



W POSZUKIWANIU AUTORYTETU

EEAT I TOPIC(AL) AUTHORITY

AUTHORITY

TOPIC AUTHORITY

TOPICAL AUTHORITY

WEBSITE AUTHORITY

DOMAIN AUTHORITY



EEAT

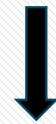
AUTHORITY

TOPIC AUTHORITY

TOPICAL AUTHORITY

WEBSITE AUTHORITY

DOMAIN AUTHORITY



EEAT



**CZY AUTHORITY JEST
SYGNAŁEM RANKINGOWYM?**

The background features a complex pattern of green lines and numbers. On the left, a vertical line is marked with values 144.0, 127.0, 87.0, 66.0, 54.0, 42.0, and 30.0. To the right, a grid of squares contains various symbols, including a circle with a cross and a circle with a dot. The overall aesthetic is technical and data-oriented.



Google SearchLiaison 🟡 @searchliaison · 5 lut



Honestly, I'm at a loss sometimes what else to say. We get asked things like:

Is EEAT a ranking signal?

And say "No, EEAT is not a ranking signal"

And people go "Well, what does ranking really mean. Maybe it's signals?
They didn't say it's not signals!"

So do we have a signal...

[Pokaż więcej](#)



17



18



33



22 tys.





Google SearchLiaison 

@searchliaison



It's not a ranking factor. It's not a thing that's going to factor into other factors. Having an expert write things doesn't magically make you rank better, because 1) anyone could self declare someone to be an expert, and that means nothing and 2) we don't somehow try to check and say "yes, that's an expert." What would be a good thing is having an expert write content that people like and appreciate, because the expertise they have is self-apparent. And if people like your content, you're naturally lining up with completely different actual signals we use to reward people-first satisfying content.

[Przetłumacz wpis](#)

6:32 PM · 7 lut 2024 · 16,3 tys. Wyświetlenia







HUMAN-IN-THE-LOOP

MACHINE LEARNING FEEDBACK LOOP



Link Building HQ @Linkbuildinghq · 8 g.



Hi Cyrus!

EEAT is a crucial part of QRGs and helps quality raters evaluate the performance of ranking systems. But how does Google measure EEAT algorithmically and precisely what relevant signals does it look out for?



1



49



Cyrus SEO @CyrusShepard · 3 g.



I don't know specifics, of course, but Google says they use Quality Rater data to train their deep learning algorithms

If you feed your deep learning systems 1000s of search results that have been graded on E-E-A-T by Quality Raters, the algo can learn to mimic those results



34





PROTOCZYNNIK



NEEDS MET



NEEDS MET

PAGE QUALITY



PAGE QUALITY



Vlad Susanu @vladisusanu · 4 g.



On average, how much time does a QR spend on a page/site?



Cyrus SEO @CyrusShepard · 2 g.



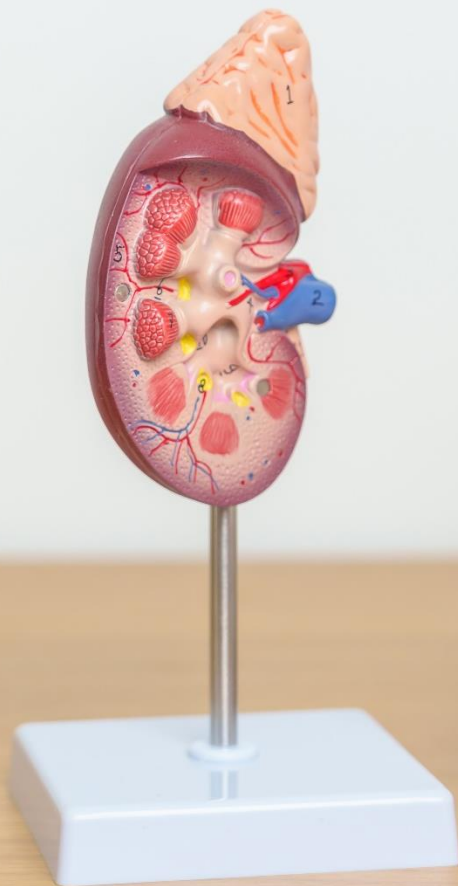
Varies depending on complexity. I've spent up to 10 —15 minutes on some



