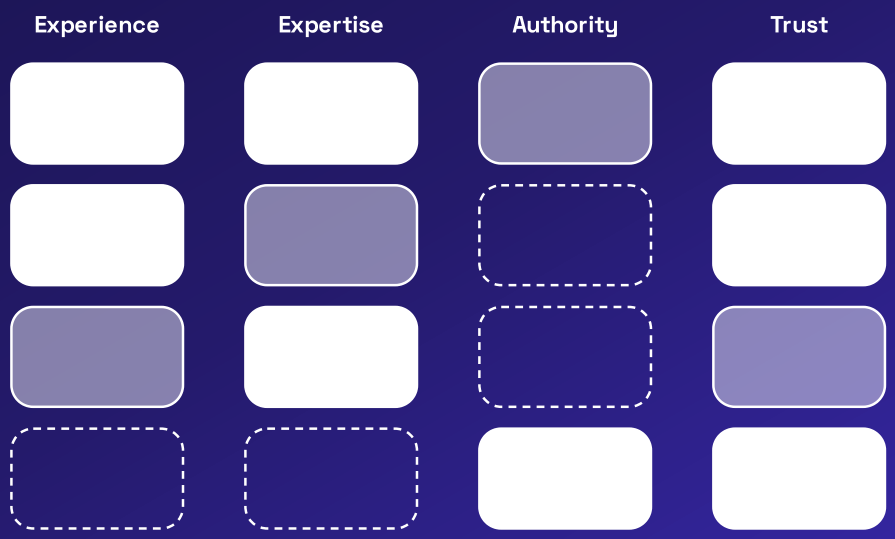
SEO Girl

A practical workbook, 2026

Proof on the Page

An E-E-A-T workbook for e-commerce: show shoppers, search engines and AI assistants why your brand deserves trust.



Audit

16 signals across your key pages

Show

Real people, real use, real proof

Place

Proof where shoppers decide

Ameneh Saeednia
Senior SEO and Generative Search Strategist

Independent learning workbook
seogirl.ca

Step 1: Orient

Trust is something you show

Google's quality guidelines describe four qualities: experience, expertise, authoritativeness and trust. They aren't a score you're given, but the signals behind them are what shoppers look for, and what AI assistants quote when they recommend a brand.

Pillar	What it means on a store	Examples
Experience	Real people and real use	Founder story, reviews with detail, customer photos
Expertise	Knowing the product	Materials, fit, care, dimensions, buying guidance
Authority	Others vouch for you	Certifications, impact numbers, press, awards
Trust	Safe to buy from	Contact options, returns, warranty, structured data

From the SEO Girl research

In *Does Size Buy Trust?*, the largest brand had the strongest trust infrastructure but named no people, the smallest named its founder but showed no reviews, and the mid-size brand kept its best proof on its About page instead of its product pages.

What you'll produce

A 16-signal audit of five key pages, a founder story, a review request plan, a proof placement map and a 30-day plan.

Step 2: Audit

The 16-signal audit

Score each signal on each page: **1** present, **0.5** partly present or hidden behind a tab, **0** not found.

Signal	Home	About	Product	Returns	Contact
Named founder or people, with a real story					
Product reviews shown					
Reviews with real-use detail					
Customer photos					
Materials and composition					
Fit, size or dimensions					
Care or use guidance					
Buying guides or educational content					
Third-party certification					
Measurable impact or proof					
Press or awards shown					
Linked to profiles beyond social media					
Contact beyond email					
Clear, visible returns policy					
Warranty or guarantee					
Structured data (product, rating, returns)					

Signals 1 to 4 are experience, 5 to 8 expertise, 9 to 12 authority, 13 to 16 trust. Total each group out of 4 to see your strongest and weakest pillar.

Step 3: Experience

Show the people and the use

Founder story fields

Who founded it	
When	
Where	
Why it started	
What makes it different	
Who makes it now	

Use names, years and places. Specifics give shoppers someone to believe and give search engines something concrete to connect.

Ask for reviews that describe use

- How did it fit compared with your usual size?
- Where and how often did you use it?
- How did it hold up after a few weeks?
- Who would you recommend it to?
- Is there anything you'd change?

Keep reviews honest

Never offer rewards for positive reviews, and show critical reviews too. Follow platform rules and consumer protection law.

Customer photos

Ask permission before using a customer's photo, and keep a record of it.

Step 4: Expertise

Make product knowledge visible

Shoppers and AI assistants both need clear, specific product facts. Put the important ones in plain text on the page; tabs and accordions are fine for convenience, but not as a hiding place.

Detail	Good example	Check
Materials	"70% organic cotton, 30% recycled polyester"	☐
Fit	"Relaxed fit; model is 175 cm and wears size M"	☐
Dimensions	"24 L; 48 × 30 × 20 cm"	☐
Care	"Machine wash cold; hang dry"	☐
Use case	"Built for wet day hikes, not alpine climbing"	☐
Limitations	"Not fully waterproof in sustained downpours"	☐

From the research

One brand in *Does Size Buy Trust?* had its returns terms and fabric details behind collapsed tabs. The information existed, but it wasn't visible text until a shopper clicked.

Step 5: Authority and trust

Put proof where shoppers decide

Proof works best next to the decision it supports. Mark where each proof point appears today (✓) and where it should appear (+).

Proof point	Home	About	Category	Product	Checkout
Certifications					
Impact numbers					
Press and awards					
Reviews and rating					
Warranty					
Returns summary					
Founder or maker story					

Trust basics

- [ ] A way to reach a person: chat, phone or a clear contact form.
- [ ] Returns and shipping summarized on the product page.
- [ ] Warranty or guarantee stated plainly, with a link to terms.
- [ ] Product, rating and return policy structured data.

Step 6: Prioritize

Plan your next 30 days

Start with your weakest pillar, on your highest-traffic pages.

Action	Pillar	Impact	Effort	Owner	Due

Week	Focus
1	Run the audit; write the founder story
2	Fix visible product details on your top products
3	Move proof onto product pages; add structured data
4	Launch review requests; re-score the audit

Template

Your one-page proof plan

Field	Your notes
Audit score (out of 16) and date	
Strongest pillar	
Weakest pillar	
Founder story status	
Review request plan	
Proof to move onto product pages	
Structured data to add	
Next audit date	

Quality check

- [ ] Every claim on the page is true and supported.
- [ ] Real people are named, with their permission.
- [ ] Reviews are genuine and unfiltered.
- [ ] Key details are visible text, not only in tabs.
- [ ] Proof sits next to the decisions it supports.

About this workbook

A practical companion to the SEO Girl study *Does Size Buy Trust?* on E-E-A-T signals by brand size. E-E-A-T comes from Google's search quality rater guidelines; it isn't a published score. All company names and examples are fictional unless marked as coming from the SEO Girl research series. This workbook isn't affiliated with or endorsed by any company or platform mentioned.

Ameneh Saeednia, SEO Girl · seogirl.ca