E-E-A-T Audit Report

https://www.deviantart.com/

1.0	2.0	3.5	3.5	3.2
Experience	Expertise	Authority	Trust	Overall

CONDITIONAL PASS

Issues Found

HIGH

NO ORIGINAL CONTENT: Homepage contains zero original content created by DeviantArt. Entirely user-generated aggregation without editorial voice or expertise demonstration.

HIGH

NO AUTHOR ATTRIBUTION: No bylines, author bios, or credentials for any platform content or curation decisions.

HIGH

MISSING ABOUT PAGE: No prominent About page in main navigation to establish authority and credentials.

MEDIUM

No visible editorial standards or content quality guidelines

MEDIUM

No explanation of content curation methodology

MEDIUM

No contact information readily accessible on homepage

SEOCADDY

MEDIUM

No demonstration of platform expertise through original content

MEDIUM

Missing FAQ or help content on main page

MEDIUM

No transparency about how 'Recommended' or 'Popular' content is determined

Recommendations

Critical Priority

- **Zero original content demonstrating expertise**
  Impact: HIGH - Would significantly improve Expertise and Experience scores
- **No author attribution or credentials visible**
  Impact: HIGH - Critical for E-E-A-T

High Priority

- **Missing transparency about content curation**
  Impact: MEDIUM - Improves Trust and People-First scores
- **About page not prominent**
  Impact: MEDIUM - Improves Authoritativeness
- **No help content or FAQ on homepage**
  Impact: MEDIUM - Improves People-First content

Medium Priority

- **No contact information visible**
  Impact: LOW - Minor Trust improvement
- **Schema markup could be enhanced**
  Impact: LOW - Minor SEO benefit
- **No editorial voice or platform perspective**
  Impact: MEDIUM - Would improve Expertise and Experience

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