NEEDS MET

YMYL

**YOUR MONEY
YOUR LIFE**



YMYL KIEDYŚ

- Instytucje finansowe
- Medycyna i zdrowie
- Bezpieczeństwo
- Sklepy internetowe
- Artykuły o nauce, technice, wydarzeniach międzynarodowych, ludziach, biznesie
- Fundacje i stowarzyszenia

YMYL DZIŚ

- Zdrowie fizyczne i psychiczne
- Bezpieczeństwo (także on-line)
- Stabilność finansowa
- Wpływ na społeczeństwo



Darth Autocrat (Lyndon NA) @darth_na · 5 g. ...

Now that you've been one,
and done the work,
do you think/feel that G treats certain topics
and/or
certain "views"
differently to others?



2



5



712



Cyrus SEO @CyrusShepard · 4 g. ...

I definitely feel that YMYL applies to far fewer sites than before I started, but
that to those sites, it's a really big deal.



1



13

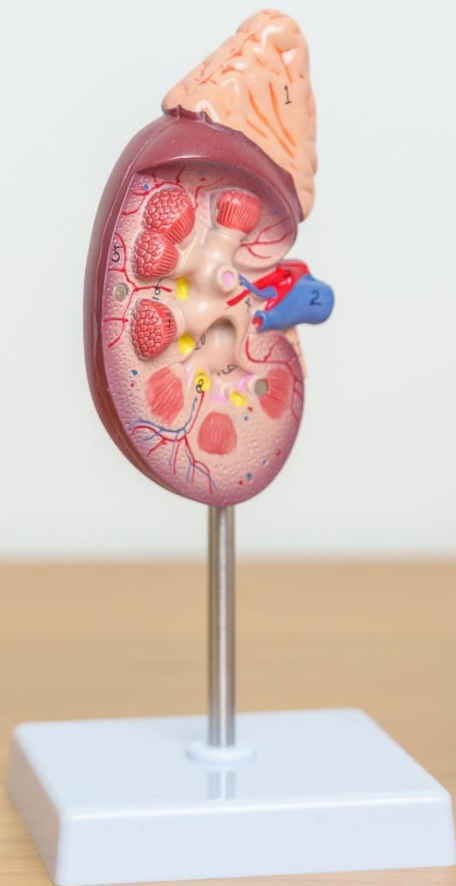


456



YMYL

**YOUR MONEY
YOUR LIFE**



CO SPRAWDZAJĄ TESTERZY NA STRONIE?

- Główną (i dodatkową treść)
- Zgodność z prawem
- Poprawność merytoryczną, zgodność z nauką
- Twórców strony i treści
- Treści AI
- Reklamy

CO SPRAWDZAJĄ TESTERZY POZA STRONĄ?

- Reputację (opinie)
- Oryginalność

POZIOMY

POZIOMY

- Lowest

POZIOMY

- Lowest
- Low

POZIOMY

- Lowest
- Low
- Medium

POZIOMY

- Lowest
- Low
- Medium
- High

POZIOMY

- Lowest
- Low
- Medium
- High
- Highest



Garrett Sussman 🍵🔍 @garrettsussman · 6 g. ...

What felt like the most subjective aspect of how you rated?



1



3



457



Cyrus SEO @CyrusShepard · 5 g. ...

Definitely "Quality of the Main Content" (MC)

- Effort
- Originality
- Talent/Skill
- Accuracy

Mentioned in the Guidelines here:

static.googleusercontent.com/media/guidelin...



