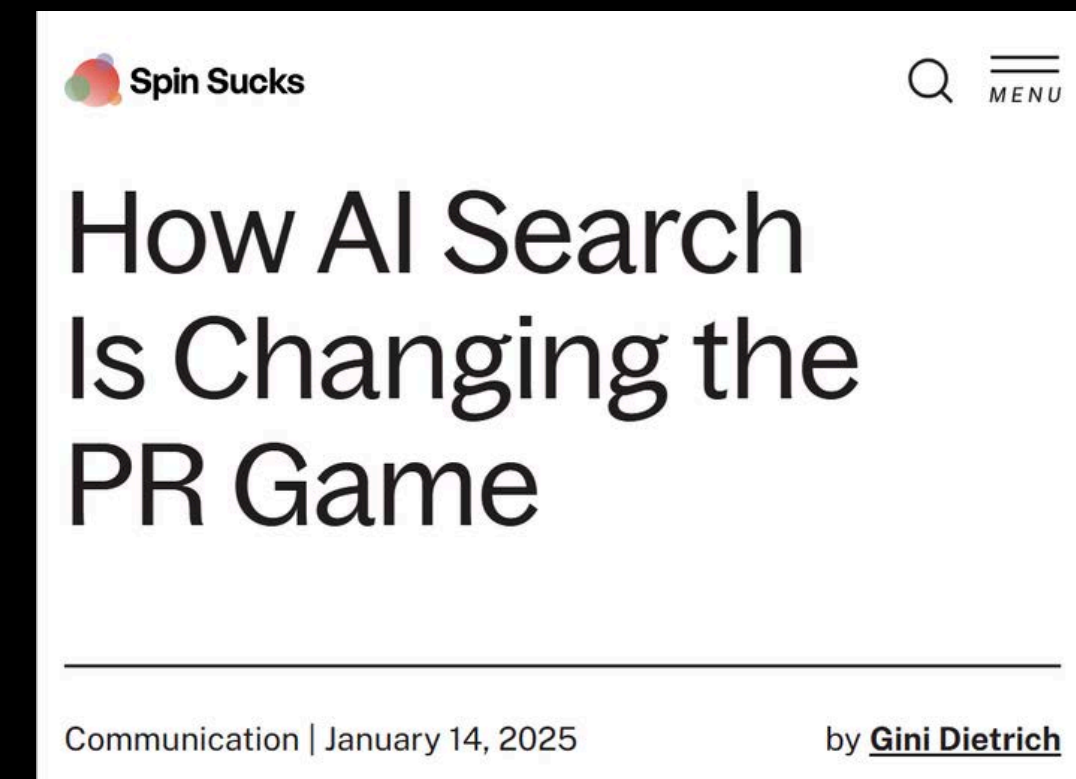
8 SEO trends for 2026

Here are the SEO trends I'm seeing in 2026:

1. [EEAT becomes most important ranking factor](#)
2. [The rise of branded search tactics](#)
3. [Clickbait title tags with pronouns](#)
4. [The rise of YouTube for traditional SEO](#)
5. [People see through the facade of AI search](#)
6. [The rise of black hat LLM SEO tactics](#)
7. [Human content outranks AI generated content](#)
8. [AI SEO companies struggle to re-sign contracts](#)

Let me explain the rationale behind each one.

1. EEAT becomes most important ranking factor



Spin Sucks

How AI Search Is Changing the PR Game

Communication | January 14, 2025

by [Gini Dietrich](#)

Discussion Questions

1

Manufacturing "Experience": With "Experience" now a key part of Google's quality assessment, how can PR teams better showcase the first-hand, real-world knowledge of the people/organizations they are writing for?

2

Faceless Corporations vs. Personable Individuals: How do you think we should create content if we find ourselves working at "faceless corporations"? Would you advocate to make things more personable, or does that damage the tone of a brand?

3

The Prestige vs. Reach Debate: If a client's "dream placement" (like The New York Times) opts out of AI search summaries to protect their content, does that placement lose its value? How would you explain this trade-off to a CEO who only cares about the name of the publication?

The
End



Thank you