

The background is a light grey, textured paper-like surface. It is decorated with various watercolor-style illustrations in shades of orange, red, blue, and yellow. These include abstract shapes, a handprint, a spiral, and a star-like shape.

WHAT IS QUALITY CONTENT?

THE TRIALS & TRIBULATIONS OF SEO



qual·i·ty

/ˈkwælədē/

GOOGLE'S DEFINITION

noun

1. the standard of something as measured against other things of a similar kind; the degree of excellence of something.

"an improvement in product quality"

Similar:

standard

grade

class

classification

caliber

status

condition



Quality content is “helpful, relevant, and reliable.”

-GOOGLE, OUR OVERLORD

BREAKING IT DOWN



HELPFUL = SUFFICIENTLY ANSWERS QUESTIONS
POSED IN THE CONTENT OR COVERS THE TOPIC
CLEARLY



RELEVANT = RELATED TO THE USER'S SEARCH
QUERY AND NOT OUTDATED



RELIABLE = FROM A TRUSTED SOURCE

WHO DETERMINES QUALITY?

Google has what's called "Search Quality Raters." We don't necessarily *know* who they are, but we do know that they are located in places around the world. Their job is to perform various sample searches, collect data on the type of content that comes up, and rate the quality of the results based on the key factors mentioned earlier.



Link alert:

<https://static.googleusercontent.com/media/guidelines.raterhub.com/en//searchqualityevaluatorguidelines.pdf>



Not this person.

QUALITY CONTENT & AI: LET'S TALK ABOUT IT

Use Cases



Emails

Light editing or help with rewording

Starting point for understanding a topic

Content outlines

When Not to Use

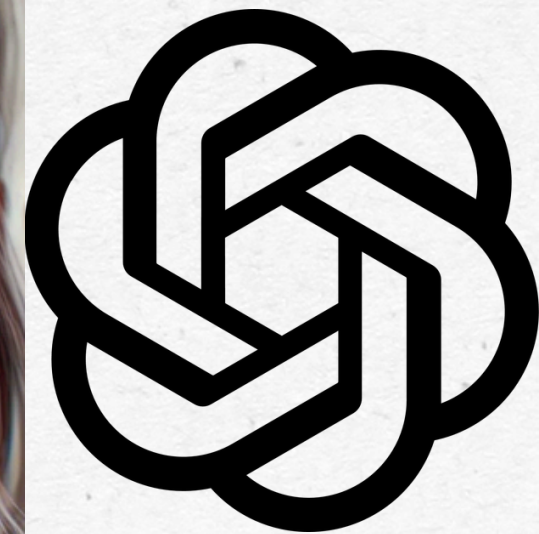


Thought leadership content

Anything that requires human emotion (maybe don't write an obituary with it)

YMYL content (without client input)

Highly technical content (without client input)



QUESTIONS TO ASK BEFORE YOU USE AI

1. Do they have a small budget?
2. How involved is the client? Are they willing to provide input for the content?
If not, do you have another subject matter expert you could consult?
3. How much do you know about this topic? Could you catch inaccuracies?
4. How angry would the client get if they found out this content was written using AI tools?
5. How complicated is the topic?
6. What are the implications of inaccuracies in that specific type of content?
7. Is the human experience or human emotion a huge component of the content?

ENSURING QUALITY: HOW TO BE PROACTIVE

- Find experienced freelancers who are interested in the content topics for your clients. Industry experience isn't always necessary—sometimes an interest and willingness to research is enough, although having a general understanding of the topic/concept is also important.
- Get information from experts, whether it's the client or another subject matter expert. ChatGPT can be a starting point for research, but it should never be the endpoint.
- Review the content for potential inaccuracies and overall usefulness/relevancy.
- Audit existing content—look for new opportunities and avoid potential duplication.
- Determine if the client even needs content—quantity doesn't outweigh quality.

HOW I DETERMINE QUALITY

Pre-Creation

- How thoroughly is the topic covered in search?
- If it's been covered quite a bit, how could we improve it or make it unique?
- Is the topic already covered on the client's website somewhere?

Post-Creation

- Does the content accurately answer the user's question?
- Is the content straightforward?
- Does the flow of the content make sense to the reader? Is the heading structure logical?
- Are there any repetitive sections?
- Do the main heading and subheadings meet reader expectations? Are they too vague?
- If I stumbled upon this content during a search, would I feel satisfied?

ANALYZING QUALITY OVER TIME

KPIs

- Clicks and impressions
- Engagement time
- Organic traffic
- Ranked keywords
- Monthly views
- No. of backlinks & backlink quality

Content Usefulness

- Similar questions in the last slide

Overall Relevancy



KEY TAKEAWAYS

- ✦ Content creation isn't easy. Marketers need to know this and so do clients.
- ✦ Google still has a lot of work to do.
- ✦ Focusing on quality over quantity will be important for the long-term.
- ✦ Rely on experts. AI hallucinations still happen.
- ✦ Pay attention to helpfulness and usefulness.
- ✦ Never take the “nobody reads anymore, whatever we publish won't matter” mindset.



(Google to Us)

Good Luck, Babe!