5



360



National Heart, Lung,
and Blood Institute[Accessible Search Form](#)[Advanced Search](#)

NHLBI Entire Site

SEARCH

Public

Health
Professionals

Networks

Funding
& ResearchClinical
TrialsTraining
& Careers

Researchers

Educational
CampaignsNews
& ResourcesAbout
NHLBI

Aim for a Healthy Weight » BMI Calculator

Saturday, December 14, 2013

[Home](#)[Assessing Your Weight
and Health Risk](#)[Control Your Weight](#)[Eat Right](#)[Be Physically Active](#)[Healthy Weight Tools](#)[BMI Calculator](#)[Menu Planner](#)[Portion Distortion](#)[Key Recommendations](#)[Healthy Weight Resources
for Parents/Families
\(We Can!\)](#)[Health Professional
Resources](#)

Calculate Your Body Mass Index

Body mass index (BMI) is a measure of body fat based on height and weight that applies to adult men and women.

- Enter your weight and height using standard or [metric](#) measures.
- Select "Compute BMI" and your BMI will appear below.

[Español](#)

STANDARD

METRIC

Your Height:
(feet) (inches)

Your Weight:
(pounds)

Compute BMI

Your BMI:

BMI Categories:

- Underweight = <18.5
- Normal weight = 18.5–24.9
- Overweight = 25–29.9
- Obesity = BMI of 30 or greater

[The BMI Tables](#)

[Aim for a Healthy Weight:](#)

- [Limitations of the BMI](#)
- [Assessing Your Risk](#)
- [Controlling Your Weight](#)
- [Recipes](#)

[Download the BMI Calculator iPhone App](#)



Twitter



Facebook



YouTube



Google+

[SEARCH](#) | [ACCESSIBILITY](#) | [READERS & PLAYERS](#) | [SITE INDEX](#) | [OTHER SITES](#) | [PRIVACY STATEMENT](#) | [FOIA](#) | [CONTACT US](#) | [OIG](#)



$$\text{BMI} = \text{KG} / \text{M}^2$$
$$\text{WEIGHT (LB)} / [\text{HEIGHT (IN)}]^2 \times 703$$



Calculate Your Body Mass Index

Body mass index (BMI) is a measure of body fat based on height and weight that applies to adult men and women.

- Enter your weight and height using standard or [metric](#) measures.
- Select "Compute BMI" and your BMI will appear below.

Home

Assessing Your Weight and Health Risk

Control Your Weight

Eat Right

Be Physically Active

Healthy Weight Tools

BMI Calculator

Menu Planner

Portion Distortion

Key Recommendations

Healthy Weight Resources for Parents/Families (*We Can!*)

Health Professional Resources

[Español](#)

STANDARD METRIC

Your Height:
(feet) (inches)

Your Weight:
(pounds)

Compute BMI

Your BMI:

BMI Categories:

- Underweight = <18.5
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[The BMI Tables](#)

[Aim for a Healthy Weight:](#)

- [Limitations of the BMI](#)
- [Assessing Your Risk](#)
- [Controlling Your Weight](#)
- [Recipes](#)

 [Download the BMI Calculator iPhone App](#)



„This page was created with effort and skill, and it accomplishes its purpose very well by offering very high quality and satisfying MC.”

CO JEST NIE TAK?!

Body Mass Index (BMI)
is a measure of body
fat based on height and
weight that applies to
adult men and women.

osoba o rozbudowanej
muskulaturze może mieć
BMI wskazujące na
skrajną otyłość posiadając
jednocześnie bardzo mało
tkanki tłuszczowej.

