



E-E-A-T

# CheckList



## For Plumbers



# E-E-A-T Checklist for Plumbers

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## Experience

### 1. Showcase Recent Jobs:

- Display a portfolio or gallery of recent plumbing projects with descriptions and photos.
- Include customer testimonials and feedback from these jobs.

### 2. Unique Photos:

- Use original images of your team at work, project pictures, and other unique shots.
- Avoid using stock photos whenever possible to maintain authenticity.

### 3. Detailed Case Studies:

- Provide case studies of projects, explaining the problem, solution, and results.
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## Expertise

### 1. Credentials and Certifications:

- Clearly display relevant certifications, licenses, and professional memberships.
- Include the plumbing license number on the website.

### 2. Educational Content:

- Create content demonstrating in-depth plumbing knowledge.
- Include FAQ sections on your service and city pages.

### 3. Team Bios:

- Include detailed team members' bios, highlighting their experience and training.
  - Mention any specialized training or courses completed.
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## Authoritativeness

### 1. Awards and Badges:

- Display awards, badges, or recognitions from industry organizations or local groups.
- Highlight any partnerships with reputable industry brands or associations.

### 2. Media Mentions:

- Showcase mentions in local or industry media, including articles and interviews.
- Include links to these mentions to verify authenticity.

### 3. Client Testimonials and Reviews:

- Feature detailed client testimonials and reviews on your website.
  - Encourage satisfied customers to leave reviews on third-party platforms like Google.
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## Trustworthiness

### 1. Clear Contact Information:

- Ensure contact information is easily accessible on every page, including phone number, email, and physical address.
- Include a contact form for easy communication.

### 2. Secure Website:

- Ensure your website uses HTTPS to secure user data.
- Implement secure online payment options if applicable.

### 3. Transparent Policies:

- Provide clear information about your services, pricing, guarantees, or warranties.
- Include a privacy policy and terms of service.

#### 4. Schema Markup

- Use schema markup to help search engines understand your content better.
- Include local business schema, review schema, and service schema as applicable.

#### 5. Conflict of Interest Disclosure:

- Be transparent about potential conflicts of interest, such as partnerships with specific product brands.
- Ensure reviews and recommendations are genuine and not influenced by sponsorships.

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By following this checklist, plumbers can ensure their website demonstrates strong E-E-A-T principles, aligns with Google's standards, and potentially improves search rankings.