



# Google Cheat Sheet: 23 Questions to Ask from Google's Perspective + 5 from Us

## 23 Questions to Ask from Google

- Would you trust the information presented in this article?
- Is this article written by an expert or enthusiast who knows the topic well, or is it more shallow in nature?
- Does the site have duplicate, overlapping, or redundant articles on the same or similar topics with slightly different keyword variations?
- Would you be comfortable giving your credit card information to this site?
- Does this article have spelling, stylistic, or factual errors?
- Are the topics driven by genuine interests of readers of the site, or does the site generate content by attempting to guess what might rank well in search engines?
- Does the article provide original content or information, original reporting, original research, or original analysis?
- Does the page provide substantial value when compared to other pages in search results?
- How much quality control is done on the content?
- 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, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?
- Was the article edited well, or does it appear sloppy or hastily produced?
- For a health related query, would you trust information from this site?
- Would you recognize this site as an authoritative source when mentioned by name?
- Does this article provide a complete or comprehensive description of the topic?

- 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?
- Does this article have an excessive amount of ads that distract from or interfere with the main content?
- 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?
- Would users complain when they see pages from this site?

Questions created by Neil Patel. Found here:

<https://webmasters.googleblog.com/2011/05/more-guidance-on-building-high-quality.html>

## Our Five Questions:

- Could a caveman tell what you are selling?
- Is it easy to understand how your product or services benefit the user?
- Is it easy to understand how to purchase what you are selling or the next action to take?
- Do you authentically show who you are with photos and images and not overuse stock images? Is your website fresh, modern and user friendly?
- Are there conversion paths on every page?



**BigOrange Marketing**  
A Content & Inbound Marketing Agency