<https://www.ikard.pl/badanie-bmi.html>





National Heart, Lung,
and Blood Institute

[Health Topics](#)

[The Science](#)

[Grants and Training](#)

[News and Events](#)

[About NHLBI](#)

[Home](#) » [Health Information for the Public](#) » [Educational Campaigns & Programs](#) » [Aim for a Healthy Weight](#) » [Healthy Weight Tools](#) » BMI Calculator



[Home](#)

[Assessing Your Weight
and Health Risk](#)

[Control Your Weight](#)

[Eat Right](#)

[Be Physically Active](#)

[Healthy Weight Tools](#)

[BMI Calculator](#)

[Menu Plans](#)

[Portion Distortion](#)

[Key Recommendations](#)

[Healthy Weight Resources
for Parents/Families
\(We Can!\)](#)

[Health Professional
Resources](#)

Calculate Your Body Mass Index

[Español](#)

Body mass index (BMI) is a measure of body fat based on height and weight that applies to adult men and women. [View the BMI tables](#) or use the tool below to compute yours.

- Enter your weight and height using standard or [metric](#) measures.
- Select "Compute BMI" and your BMI will appear below.

STANDARD

METRIC

Your Height: 5 7
(feet) (inches)

Your Weight: 150
(pounds)

Compute BMI

Your BMI:
23.5

BMI Categories:
Underweight = <18.5
Normal weight = 18.5–24.9
Overweight = 25–29.9
Obesity = BMI of 30 or greater

**What Next? Take Action Towards
Better Health:**
[Maintain a Healthy Weight](#)

- Maintaining a healthy weight is important for your heart health.
- Learn more about [overweight and obesity](#)

[Increase Physical Activity](#)

- Moving more can lower your risk factors for heart disease.

[Eat a Heart-Healthy Diet](#)

- Eating a healthy diet is the key to heart disease prevention.

[Know and Control Your Heart Health Numbers](#)

- Tracking your heart health stats can help you meet your heart health goals.

Download the BMI calculator app today (available for [iPhone](#)).



National Heart, Lung,
and Blood Institute



Building 31

Get Email Alerts

Receive automatic alerts about NHLBI related news and highlights from across the Institute.

» [Learn More](#)

Policies

[Privacy Policy](#)

[Freedom of Information Act \(FOIA\)](#)

[Accessibility](#)

If you need to lose weight, connecting with others can help keep you on track. Try these:

- Join a weight loss program with a buddy.
- Sign “social support” agreements with three family members or friends.
- Get your kids involved. Explain that it's important to sit less and move more to stay at a healthy weight and that they'll have more energy to ride a bike or shoot hoops. Tell them you'll do the same.



