

The E-E-A-T + AKA Framework

The authority methodology behind every build — Private Label Agency

Part 1 — What Google actually rewards: E-E-A-T

Google's quality standard is **Experience, Expertise, Authoritativeness, Trust**. It's not a checkbox — it's a pattern the site has to *demonstrate*:

- **Experience** — first-hand signals: real photos, real projects, real cases, "we did this" not "one could do this"
- **Expertise** — credentialed depth: author bios, licenses, certifications, correctly-used terminology, fact-checked claims
- **Authoritativeness** — external recognition: citations, mentions, consistent NAP, reviews, links from places that matter in the niche
- **Trust** — the deal-breakers: accurate claims, clear pricing/contact, HTTPS, accessibility, policies, no dark patterns

Most local sites fail E-E-A-T not because the business lacks experience, but because **the site never shows it**. Our builds surface it systematically.

Part 2 — How we structure it: the AKA architecture

Every site we build is organized into three page layers:

A — Authority pages

The money layer. Service pages, offer pages, location pages. Built to **convert** (clear offer, proof, friction-free contact) and structured to **rank** (one primary intent per page, full schema, internal links from the layers below).

K — Knowledge pages

The depth layer. Guides, explainers, topic hubs that prove the business actually understands its field. This is where Expertise and Experience live — and where competitors' thin sites can't follow.

A — Answer pages

The question layer. Real questions customers ask — harvested from live search data, not guessed — answered directly in the first 40 words, then expanded. Built for featured snippets, AI overviews, and voice search. This layer is why our sites get cited by AI answers while competitors get skipped.

Part 3 — Why the lattice matters

The three layers interlink deliberately: Answer pages cite Knowledge pages; Knowledge pages funnel to Authority pages; Authority pages convert. A visitor (or crawler) entering anywhere is routed toward money pages through demonstrated expertise. That routing *is* the authority signal.

What this means for your pitch

You're not selling "content" or "SEO." You're selling: **"We'll make you the obvious answer in your market — to Google, to AI assistants, and to the customer reading at 11pm."** The SUPER SEO Authority Build

(\$999 wholesale) is this framework, productized.

privatelabelagency.com — sell it as yours.