

Google QUALITY CHECKLIST

- ❑ Would you recognize this site as an authoritative source when mentioned by name?
- ❑ Would you trust the information presented in this article?
- ❑ Is this article written by an expert or enthusiast who knows the topic well?
- ❑ Does the site have duplicate or redundant articles on the same or similar topics?
- ❑ Does the article provide original content or information, original reporting, original research or analysis?
- ❑ Does the page provide substantial value when compared to other pages in search results?
- ❑ Does the article describe both sides of a story?
- ❑ Is the site a recognized authority on its topic?
- ❑ Is the content mass-produced by, or outsourced to, a large number of creators?
- ❑ Was the article edited well, or does it appear sloppy or hastily produced?
- ❑ Does this article have spelling, stylistic, or factual errors?
- ❑ Does this article contain insightful analysis or interesting information that is beyond obvious?
- ❑ Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- ❑ Would you expect to see this article in a printed magazine, encyclopedia or book?
- ❑ Are the articles short, unsubstantial, or otherwise lacking in helpful specifics?
- ❑ Are the pages produced with great care and attention to detail vs. less attention to detail?