Quality Check	Lowest	Low	Medium	High	Highest
Page purpose	☐ Harmful purpose, or it is designed to deceive people about its true purpose, or who is responsible for the content on the page.	☐ Beneficial purpose			
Potential to cause harm	☐ Harmful to self or others, harmful to specified groups, or contains harmfully misleading information.	☐ No potential to cause harm, or some mild potential for harm but does not meet the standards for Lowest as described in Section 4.0 .	☐ Not expected to cause harm		
The title of the page	☐ Extremely misleading, shocking, or exaggerated.	☐ Slightly misleading, shocking, or exaggerated.	☐ Accurately summarizes the page.		
Quality of the Main Content (MC) • Effort • Originality • Talent/Skill • Accuracy	☐ • The MC is created with so little effort, originality, talent, or skill that the page fails to achieve its purpose. • The page is hacked, defaced, or spammed. • The page is gibberish or otherwise makes no sense. • The MC is copied, auto-generated, or otherwise created without adequate effort.	☐ MC is created without adequate effort, originality, talent, or skill necessary to achieve the purpose of the page in a satisfying way.	☐ MC is created with adequate effort, originality, talent, or skill such that the page achieves its purpose.	☐ MC is created with a high level of effort, originality, talent, or skill such that the page achieves its purpose well.	☐ MC is created with a very high level of effort, originality, talent, or skill such that the page achieves its purpose very well.
The role of Ads and Supplementary Content (SC) on the page	☐ The MC is deliberately obstructed or obscured due to Ads, SC, interstitial pages, download links, or other content that is beneficial to the website owner but not necessarily the website visitor.	☐ The Ads or SC significantly distract from or interrupt the use of the MC, as described in Section 5.3 .	☐ The Ads and SC do not block or significantly interfere with the MC on the page. Remember: Many websites need monetization to share content with users. The presence or absence of Ads alone is not a consideration for PQ rating.		
Information provided by the website and content creator	☐ A complete lack of information about who is responsible for the website and its content for YMYL pages or other pages requires trust.	☐ Unsatisfying amount of website information or information about the content creator for the purpose of the page. Important: For personal content shared on social media platforms or forums, an alias or username is adequate.	☐ Adequate information about the website and content creator for the purpose of the page. For stores or websites that process financial transactions, examine the customer service information. Important: For personal content shared on social media platforms or forums, an alias or username is adequate.		
Reputation of the website and content creator	☐ A very negative reputation, including a reputation for malicious or harmful behavior.	☐ A mildly negative reputation of the website or content creator.	☐ Not especially positive nor especially negative: Reputation information found about the website or content creator is not concerning but not positive enough to justify a higher rating up.	☐ Positive reputation of the website for the topic of the page. Positive reputation of the content creator for the topic of the MC.	☐ Very positive reputation of the website for the topic of the page. Very positive reputation of the content creator for the topic of the MC.
Trustworthiness of the page: E-E-A-T	☐ • The lack of experience, expertise, authoritativeness, or trust causes the page to fail to achieve its purpose • The page or website is highly untrustworthy.	☐ Inadequate level of E-E-A-T for the purpose of the page.	☐ Adequate level of E-E-A-T for the purpose of the page.	☐ High level of E-E-A-T for the purpose of the page.	☐ Very high level of E-E-A-T for the purpose of the page.

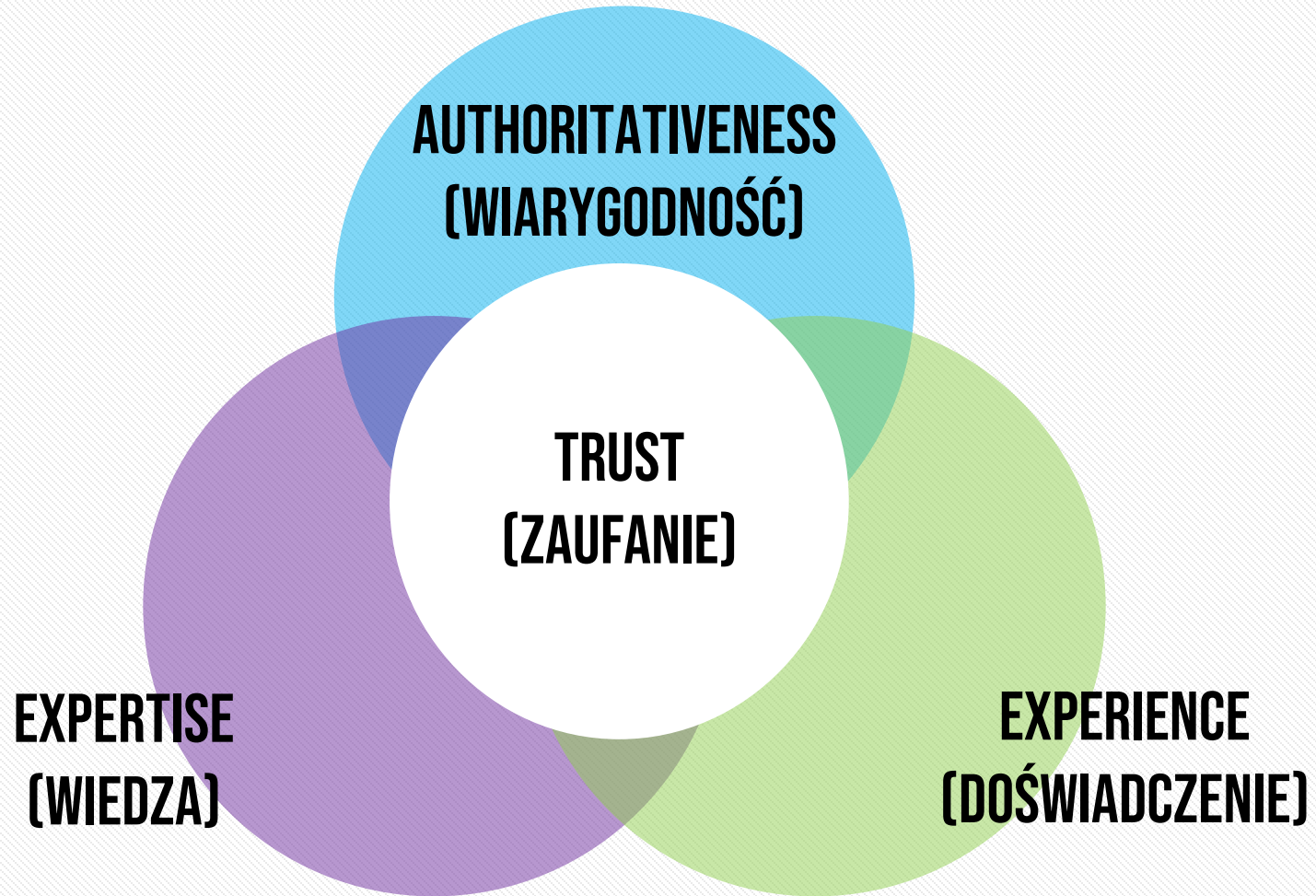
Template created by [Zyppy SEO](#) based on Google's [Search Quality Rater Guidelines](#), March 2024 edition

