



---

## The 5-Step E-E-A-T Action Checklist

Here is the downloadable asset you requested to pair with the article.

PDF Title: The 5-Day E-E-A-T Sprint: Boost Your Google Trust Score in 1 Week

Format: One-page interactive PDF Checklist

### Day 1: The "Human" Audit

- ☐ **Action:** Go to your "About Us" page.
- ☐ **Task:** Add physical office address, a working phone number, and links to active social media profiles.
- ☐ **Why:** Google checks for "real business" signals to filter out spam sites.

### Day 2: The "Expert" Upgrade

- ☐ **Action:** Review your top 5 blog posts.
- ☐ **Task:** Add an "Author Box" to every post. Include a headshot, a 2-sentence bio, and a link to the author's LinkedIn profile.
- ☐ **Why:** "Faceless" content is being de-ranked by the Helpful Content System.

### Day 3: The "Experience" Injection

- ☐ **Action:** Edit your top 3 traffic-driving pages.
- ☐ **Task:** Add one specific personal anecdote or data point (e.g., "*When we tested this with Client X...*").
- ☐ **Why:** This satisfies the new "E" (Experience) in E-E-A-T that AI cannot fake.

### Day 4: The "Safety" Shield

- ☐ **Action:** Check your footer.
- ☐ **Task:** Ensure you have clear links to "Privacy Policy," "Terms of Service," and "Editorial Policy."
- ☐ **Why:** These are foundational trust signals for YMYL (Your Money Your Life) websites.

### Day 5: The "Authority" Signal

- ☐ **Action:** Find one unlinked mention.
- ☐ **Task:** Search your brand name on Google. Find a site that mentioned you but didn't link. Email them and ask for the credit.
- ☐ **Why:** This is the easiest way to build off-page authority.