

Google's Content Quality and Helpfulness Questions	Question Type	Answer	Add example of how this is better done by outranking competitor	Comments and Recommendations
Is the content primarily made for humans rather than to attract people from search engines?	Helpfulness and People Satisfaction			
Has the content been primarily written by a human rather than using extensive automation?	Helpfulness and People Satisfaction			
Is the content topic aligned to your site primary purpose or focus? (audience that would find the content useful if they came directly to you)	Helpfulness and People Satisfaction			
Does your content actually answer the question that it promised to answer?	Helpfulness and People Satisfaction			
After reading your content, will someone leave feeling they've learned enough about a topic to help achieve their goal?	Helpfulness and People Satisfaction			
Does the content provide original information, reporting, research or analysis?	Quality			
Does the content provide a substantial, complete or comprehensive description of the topic?	Quality			
Does the content provide insightful analysis or interesting information that is beyond obvious?	Quality			
If the content draws on other sources, does it avoid simply copying or rewriting those sources and instead provide substantial additional value and originality?	Quality			
Does the headline and/or page title provide a descriptive, helpful summary of the content?	Quality			
Does the headline and/or page title avoid being exaggerating or shocking in nature?	Quality			
Is this the sort of page you'd want to bookmark, share with a friend, or recommend?	Quality			
Would you expect to see this content in or referenced by a printed magazine, encyclopedia or book?	Quality			
Does the content present information in a way that makes you want to trust it, such as clear sourcing, evidence of the expertise involved, background about the author or the site that publishes it, such as through links to an author page or a site's About page?	Expertise			
If you researched the site producing the content, would you come away with an impression that it is well-trusted or widely-recognized as an authority on its topic?	Expertise			
Is this content written by an expert or enthusiast who demonstrably knows the topic well?	Expertise			
Is the content free from easily-verified factual errors?	Expertise			
Would you feel comfortable trusting this content for issues relating to your money or your life?	Expertise			
Is the content free from spelling or stylistic issues?	Presentation and production			
Was the content produced well, or does it appear sloppy or hastily produced?	Presentation and production			
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?	Presentation and production			
Does the content have an excessive amount of ads that distract from or interfere with the main content?	Presentation and production			
Does content display well for mobile devices when viewed on them?	Presentation and production			
Does the content provide substantial value when compared to other pages in search results?	Context			
Does the content seem to be serving the genuine interests of visitors to the site or does it seem to exist solely by someone attempting to guess what might rank well in search engines?	Context			
Questions Source from Google:				
https://webmasters.googleblog.com/2019/08/core-updates.html				
https://developers.google.com/search/blog/2022/08/helpful-content-update				