ZYPPI SEO

<https://zyppy.com/seo/quality-rating-scorecard/>

E-E-A-T





A man with a beard, wearing a white lab coat over a blue shirt, stands in a clinical setting. He holds a blue clipboard in his left hand and points with a pen in his right hand towards a large screen. The screen displays a grid of medical scans, including brain MRIs and CT scans. Overlaid on the screen is a dark blue rounded rectangle containing the text 'EXPERTISE vs. EXPERIENCE' in white, bold, sans-serif font.

EXPERTISE vs. EXPERIENCE



Garrett Sussman ☕🔍 @garrettsussman · 6 g. ...

What felt like the most subjective aspect of how you rated?



Cyrus SEO @CyrusShepard · 5 g. ...

Definitely "Quality of the Main Content" (MC)

- Effort
- Originality
- Talent/Skill
- Accuracy

Mentioned in the Guidelines here:

static.googleusercontent.com/media/guidelin...



MNIEJ TYPOWE RZECZY DO SPRAWDZANIA

- Sprawdzanie polityki prywatności
- Sprawdzanie oryginalności obrazów i video
- Sprawdzanie poprawności językowej (także interpunkcji)
- Sprawdzanie video w YouTube
- Sprawdzanie stron błędów (mogą mieć Highest Quality!)

TOPICAL AUTHORITY





„Authority is a measure of trustworthiness or credibility.”

Źródło: <https://www.searchenginejournal.com/topical-authority/247189/>

„Topical authority is an SEO concept where a site aims to be the go-to authority on one or more topics.”

Źródło: <https://ahrefs.com/blog/topical-authority/>

„Topical authority is a measure of a website's perceived authority and expertise in a particular niche or topic.”

