

EEAT Analysis <https://marketingwithdave.com/five-awareness-stages-marketing/>

Score EEAT global

64.2%



Average EEAT score. Several areas need improvement.

The main area for improvement is Authoritativeness.

Experience



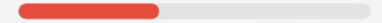
70%

Expertise



64%

Authoritativeness



40%

Trustworthiness



90%

Experience (E)

The experience assesses whether the page reflects a real, personal experience: publication dates, first-person accounts, original images, and recent content.

Score

70%



Analysis results

Details

Publication/Update Dates	Structured dates have been detected (the tag, the datetime attribute, or Open Graph metadata).
First-person narration	No first-person expressions in the main body. Sharing a personal experience enhances credibility.
Images with alt text	1 image(s) with descriptive alt text in the main content.
Content updates (from the past year)	The current year (2026) is mentioned in the content: very up-to-date content.
Author identified	Author identified (davenelsonutah@gmail.com, source: meta-author).

Expertise (E)

The assessment evaluates the depth of the content: coverage of the topic, heading hierarchy, the author’s credibility, and the presence of supporting evidence (sources, discourse markers, media).

Score

64%



Analysis results

Details

Semantic coverage of the topic (five awareness stages)	Good semantic score (67/100): The content covers the main topic well.
H2/H3 heading structure	Rich structure: 9 H2 and 9 H3. Well-organized content hierarchy.
The author's expertise	Author name detected (davenelsonutah@gmail.com), but no structured data or link to an author profile.
Weight of evidence	Evidence detected: 13 external source(s) cited — 5 array(s).

Authority (A)

The algorithm assesses the page's external credibility: links to authoritative sources, direct quotes, and the inclusion of statistics, studies, and citations from experts.

Score

40%



Analysis results

Details

Outbound links to external sources

13 outbound links to external sources: a very strong signal of authority.

Direct quotes (blockquotes, quotation marks)

No direct quotes were found. The use of quotes (blockquotes, quotation marks) is a strong indicator of authority.

Credible sources (statistics, studies, experts)

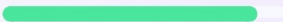
No credible references found (statistics, studies, expert opinions).

Trustworthiness (T)

Reliability assesses indicators of trust and security:
HTTPS protocol, presence of required legal pages, text readability, and absence of keyword stuffing.

Score

90%



Analysis results

Details

HTTPS Protocol	The site uses the HTTPS protocol: an essential sign of trust.
Legal Pages (Privacy Policy, Legal Notice, Contact)	2 out of 3 types of legal pages detected.
Text readability (sentence length)	Ideal sentence length (16.0 words/sentence): moderate complexity, optimal readability.
No keyword stuffing	No signs of keyword stuffing (maximum density: 0.0 %).