Źródło: <https://www.gravitatedesign.com/blog/what-is-topical-authority/>

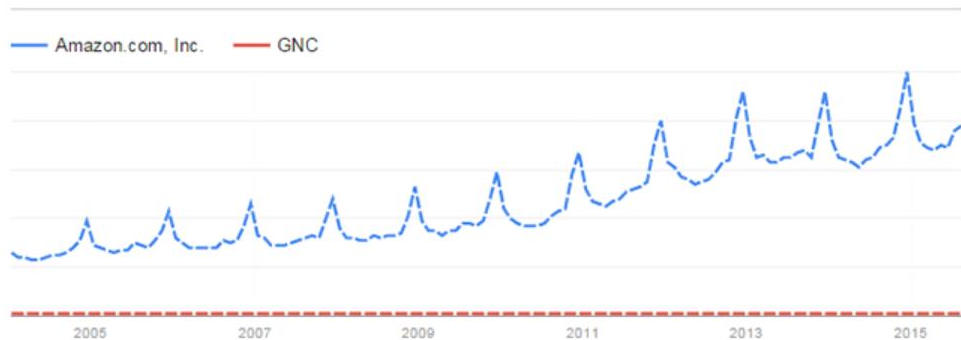


star power and test presentations in front of a forgiving audience. You can also do the same on webinars and hangouts.

#5 – Theme Your Website to Become the **Topical Authority** in Your Niche

Everyone keeps saying that only big brands are ranking, but is that really true? Being big is relative. To a minnow a fish is big and to a fish a shark is big. Make sense? In this section, you'll see that Google isn't afraid to punish big brands. Look at how popular Amazon is compared to GNC. If Amazon is a shark, GNC is a small fish.

Interest over time. Web Search. Worldwide, 2004 - present.



[View full report in Google Trends](#)

How can a small fish swim with the sharks? Here is the search history provided by

SERPWoo for one of the spammiest commercial keywords on the internet. The health

supplement "gnc" has been searched over 1 million times in the last

ŹRÓDŁO: [HTTPS://BLOG.MAJESTIC.COM/COMMENTARY/5-WAYS-SUCCESSFUL-SEOS-TOPICAL-TRUST-FLOW/](https://blog.majestic.com/commentary/5-ways-successful-seos-topical-trust-flow/)

■ Amazon.com, Inc. ■ GNC

Topical authority

=

E-E-A-T Authoritativeness

Authoritativeness definition:

„Consider the extent to which the content creator or the website is known as a go-to source for the topic.”



US 20210004416A1

(19) **United States**

(12) **Patent Application Publication**

XIONG et al.

(10) **Pub. No.: US 2021/0004416 A1**

(43) **Pub. Date: Jan. 7, 2021**

(54) **EXTRACTING KEY PHRASE CANDIDATES
FROM DOCUMENTS AND PRODUCING
TOPICAL AUTHORITY RANKING**

G06F 16/955 (2006.01)
G06F 16/906 (2006.01)
G06F 17/27 (2006.01)

(71) Applicant: **Microsoft Technology Licensing, LLC,**
Redmond, WA (US)

(52) **U.S. Cl.**
CPC *G06F 16/951* (2019.01); *G06F 16/9536*
(2019.01); *G06F 17/2775* (2013.01); *G06F*
16/906 (2019.01); *G06F 16/955* (2019.01)

(72) Inventors: **Li XIONG,** Kirkland, WA (US); **Chuan
HU,** Redmond, WA (US); **Arnold
OVERWIJK,** Redmond, WA (US);
Junaid AHMED, Bellevue, WA (US)

(57) **ABSTRACT**

(73) Assignee: **Microsoft Technology Licensing, LLC,**
Redmond, WA (US)

A system for extracting key phrase candidates from a corpus of documents, including a processor, a memory, and a program executing on the processor. The system is configured to run a key phrase model to extract one or more key phrase candidates from each document in the corpus and convert each extracted key phrase candidate into a feature vector. The key phrase model also filters the feature vectors to remove duplicates using a classifier that was trained on a set of key phrase pairs with manual labels indicating whether two key phrases are duplicates of each other, to produce remaining key phrase candidates. The system uses the remaining key phrase candidates in a computer-implemented application.

(21) Appl. No.: **16/460,776**

(22) Filed: **Jul. 2, 2019**

Publication Classification

(51) **Int. Cl.**
G06F 16/951 (2006.01)
G06F 16/9536 (2006.01)

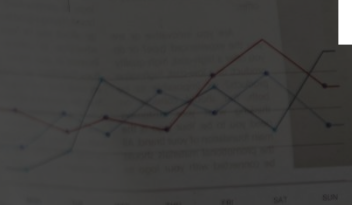
Imagine a revenue of hundred million dollars

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales.

Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives.

The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities.

Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking, advertising etc. Having the perfect timing with your activities to fit your customers buying cycles will help you save money and maximizing sales. The marketing plan should be innovative, it should have the details on how your sales are followed up and the activities you doing to develop your offers.



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Million reinvested in travel businesses

Lastly, improvement should be measured regularly and assessed in order for you to know what's beneficial and what is not. This will help you set new targets. It will help you to focus resources on the greatest opportunities to increase sales.

Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives.

The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities.

Million reinvested in travel businesses

Branding is defined as the process of coming up or making a unique name or design for a certain product.

Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitions. Your brand tells your customers what they can have or expect from the products and services you offer.

Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both. You should consider on thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand.

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Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, visual communication and distribution channels are parts of brand strategy. The branding strategy you have should be consistent as it leads to a strong brand equity.

Imagine a revenue of hundred million dollars

Brand strategy allows you to have a major advantage in gaining a large increase in your market competitions. Your brand tells your customers what they can have or expect from the products and services you offer.

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The branding strategy you have should be consistent as it leads to a strong brand equity. Branding is defined as the process of coming up or making a unique name or design for a certain product. Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitions.

Stock Market Strategy

Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitions. Your brand tells your customers what they can have or expect from the products and services you offer.

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- Buy
- Sell
- Hold
- Short
- Long



JAK ZMIENIAŁY SIĘ WSKAZÓWKI

WSKAZÓWKI DLA TESTERÓW

2015

2017



Pierwszy raz Google
opublikował pełny tekst
General Guidelines.

WSKAZÓWKI DLA TESTERÓW

2017

2018



**Nowa flaga: Upsetting-
Offensive, mająca nauczyć
Google lepiej walczyć ze
spamem.**

WSKAZÓWKI DLA TESTERÓW

2018

2019



Pojawiła się: „reputacja autora”, wytyczne na temat clickbaitów, oraz informacje, że high i highest quality mają dostarczać wartość.

WSKAZÓWKI DLA TESTERÓW

2019

2020

E-A-T w sekcji Page Quality
Zaktualizowany FAQ

WSKAZÓWKI DLA TESTERÓW

2020

2021



???

WSKAZÓWKI DLA TESTERÓW

2021



???

2021



WSKAZÓWKI DLA TESTERÓW

2022

2023

E-E-A-T



WSKAZÓWKI DLA TESTERÓW

2023

2024

Aktualizacja i unowocześnienie
przykładów

WSKAZÓWKI DLA TESTERÓW

2024

2025?

Niepoprawność merytoryczna
(factual inaccuracies)



Odd, factually inaccurate and/or misleading statements:

- The section suddenly refers to praying mantises as “praying mollies” - a name does that isn’t supported through a quick web search
- Praying mollusks do not exist - there is no such animal
- Statements about animals and their relation to God are not what one would expect on an informational page like this
- Poisonous snakes exist

WSKAZÓWKI DLA TESTERÓW

2025?



Dalsza walka m.in. z treściami
AI nienadzorowanymi przez
człowieka

 Available  Service information  Service disruption  Service outage

All incidents reported for Ranking

2024

SUMMARY	DATE	DURATION
March 2024 spam update	5 Mar 2024	 14 days, 21 hours
March 2024 core update	5 Mar 2024	 Information

2023

SUMMARY	DATE	DURATION
November 2023 reviews update	8 Nov 2023	 29 days



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ps. zasubskrybuj!

